



City of Jacksonville, Florida

Donna Deegan, Mayor

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Project Willow 2 – Publix Supermarkets

SUMMARY
August 26, 2024

Company:

Project Willow 2 – Publix Supermarkets

Background:

The Project Willow2 – Publix Supermarkets is a regional food retailer with an large existing presence in the Jacksonville area. The City entered into an agreement with Publix through Resolution 2023-0755-A which approved a REV Grant for 5 years not to exceed \$3.5 million.

Since that time, Publix has increased the scope of their original project and expanded its investment to \$264 million (an increase of \$114 million over the previous Economic Development Agreement commitment) and increased the number of jobs by 25. The Company plans to construct over 370,000 sq/ft (originally planned to construct 300,000 sq/ft) of new cold storage facility on vacant land off General Avenue while adding an additional 60,000 sq/ft onto the adjacent existing facility. Originally, the total capital investment was approximately \$150 million to expand its distribution support operations to accommodate its continued growth. This new expanded investment by Publix represents the construction of a new cold storage facility and upgrades to its existing facility. Currently, Publix Supermarkets is considering its capital budget options throughout the US and could decide to optimize other operations elsewhere in Florida or in other states.

The investment in a new facility and improvements to its Jacksonville facility demonstrates a long-term commitment and the company's continued confidence in the region.

The Publix has stated that the City of Jacksonville incentives are a material factor in its decision to invest its capital dollars in Jacksonville in lieu of allocating that funding to one of their other Florida or Southeastern US locations.

# of Jobs To Be Created	Capital Investment	Intangibles
A minimum of 175 new jobs no later than December 31, 2028. The annual payroll of the new jobs is expected to be over \$8.4 million excluding benefits.	Increased its capital investment from \$150 million to \$264 million to construct and out-fit a new distribution and support facility as well as improve existing distribution and storage space in Jacksonville no later than December 31, 2027.	Supports the expansion of an existing targeted industry business and adds to the job base in Jacksonville.

Project Rationale & Benefits:

Supporting the Publix Distribution and Refrigeration project will increase investment in the northwest side of Jacksonville through its construction and investment. Furthermore, it expands an existing company's job opportunities, further establishes its presence in Jacksonville and increases the tax base on the northwest side of Jacksonville.

The project has an ROI of 4.15, for the City of Jacksonville.

Project Incentives:

The City of Jacksonville proposes to provide:

- A Recapture Enhanced Value Grant of 50% of the Company's paid City taxes at that location over 5 years equaling a projected \$5.6 million.

The total amount of City incentives would be up to: \$5.6 million.