

LEGISLATIVE #

120718B

GENERAL PROJECT OVERVIEW

Mobiquity Inc
Name of Business

Mobiquity Development Center - Gainesville
Project Title or Code Name (1-5 word description)

FOR EFI USE ONLY

Date Received

Date Revised

Date Completed

EFI Project Number

Contact Enterprise Florida to discuss your project and application **before** submitting a formal proposal. The completed and signed application must be filed with:



**The Atrium Building, Suite 201 • 325 John Knox Road
Tallahassee, Florida 32303
Phone: 850.298.6620 • Fax: 850.298.6659
<http://www.eflorida.com/>**

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Existing Florida business creating and / or retaining jobs³.
 If an expansion, how many jobs are currently in the expanding

business unit?

B. How many individuals are employed at all Florida locations? 1

C. Are any jobs being transferred from other Florida locations⁴?

Yes No If yes, how many jobs and from where? _____
 Why are these jobs moving and why is it justified in light of the statutory language governing the applicable incentive program(s)?

D. Give a full description of this project, including a company overview, the primary activities / functions of this business unit and project, and the reasons for contemplating an expansion in / relocation to Florida:

Mobiquity is a professional services organization serving the enterprise market for mobility. Based in Boston it has expanded rapidly since its inception 18 months ago to over 150 employees. It provides strategic consulting, user experience design and architecture and application development and test. The company is 18 months old, all its employees are in the US and has annual revenues of approximately \$20,000,000. To augment this stunning growth Mobiquity is looking to establish a lower cost development location within the US to facilitate ongoing competitive advantage and same time zone(s) collaboration. Mobiquity has experience with foreign offshore activities and is looking to make domestic onshore development the main thrust of its lower cost strategy.

E. In what Targeted Industry(ies) does the proposed project operate?⁵:

Enterprise Clients Fortune 1000

F. Break down the project's primary function(s) and the corresponding wages:

Business Unit Activities	5 Digit NAICS Code(s)	Project Function (total = 100%)	Annualized Wage (\$)
Software Development	541512	50%	\$49,000
Software Testing	541512	30%	\$49,000
Development Technical Leadership	541512	20%	\$49,000

G. What is the project's proposed location address:

Gainesville

Street Address

Gainesville

Florida

City

State

Zip Code

What is the project's current location address (if different):

Street Address

City

State

Zip Code

H. Is the project location within a current or proposed Brownfield site / area?

Yes No If yes, attach a copy of the official document designating the Brownfield area.

³ A QTI Tax Refund award cannot be granted for existing Florida jobs.

⁴ Incentives may not be used in connection with a project that involves the relocation of jobs from one Florida community to another except in certain circumstances as described in statute.

⁵ Refer to the QTI Target Industry list.

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Is the project location in an Enterprise Zone?

Yes No If yes, which zone? College Park/University Heights

Is the project location in a designated Rural area?

Yes No If yes, which Rural area? _____

Is the project location in an Urban area⁶?

Yes No If yes, describe? Community Redevelopment Zone

I. Which of the following describes the applicant's operations (select all that apply):

- Multi-state business enterprise
- Multinational business enterprise
- Florida business enterprise (eligible for Brownfield Redevelopment Bonus incentive only)

J. Which of the following describes this business unit (select all that apply):

- Regional headquarters office
- National headquarters office
- International headquarters office
- This is not a dedicated headquarters office

K. What is the estimated percentage of gross receipts or final sales resulting from this project that will be made outside of Florida (if sales is not a reasonable measure, use another basis for measure and provide explanation below):

95% Explain, if necessary: Primarily a development function with some clients in Florida

3. JOB AND WAGE OVERVIEW

- A. How many Florida jobs⁷ are expected to be created as part of this project?** 260
- B. If an existing business unit, how many Florida jobs are expected to be retained as part of this project?** (jobs in jeopardy of leaving Florida should only be included here; these jobs are not eligible for QTI) N/A
- C. What is the anticipated annualized average wage (excluding benefits) of the new to Florida jobs created as part of this project?** (Cash payments to the employees such as performance bonuses and overtime should be included. The wage reported here is only an estimate of the average wage to be paid and will not be used in the certification, agreement, and claim evaluation process.) \$49,000
- D. What is the annualized average value of benefits associated with each new job created as part of this project?** _____
- E. What benefits are included in this value?** (health insurance, 401(k) contributions, vacation and sick leave, etc.)
Health insurance, dental insurance, non-contributory 401(k), vacation and PTO

4. CAPITAL INVESTMENT OVERVIEW

⁶ An Urban area may include a Community Redevelopment Area (CRA), Urban Job Tax Credit eligible area, Urban Enterprise Zone, Federal Empowerment Zone, an Urban revitalization area, etc.

⁷ A "full time equivalent job" means at least 35 hours of paid work per week.

