

# GENERAL PROJECT OVERVIEW

ONESIXTYOVERNINETY INC.

Name of Business

PROJECT MARKET

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.eflora.com/>

# GENERAL PROJECT OVERVIEW

## 1. BUSINESS INFORMATION

**A. Legal Name of Applicant:** ONESIXTYOVERNINETY INC.  
*This should be the entity that will be party to the QTI agreement with the State of Florida. If multiple affiliates are involved in job creation and/or paying taxes, include an attachment listing affiliate name(s), Federal Employer Identification Number(s), Unemployment Compensation Number(s) and relationship to applicant.*

**B. Mailing Address:** One South Broad Street  
*Street Address*

Philadelphia PA 19107  
*City State Zip Code*

**C. Name of Parent Company:** ONESIXTYOVERNINETY INC.

**D. Primary Business Unit Contact:** Shannon Slusher  
**Title:** Principal, CEO

**Mailing Address:** One South Broad Street, 10<sup>th</sup> Floor  
*Street Address*

Philadelphia PA 19107  
*City State Zip Code*

Telephone: 215-732-3200(O)/215-888-0944(M) Fax:

**Email:** [Splsruher@16over90.com](mailto:Splsruher@16over90.com) **Website:** [www.160over90.com](http://www.160over90.com)

**E. Business Unit's Federal Employer Identification Number:**  
 (Please complete either the substitute W-9 Form at the end of this application or attach a completed IRS Form W-9.) 23-2728169

**F. Business Unit's Unemployment Compensation Number<sup>1</sup>:**

**G. Business Unit's Florida Sales Tax Registration Number:**

**H. Will the business unit or its parent company have Federal Corporate Income Tax liability attributable to this project?**

If yes, will there also be State Corporate Income Tax Liability attributable to this project?

Yes  No  Yes  No

**I. Is the business unit minority owned?**

Yes  No  If yes, explain:

**J. What is the business unit's tax year (ex: Jan 1 to Dec 31):** Jan 1 to Dec 31

**K. Has this business unit, or any related entities, applied for and/or been approved for State incentives in the past?**

Yes  No  If yes, explain: \_\_\_\_\_

## 2. PROJECT OVERVIEW

**A. Which of the following best describes this business unit<sup>2</sup>:**

- New business unit to Florida
- Existing Florida business creating and / or retaining jobs<sup>3</sup>

<sup>1</sup> If multiple unemployment compensation reporting units or multiple worksites are involved, contact Enterprise Florida to discuss this structure or include an attachment listing the additional units and their relationship to the applicant. Business entities not disclosed here may not be party to or count toward the requirements of the contract with the State of Florida.

<sup>2</sup> Must be a separate business unit or reporting unit of a business unit that is or will be registered with the State of Florida for unemployment compensation purposes.

## GENERAL PROJECT OVERVIEW

\_\_\_\_\_ If an expansion, how many jobs are currently in the expanding business unit?

**B. How many individuals are employed at all Florida locations?** 0

**C. Are any jobs being transferred from other Florida locations<sup>4</sup>?**

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:**

160over90 is a branding agency headquartered in Philadelphia, PA. We work alongside companies to help tackle their business and marketing challenges. Our expertise lies in the areas of branding, design, advertising, interactive, public relations/brand engagement and photography.

We are interested in setting up a regional headquarters in the Gainesville area to better service strategic Florida clients and grow our SE base of operations.

**E. In what Targeted Industry (ies) does the proposed project operate?<sup>5</sup>:** Diverse (Higher Education, Consumer, B2B)

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

Business Unit Activities	5 Digit NAICS Code(s)	Project Function <small>(total = 100%)</small>	Annualized Wage (\$)
Branding/Advertising	541810	100%	\$1.5M
		%	\$
		%	\$

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

We have a nonbinding letter of intent with a space in Gainesville, FL.

*Street Address*

21 SE Second Place; Gainesville, FL 32601

*City State Zip Code*

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

N/A

*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.

**Is the project location in an Enterprise Zone?**

Yes  No  If yes, which zone? City of Gainesville Enterprise Zone

**Is the project location in a designated Rural area?**

Yes  No  If yes, which Rural area? \_\_\_\_\_

<sup>3</sup> A QTI Tax Refund award cannot be granted for existing Florida jobs.

<sup>4</sup> 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.

<sup>5</sup> Refer to the QTI Target Industry list.



