



DEVELOPMENT ACTIVITY

January 2019

**RECENTLY COMPLETED +
UNDER CONSTRUCTION** |



KEY SAFETY LOGISTICS

1.3 M SF

520,000 SF (DHL/IKEA)
491,920 SF
349,920 SF



CENTER STATE LOGISTICS

1M+ SF

605,412 SF (PepsiCo.)

440,000 SF

112,000 (3rd phase)



BEST BUY

605, 808 SF
130 new jobs



RUTHVEN COMBEE RD.
450,000 SF

197,600 SF
129,480 SF
122,920 SF (2nd phase)



LAKELAND REGIONAL HEALTH

CAROL JENKINS BARNETT PAVILION FOR WOMEN & CHILDREN

350,000 SF
100 jobs



BMR SUSPENSION

91,000 SF
60 jobs



PEPPERIDGE FARM

90,000 SF
10 jobs



CROWN LAUNDRY

90,000 SF
150 jobs



RUTHVEN DRANE FIELD

78,000 SF
Spec Development
Currently 50% leased



EXPRESS GLOBAL LOGISTICS

68,000 SF
15 jobs



TREATT

65,000 SF
35 jobs



TA CHEN

60,000 SF



EASTERN METAL SUPPLY

55,000 SF



GEICO

50,000 SF
500 jobs



THE RESULTS COMPANY

50,000 SF
600 jobs



CENTRAL FLORIDA DEVELOPMENT

a LEPROIS Company

DIGARC + SPEC OFFICE

25,000 SF

35 jobs

10,000 SF spec



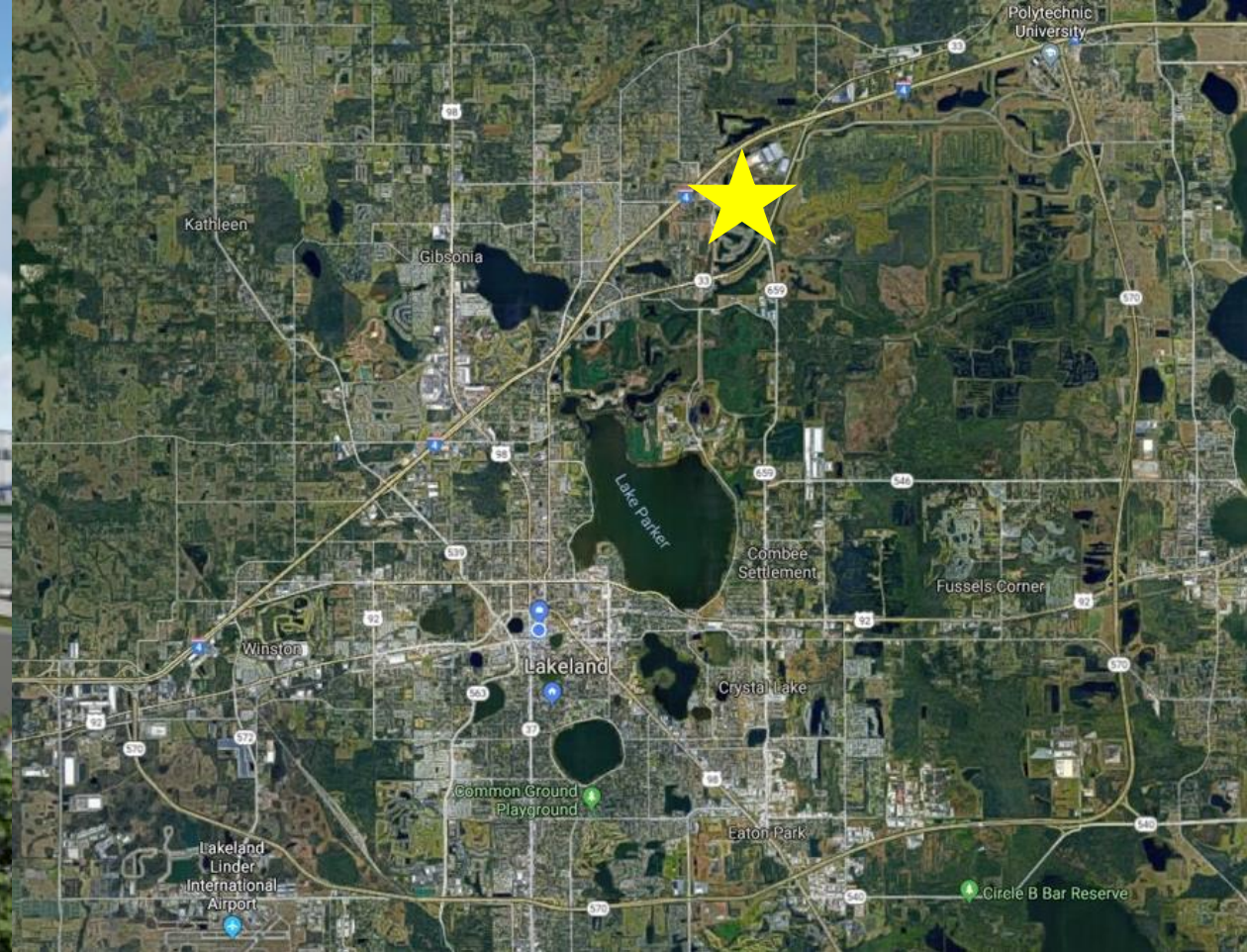
QUICK RECAP

- 4.7M square feet of development
- 1,800+ new jobs
- \$423M+ capital investment



COMING SOON

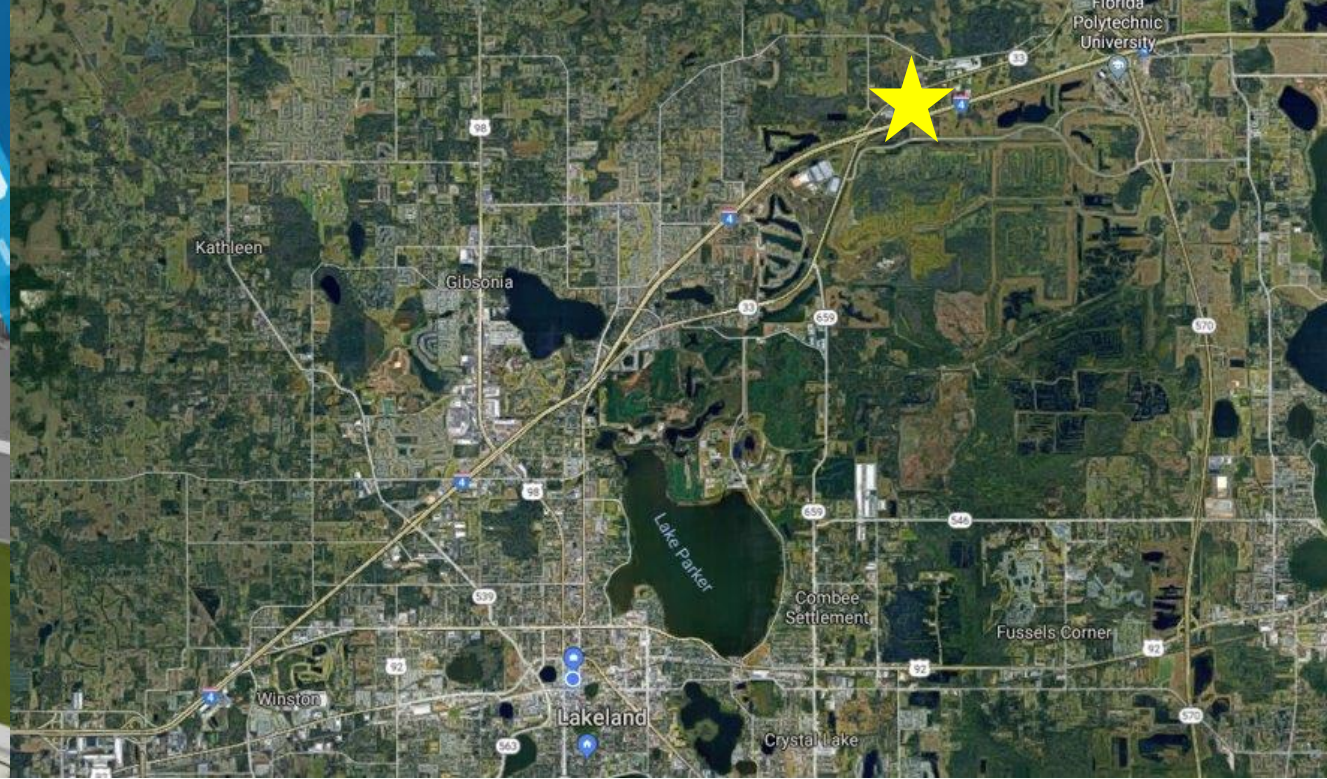




BRIDGEWATER BUSINESS PARK

712,800 + SF
Spec Development

BUILD-TO-SUIT OPPORTUNITY



DRAGSTRIP LOGISTICS CENTER

700,000 SF
Spec Development



LAKELAND COMMERCE PARK

537,000 SF
Spec Development



ROOMS-TO-GO

400,000 SF
Expansion



PUBLIX HQ

190,000 SF
700 jobs



QUICK RECAP

- 1.7 M square feet of development
- 700 new jobs
- \$75M + capital investment





OVERALL RECAP

- 6.5M square feet of development
- 2,535 new jobs
- \$498M + capital investment



Business Development & Incentives



City Investment – Amazon Example

- Amazon received an \$8.5 million incentive package from the State, County & City
