



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

**#18-0941**

---

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

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

**DATE:** September 25, 2018

**TITLE:** Motion to Amend Project Vista to reflect a Revised Job Creation Schedule  
for their Qualified Target Industry Tax Refund Incentive

---

**Recommendation**

It is recommended that the City Commission adopt a motion approving an amended job creation schedule for Project Vista in regards 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.

Project Vista has advised, "In order to support our business expansion, it was necessary to hire a number of non-exempt, hourly employees prior to those in regular managerial roles. As a result, the bulk of the managerial and salary-based hires took place after January 1, 2018." Therefore, Project Vista is requesting approval for their original job creation schedule to be pushed out one year to begin in 2018, with 2019 being the first year 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.

**Background**

On April 4, 2017, the Fort Lauderdale City Commission approved the City's 20% local match for the Project Vista QTI incentive award. The project and QTI incentive award were described in the Commission Agenda Memo #17-0414 and documented under resolution 17-66. The project description is restated below.

Project Vista, a publicly traded European company, now has more than 750 employees worldwide and has been experiencing growth in the United States. Vista developed a sales approach, a pricing structure, and a tangible product delivery system that has allowed them to be extremely competitive. Project Vista is considering a new expansion due to a significant increase in market demand for its revolutionary approach. The Board of Directors operates from Europe and the location in Fort Lauderdale would serve as the company's International Headquarters. Supporting this project would further allow the City

to compete with other international markets and serve as a validation to the area's economic development strategy.

Project Vista is a joint effort between the State of Florida, Greater Fort Lauderdale Alliance, and City of Fort Lauderdale. The total QTI incentive award is \$1,500,000, of which the State of Florida would provide 80% (\$1,200,000) and the City of Fort Lauderdale would provide 20% (\$300,000), paid annually over eight years. The City's share of the QTI award in the first year (FY2019/20) is estimated to be \$9,750.00.

Highlights of the incentive award:

- Project Vista will create/retain 300 high skill/high wage jobs with average annual wages 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 Transportation Services sector.
- Secures an estimated capital investment of approximately \$10,400,000 for the purchase and renovation of a leased 50,000 square-foot property.

### **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

---

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

Department Director: Anthony Gregory Fajardo, Sustainable Development