



**CITY OF FORT LAUDERDALE**  
**City Commission Agenda Memo**  
**REGULAR MEETING**

**#17-1363**

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**TO:** Honorable Mayor & Members of the  
Fort Lauderdale City Commission

**FROM:** Lee R. Feldman, ICMA-CM, City Manager

**DATE:** November 21, 2017

**TITLE:** Resolution Amending Resolution 17-100 to Incorporate the Revised Job  
Creation Schedule for Qualified Target Industry Tax Refund Incentive  
Project Pierce

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**Recommendation**

It is recommended that the City Commission adopt a resolution approving Project Pierce, with an amended job creation schedule, for the City's Local Match Program in support of a Florida Qualified Target Industry (QTI) company pursuant to Section 288.106, Florida Statutes, and providing funds are available as local financial support through the QTI program.

**Background**

On May 16, 2017, the Fort Lauderdale City Commission approved the City's 20% local match for the Project Pierce QTI incentive award. The project and QTI incentive award were described in the Commission Agenda Memo #17-0565 and documented under resolution 17-100. The project description is restated below.

The Florida Department of Economic Opportunity (DEO) received a letter dated October 19, 2017 from Project Pierce advising, "Due to unforeseen circumstances that delayed our clinical and commercial activities in the US, we were unable to meet our expected increase in headcount in 2017." Project Pierce is requesting the anticipated job creation schedule in their original application to be pushed out 1-year to begin in 2018. DEO has advised that they will accept the revised job creation schedule, all other terms remaining the same, if the City of Fort Lauderdale approves the delay of the job creation schedule. Project Pierce is a medical technology company focused on the development and commercialization of systems to improve the cost-effectiveness of examination procedures and enhancement of the experience for physicians and patients. Pierce has subsidiaries in the U.S. and the Middle East. Supporting this project would further elevate the City's recognition as a technology and life sciences hub and serve as a validation to the area's economic development strategy.

Project Pierce is a joint effort between the State of Florida, Greater Fort Lauderdale Alliance, and the City of Fort Lauderdale. The total QTI incentive award will not exceed \$250,000, of which the State of Florida would provide 80% (\$200,000) and the City of

Fort Lauderdale would provide 20% (\$50,000). The award will be paid annually, in amounts not to exceed the values depicted in Exhibit 1. The City's share of the QTI award in the first year (FY2019/20) is estimated to be \$2,500.00.

Highlights of the incentive award:

- Project Pierce will create 50 high skill/high wage jobs with an average annual wage of \$95,718 (200% of the private sector average wage in Broward County).
- Validates the City of Fort Lauderdale and the State of Florida's commitment to facilitating employment opportunities within new and existing industries in the Transportation Services sector.
- Secures an estimated capital investment of approximately \$1.06 million to establish their office.

### **Resource Impact**

There is no current year budgetary impact for this Fiscal Year associated with this action. Funding for Fiscal Year 2019/20 through Fiscal Year 2024/25 is subject to approval and appropriation of the annual operating budget.

### **Strategic Connections**

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Business Development Cylinder of Excellence, specifically advancing:

- Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, port, and rail connections.
- Objective 1: Define, cultivate, and attract targeted and emerging industries.

This item also advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We are Prosperous*.

### **Attachments**

Exhibit 1 – Projected Funding Analysis

Exhibit 2 – Resolution

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Prepared by: Michael Chen, Economic & Business Development Manager,  
Department of Sustainable Development

Department Director: Anthony Gregory Fajardo, Sustainable Development