## GENERAL PROJECT OVERVIEW

Is the project location in an Urban area<sup>6</sup>?

Yes  No  If yes, describe? City of Gainesville

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):

15% Explain, if necessary: \_\_\_\_\_

### 3. JOB AND WAGE OVERVIEW

A. How many Florida jobs<sup>7</sup> are expected to be created as part of this project? \_\_\_\_\_

35

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.) \_\_\_\_\_

\$90,000

D. What is the annualized average value of benefits associated with each new job created as part of this project? \_\_\_\_\_

\$>30,000

E. What benefits are included in this value? (health insurance, 401(k) contributions, vacation and sick leave, etc.)

Healthcare, Dental, 401K, Sick, Vacation, Continued Education

### 4. CAPITAL INVESTMENT OVERVIEW

A. Describe the capital investment in real and personal property (Examples: construction of new facility; remodeling of facility; upgrading, replacing, or buying new equipment.):  
More than \$500,000 (construction/equipment/furniture/remodeling)

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)

<sup>6</sup> 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.

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

## GENERAL PROJECT OVERVIEW

**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	2015			Total
Land or Building Purchase	\$	\$	\$	\$	\$	\$
Construction / Renovations	\$150K	\$50K	TBD	\$	\$	\$200K
Manufacturing Equipment	\$	\$	\$	\$	\$	\$
R&D Equipment	\$	\$	\$	\$	\$	\$
Other Equipment (computer equipment, office furniture, etc.)	\$200K	\$100K	TBD	\$	\$	\$300K
<b>Total Capital Investment</b>	<b>\$350K</b>	<b>\$200K</b>	<b>TBD</b>	<b>\$</b>	<b>\$</b>	<b>\$500K</b>

**D. What is the estimated cost of machinery and equipment or other resources for this project expected to be purchased outside of Florida?** \$0

**E. Describe the type(s) of machinery and / or other resources to be purchased outside of Florida.**  
N/A

**F. What is the estimated square footage of the new or expanded facility?** 3,000 Sq. Ft.

**G. When is the final location decision anticipated (date)?** 9/1/2013

**H. What is the anticipated date construction will begin?** 9/1/2013\*

**I. What is the anticipated date operations will commence?** 9/1/2013

\*LOI Permits 30-day (Prior to commencement) access for T.I.

### 5. COMPETITIVE LANDSCAPE

**A. What role will the incentive(s) play in the business unit's decision to locate, expand, or remain in Florida?**  
 Incentives will provide a cost benefit advantage versus the Atlanta market which the agency is considering for the project as well.

**B. How will the incentive dollars be used by the business?**  
 Incentive dollars will be used to offset the capital investments such as tenant improvement and equipment.

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

**D. What advantages or incentives offered by these locations do you consider important in your decision?**  
 Logistical/Recruitment & Retention/Market Potential

**E. What advantages or disadvantages offered by the proposed Florida location do you consider important in your decision?**  
 Client Access = Gainesville/Above "D" Disadvantages Gainesville

**F. Indicate any additional internal or external competitive issues impacting this project's location decision?**  
 See above "D"

### 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.**



## GENERAL PROJECT OVERVIEW

High income employment/cultural benefits of highly creative and thought leaders

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- 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.

Miami Dolphins have been a client/Support Philanthropy/Education/Internships

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- 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.

None

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- 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.**

We will need to make a quick decision.

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### 7. CONFIDENTIALITY

- 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) \*\*\***

# GENERAL PROJECT OVERVIEW

## 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

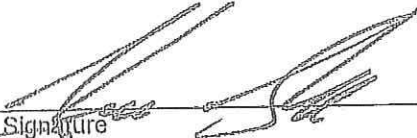
Email Address


Name of contact person, if different than above

Phone Number

Address

Email Address

  
\_\_\_\_\_

  
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July 8, 2013  
\_\_\_\_\_

July 8, 2013  
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SHANNON SLUSHER  
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SHANNON SLUSHER  
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CEO  
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CEO  
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160 OVER 90  
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160 OVER 90  
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ONE SOUTH BROAD, 10<sup>th</sup> FL.  
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PHILADELPHIA, PA 19107  
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215-732-3200 x 110  
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215-732-1664  
\_\_\_\_\_

SPSLUSHER@160OVER90.COM  
\_\_\_\_\_

\_\_\_\_\_  
Name of contact person, if different than above

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
Email Address