- The City of Lakeland's out of pocket cash payments to Amazon were \$74,000 over a 4-year period or \$18,500 a year
- On average, over the past 10 years, The City of Lakeland has made cash incentive payments of \$120,000 a year



Amazon Warehouse Is Coming to Lakeland

By RYAN E. LITTLE / THE LEDGER

Posted Oct 22, 2013 at 5:27 PM

Updated Oct 23, 2013 at 1:24 AM

It's official: Amazon will open warehouses in Lakeland and in Hillsborough County, the Internet retailer confirmed Tuesday after months of speculation.

LAKELAND | It's official: Amazon will open warehouses in Lakeland and in Hillsborough County, the Internet retailer confirmed Tuesday after months of speculation.

In total, the Lakeland warehouse will receive about \$8.5 million in incentives — an investment of about \$22,000 per job.

2017...2018...2019?

- 2017 & 2018 – The LEDC asked the City Commission for additional incentive support to recruit High-Skill, High-Wage jobs to Lakeland to compete with Tampa, Orlando, Jacksonville and beyond.



LEDC head pitches incentives to bring jobs to Lakeland

By Christopher Guinn
Posted Apr 20, 2017 at 10:54 PM
Updated Apr 21, 2017 at 7:42 AM

The business group's presentation seeks to sway the City Commission.

LAKELAND — To compete for employers bringing well-paying jobs, Lakeland needs to set its sights and its willingness to incentivize higher, Lakeland Economic Development Council President Steve Scruggs said Thursday.

"We are killing it with creating jobs," he said, and Lakeland, for the first time in decades, has an unemployment rate on par with the state as a whole.

"The issue is high skill, high wage jobs," he said.

About 20 percent of the jobs created in Lakeland in the last decade have been what are called "high skill, high wage" jobs that pay better than the median area income, he said.