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A. Describe the capital investment in real and personal property (Examples: construction of new facility; remodeling of facility; upgrading, replacing, or buying new equipment.):
 (possible) remodeling of facility, purchase of new computing and office equipment

B. Will this facility be:

- Leased space with renovations or build out
- Land purchase and construction of a new building
- Purchase of existing building(s) with renovations
- Addition to existing building(s) (already owned)
- Other (please describe in 4A above)

C. List the anticipated amount and type of major capital investment to be made by the applicant in connection with this project:

Calendar Year :	2013	2014				Total
Land or Building Purchase	\$	\$	\$	\$	\$	\$
Construction / Renovations	\$500,000	\$	\$	\$	\$	\$
Manufacturing Equipment	\$	\$	\$	\$	\$	\$
R&D Equipment	\$	\$	\$	\$	\$	\$
Other Equipment (computer equipment, office furniture, etc.)	\$120,000	\$200,000	\$	\$	\$	\$
Total Capital Investment	\$620,000	\$200,000	\$	\$	\$	\$820,000

D. What is the estimated cost of machinery and equipment or other resources for this project expected to be purchased outside of Florida? 100%

E. Describe the type(s) of machinery and / or other resources to be purchased outside of Florida.
 Computer and related office equipment

F. What is the estimated square footage of the new or expanded facility? 6,000-10,000 sq ft

G. When is the final location decision anticipated (date)? Jan 31, 2012

H. What is the anticipated date construction will begin? _____

I. What is the anticipated date operations will commence? March 31, 2012

5. COMPETITIVE LANDSCAPE

A. What role will the incentive(s) play in the business unit's decision to locate, expand, or remain in Florida?
 The US development center will be a new venture for Mobiquity. Traditional industry trends point to offshoring; however, the company is looking to establish a US/domestic center instead. As such, cost competitiveness will be extremely important. Mobiquity has determined that university communities can provide the most competitive cost and talent structures. The project is extremely competitive, and incentives must be secured before a decision is made. The company will evaluate build-out cost assistance, training and tax incentives.

B. How will the incentive dollars be used by the business?
 Build-out, training and professional development

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C. What other cities, states, or countries are being considered for this project?

Massachusetts, Colorado, Washington (state), Nebraska, Rhode Island

D. What advantages or incentives offered by these locations do you consider important in your decision?

Labor force availability and cost, state direct and indirect employment and training incentives

E. What advantages or disadvantages offered by the proposed Florida location do you consider important in your decision?

Location based on University Florida engineering school and proximity to high tech hub being created in Gainesville along with lower cost resources

F. Indicate any additional internal or external competitive issues impacting this project's location decision?

Offshore development locations which are cheaper and in same time zone ie South America and other low cost US regions

6. ECONOMIC IMPACT AND CORPORATE RESPONSIBILITY

A. Provide a brief synopsis of the special impacts the project is expected to stimulate in the community, the state, and the regional economy. Include the impact on indicators such as unemployment rate, poverty rate, and per capita income.

Mobiquity expects this project to have a significant impact on the City of Gainesville. In its drive to be a high tech community at the cutting edge of software development, Mobiquity's role at the forefront of enterprise mobile services is key. Mobiquity will play a key role in attracting University of Florida graduates to remain in Gainesville and contribute to the ongoing development, job creation and wealth within the city.

B. Provide a summary of past activities in Florida and in other states. For example, what kind of corporate citizen has the applicant been? Also list awards or commendations.

N/A

C. List and explain any criminal or civil fines or penalties, recent or ongoing investigations and lawsuits, federal, state and/or local tax liens, and environmental issues that have been imposed upon the company, its executives, or its affiliates and any recent bankruptcy proceedings of the applicant or its parent company. Failure to disclose relevant information may mean automatic disqualification. If there are no issues to be identified, answer "None". Do not leave this question blank.

No material actions

D. Provide any additional information you wish to be considered as part of this incentive application or items that may provide supplementary background information on your project or company.

7. CONFIDENTIALITY

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- A. You may request that your project information (including information contained in this application) be confidential per F.S. 288.075, Confidentiality of Records for a 12 month period, with an additional 12 month extension available upon request for projects still under consideration.

If you wish to request confidentiality for information contained within the General Project Overview to be held confidential pursuant to section 288.075, Florida Statutes, please submit to Enterprise Florida, Inc. a request on company letterhead and signed by an authorized company officer including the following statement:

On behalf of (Legal Name of Applicant), please accept this letter as a request for all documents, records, reports, correspondence, conversations, applications, data and other sources of information concerning our business plans, interests, or intention to evaluate or locate in Florida as well as other trade secrets, identification, account, and registration numbers, and proprietary confidential business information be held confidential pursuant to section 288.075, Florida Statutes for a period of 12 months after the date of receipt of this request for confidentiality or until the information is otherwise disclosed, whichever occurs first. This request covers all applicable economic development agencies, including but not limited to Enterprise Florida and the Department of Economic Opportunity.

***** Be sure to attach the proper incentive attachment sheet(s) *****

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8. SIGNATURES

Application Completed By:

To the best of my knowledge, the information included in this application is accurate.

Signature

**Signature (Authorized Company Officer)
REQUIRED**

Date

Date

Name

Name

Title

Title

Company

Company

Address, if different than mailing address

Address, if different than mailing address

Phone Number

Phone Number

Fax Number

Fax Number

Email Address

Email Address

Name of contact person, if different than above

Phone Number

Address

Email Address

