

March 2, 2026

Rickelle Williams
City Manager
City Manager's Office
City of Fort Lauderdale
101 NE 3rd Avenue, Suite 2100
Fort Lauderdale, FL 33301

Re: Letter of Support for Project "Axis"

Dear Ms. Williams:

The Greater Fort Lauderdale Alliance has had the pleasure of working with the City of Fort Lauderdale and Broward County on the incentive package for Project "Axis" – the establishment of a Regional Headquarters for a global medical device company focused on orthopedic implants and robotic-assisted surgical technologies.

Based on our due diligence and review, we fully recommend this project moving forward in Fort Lauderdale, Florida/Broward County. For your reference, we have enclosed the Project Outline, Economic Impact Report/Labor Income Analysis, Payout Grid and Letter Requesting Confidentiality.

The impact of this project to the State of Florida, Broward County, and the City of Fort Lauderdale would be significant for a number of reasons:

- Demonstrates Fort Lauderdale's continued ability to retain and expand major employers in the Life Sciences and Corporate Headquarters.
- Aligns with the County's emphasis on targeted industries such as Corporate Headquarters and the Life Sciences.
- Facilitates a company creating 35 new high-skill/high-wage jobs with an average annual wage of \$106,172 (150% of the private sector average wage in Broward County).
- Ensures the project remains competitive against alternative markets under consideration, including Miami and Orlando, Florida, as well as Texas, Nevada, and Pennsylvania
- Captures a capital investment of approximately \$2.2 million in facility construction, renovations, and equipment.

Project Axis represents an opportunity to support the expansion of an innovative company advancing robotic-assisted surgical solutions within the orthopedic space. Once established, the project will also introduce a new regional headquarters in Fort Lauderdale, enhancing Broward County's position within the life sciences sector,

strengthening our regional competitiveness, and further reinforcing the area as an attractive location for corporate headquarters and high-skilled, high-wage employment
Per the enclosed ROI model, the direct economic impact created by the 35 new jobs will generate significant direct and indirect spending that will benefit our local, regional, and state economies. It is with these assumptions in mind that we have actively pursued this project establishing in Fort Lauderdale/Broward County and not being lost to alternative markets under review.

Company officials have noted the substantial costs associated with establishing a new regional headquarters and launching new product lines, as well as the important role incentives will play in accelerating hiring and helping to offset these costs over the life of the project. To that end, we respectfully request consideration of a Strategic Job Creation Incentive (SJCI), a program designed for select, high-impact projects such as Project Axis.

We propose the SJCI be performance-based, with funds allocated only after job commitments have been achieved at the specified average wage for each phase of job creation. The total incentive amount requested is \$52,500, to be shared between the City of Fort Lauderdale and Broward County. In accordance with the program's ordinance, the City would fund 30% (\$15,750), with the remaining 70% (\$36,750) provided by Broward County.

I thank you in advance for your consideration and remain on standby if you have any questions.

Best regards,



Todd Holt
Vice President, Business Development
Greater Fort Lauderdale Alliance