



ONE CITY. ONE JACKSONVILLE

# City of Jacksonville, Florida

*Lenny Curry, Mayor*

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**Project Crystal  
 Summary  
 March 16, 2023**

**Company:**

International Retailer Distribution Facility  
 1400 Zoo Parkway

**Background:**

A major international retailer is seeking to establish a distribution facility off Heckscher Drive in a building that is currently under construction. The retailer has a significant presence in both Florida and the United States, with similar operations in other neighboring states. The company provides offerings of household goods, clothing and food items.

The company is also considering other port cities in Florida and along the eastern U.S. seaboard for their proposed distribution facility. If Jacksonville is selected, the company will build-out the soon to be completed building with an investment of \$17 million worth of real estate improvements. The company will also install \$44 million worth of machinery and equipment (a.k.a. – Tangible Personal Property (TPP)) in order to implement the distribution of goods to retail stores in the region of south Georgia, south Alabama, Puerto Rico and Florida.

The company proposes to create up to 100 direct, full-time jobs no later than one year after the installation of the TPP improvements. The skill set for the jobs will be consistent with other logistics and distribution facilities in the City. The company has stated that the City of Jacksonville’s proposed financial incentive is a material factor in their decision to establish a facility in the area. It is anticipated that the company would be one of the largest individual container users of JAXPORT.

The City is proposing to provide a Recapture Enhanced Value (REV) Grant based on 50 percent of the increase in real and personal property taxes generated at the project site, for 5 years, up to a maximum of \$1.5 million.

<b>No. of Jobs To Be Created</b>	<b>Total Capital Investment</b>	<b>Intangibles</b>
100 new jobs no later than one year after the completion of the TPP improvements, as established by paid invoices.	Estimated to be up to \$61 million net, comprised of \$17 million in building improvements and \$44 million in machinery/ equipment, furniture, fixtures, etc.	Supports the expansion of a targeted industry business in Jacksonville, resulting in the creation of no less than 100 new full-time jobs and adding to the logistics, warehouse and distribution base.

**Project Rationale & Benefits:**

1. Supporting the investment will expand Jacksonville's logistics, warehouse and distribution base and provide 100 new full-time jobs for logisticians, warehouse receiving and shipping personnel. Ancillary truck drivers and support staff are expected to expand the commercial tax base.
2. The project would provide significant volume through JAXPORT terminals and be one of the largest individual container users of JAXPORT.

**Project Incentives:**

**The City of Jacksonville proposes to provide:**

A 5-year REV Grant based on 50 percent of the increase in real and tangible property taxes generated at the project parcel, for up to a maximum of \$1,500,000; provided the private capital investment is not less than \$61 million and the company creates a minimum of 100 jobs one year after the installation of the TPP.

**The total amount of City incentives would be up to \$1,500,000.**

The project is expected to have a positive ROI for the City of Jacksonville of 3.43:1.