"We need to stop comparing ourselves to Ocala, Daytona and Volusia County," Scruggs told the City Commission at its annual two-day planning retreat. "I think we need to create a strategy to compete with Tampa, Orlando, Jacksonville and beyond."



LEDC: New incentives would help Lakeland compete

By Christopher Guinn
Posted Jan 16, 2018 at 7:29 PM
Updated Jan 17, 2018 at 9:49 AM

LAKELAND — The city could be doing more to encourage companies to bring higher-than-average wage jobs to Lakeland, Lakeland Economic Development Council President Steve Scruggs told commissioners Tuesday.

Scruggs, the director of the private business recruitment and advocacy group, reiterated a pitch he had made to Lakeland commissioners last summer now that the body has four new members.

Scruggs said incentives — cash bonuses, tax relief and infrastructure improvements among them — "are not inherently good or bad, right or wrong," he said, but tools to compete in a market where companies are in part basing decisions on incentives.

"We wish there were no incentives, we wish we didn't have to play in this game," Scruggs said. "I wish Lakeland or Jacksonville or Tampa or Orlando were attractive enough where they didn't have to do that. ... It's just the kind of way it is."

- We asked the City Commission to consider incenting High-Skill High-Wage jobs in two ways:
 - City Tax Abatement - 50-75% over a 5 - 15 year period
 - Cash for High Skill High Wage Jobs (\$500 per job)

Return on Investment

- If The City Commission won't increase it's investment in promoting private sector job creation, will you invest in your future?
- City of Lakeland's greatest Revenue Generators:
 - Lakeland Electric
 - Ad Valorem
 - Wastewater
 - Water
- Where does The City of Lakeland get its largest return on investment? Infrastructure!



