



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

**#18-1193**

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

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

**DATE:** November 6, 2018

**TITLE:** Resolution Approving an Amended Job Creation Schedule for Content Critical Solutions, Inc. (Project Delta), a Florida Qualified Target Industry Business

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**Recommendation**

It is recommended that the City Commission adopt a resolution approving an amended job creation schedule for Content Critical Solutions, Inc. (Project Delta) in regard to 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 July 12, 2016, the Fort Lauderdale City Commission approved the City's 20% local match for the Content Critical QTI incentive award. The project and QTI incentive award were described in Commission Agenda Memo #16-0828 (Exhibit 1) and documented under resolution 16-104 (Exhibit 2). An updated project description is provided below.

In the original application, Content Critical Solutions, Inc. committed to start their hiring expansion during 2017, with their first year of benefits being 2018. Content Critical is requesting approval for their original job creation schedule to be pushed out one year to begin the hiring expansion in 2018, with 2019 being the first year they are eligible for a QTI incentive payment. The Florida Department of Economic Opportunity (DEO) has advised they will accept the revision, all other terms remaining the same, if the City of Fort Lauderdale approves the delay of the job creation schedule. Please see the revised funding analysis attached as Exhibit 3.

Content Critical is the establishment of a Southeastern Regional/Latin American Headquarters of a business consulting services and communication management software company in Fort Lauderdale and Broward County. Content Critical is a privately-held company in the business consulting services industry. This project represents a great opportunity to support the expansion of a growing company to Fort Lauderdale. Establishing this project would further allow the City to compete with larger markets both domestic and international; and serve as a validation to the area's economic development strategy.

Content Critical is a joint effort between the State of Florida, Greater Fort Lauderdale Alliance, and the City of Fort Lauderdale. The total QTI incentive award is \$45,000, of which the State of Florida would provide 80% (\$36,000) and the City of Fort Lauderdale would provide 20% (\$9,000), paid annually over a period of six years. The City's share of the QTI award in the first year is estimated to be \$1,500.

Highlights of the incentive award:

- Content Critical will create 15 high skill/high wage jobs with an average annual wage of \$52,938 (115% 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 Professional Services sector.
- Secures a conservatively estimated capital investment of approximately \$2,181,866 for applicable renovations, build-out, and furnishing of a leased 20,200 sq. ft. facility.

### **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 – Commission Agenda Memo 16-0828

Exhibit 2 – Resolution 16-104

Exhibit 3 – Revised Funding Analysis

Exhibit 4 – Resolution

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

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