Company Payments to City vs. City Incentive

Company	2018 Payment	5-Year Company Payment	5-Year City Payment	City Impact Fee	Jobs
Matheson - 2012	\$3,620,000	\$18,100,000	\$ 0	\$ 0	5
Treath - 2018	\$ 265,000	\$ 1,325,000	\$ 0	\$ 23,000	35
Mission Foods - 2012	\$ 872,000	\$ 4,360,000	\$ 65,000	\$ 0	500
Steripack - 2013	\$ 130,000	\$ 650,000	\$ 52,000	\$ 0	70
Brew Hub - 2014	\$ 402,000	\$ 2,010,000	\$ 0	\$ 24,000	60
Publix Office - 2018	\$ 470,000	\$ 3,515,000	\$635,000	\$ 534,000	700
GEICO - 2018	\$ 140,000	\$ 700,000	\$369,000	\$ 140,000	500
WellDyne - 2009	\$ 190,000	\$ 950,000	\$202,000	\$ 0	380
Sykes - 2012	\$ 324,000	\$ 1,620,000	\$ 24,000	\$ 0	800
DS Services – 2015/17	\$ 169,000	\$ 845,000	\$ 78,000	\$ 358,000	300
Southern Wine - 2015	\$ 500,000	\$ 2,500,000	\$ 0	\$ 357,000	500
O'Reilly - 2014	\$ 436,000	\$ 2,180,000	\$150,000	\$ 568,000	400
Amazon - 2014	\$1,674,000	\$ 8,370,000	\$ 74,000	\$1,484,000	1,000
Colorado BB - 2016	\$ 494,000	\$ 2,470,000	\$ 8,000	\$ 0	250
DHL – IKEA - 2018	\$ 436,000	\$ 2,180,000	\$128,000	\$ 0	160
TOTALS	\$10,000,000	\$52,000,000	\$1,800,000	\$3,500,000	5,660

Payback

- Manufacturing
 - 670 Jobs
 - \$164,000 City Incentives paid to companies over 5 years (\$117,000 cash)
 - \$26,000,000 Company Payments to City over 5 years
 - For every \$1.00 the city invests they receive \$159.00 back
 - Excluding Impact Fee mitigation the city receives \$222.00 back
- Warehouse
 - 2,310 Jobs
 - \$2,769,000 City Incentives paid to companies over 5 years (\$360,000 cash)
 - \$17,700,000 Company Payments to City over 5 years
 - For every \$1.00 the city invests they receive \$6.00 back
 - Excluding Impact Fee mitigation the city receives \$49.00 back
- Office
 - 2,680 Jobs
 - \$2,340,000 City Incentives paid to companies over 5 years (\$1,308,000 cash)
 - \$7,630,000 Company Payments to City over 5 years
 - For every \$1.00 the city invests they receive \$3.00 back
 - Excluding Impact Fee mitigation the city receives \$6.00 back

Is There Another Way?

- Large Projects
- Mid-Size Projects
- Entrepreneur Projects



Catapult 3.0 Office Building
Job # 708
1.14.19



Large Projects

- Prospect Examples
 - Bakery – 50,000 square feet
 - Bottle Manufacturer – 45,000 square feet
 - Packaging Manufacturer – 100,000 square feet
- Incentives
 - Grant for application & permitting fees
 - Mitigate water and wastewater impact fees
 - Relocation or extension of water, wastewater & electric transmission lines, transformers, provide dual-feeds, etc.
 - Transportation infrastructure improvements
 - Traffic Light
 - Turn lane

Mid-Size Projects

- Current Examples
 - Compass Blending
 - A Chair Affair
 - Hemingway Rum



- Incentives
 - Grant application & permitting fees
 - Grants for manhole covers, grease traps, etc.
 - Grants for UL equipment inspections



Entrepreneur Projects

- Examples

- Beer Revolution
- WonderHere
- Cake Makers Studio



- Incentives/Grants

- Architectural Plans
- Engineering Assistance
- Fire Inspection Issues
- Kitchen Infrastructure
 - Hoods
 - Grease Traps & related plumbing infrastructure
 - Water, Electric extensions



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TOTALS	\$10,000,000	\$52,000,000	\$1,800,000	\$3,500,000	5,660

Recommendation

- Create Annual Fund of \$1,000,000
- City Commission approves projects on a case by case basis
- Qualified Applicants
 - High Skill High Wage Job Creation
 - Value-added Manufacturing
 - Large Water, Wastewater, Electric User as well as Tax Payer
 - Entrepreneurs (Investing in our future)
- Return on Investment
 - Large – For every \$1.00 invested the City gets \$10.00 in return after 3 years
 - Mid-Size – Break even after 5 years
 - Entrepreneurs – Community benefit