



May 6, 2026

Ms. Porshia Garcia  
Director of the Community Enhancement & Compliance Division  
City of Ft Lauderdale  
700 NW 19th Avenue  
Fort Lauderdale FL 33311

***Re: Letter of Support for Project "Orange Blossom"***

Dear Ms. Garcia:

The Greater Fort Lauderdale Alliance has had the pleasure of working with the City of Fort Lauderdale and Broward County on the incentive package for Project "Orange Blossom" – the establishment of a Global Headquarters for a worldwide logistics company specializing global contract logistics, outsourced supply chains and warehousing.

Based on our due diligence and review of the enclosed application, we fully recommend this project moving forward in Fort Lauderdale, Florida/Broward County. For your reference, we have enclosed the Project Outline, Economic Impact Report/Labor Income Analysis, Company Vetting/Review, and Letter Requesting Confidentiality.

The impact of this project on the City of Fort Lauderdale and the County would be significant for several reasons:

- Supports the relocation of a global HQ for a worldwide logistics company to Fort Lauderdale/Broward County.
- Establishes a highly visible fortune 500 and publicly traded company to Fort Lauderdale/Broward County that reaffirms our commitment to business-friendly environment.
- Aligns with Broward County's emphasis on targeted industries which include both logistics and headquarters operations.
- Facilitates the creation of 150 new high-skill/high-wage jobs with an average annual wage of \$141,563, representing approximately 200% of the private sector average wage in Broward County.

**THE ALLIANCE: PARTNERSHIP FOR ECONOMIC GROWTH**

Broward County's Official Economic Development Partnership

110 E. Broward Boulevard, Suite 1990, Fort Lauderdale, FL 33301 • Phone: 954-524-3113, 800-741-1420 • Fax: 954-524-3167

[www.gflalliance.org](http://www.gflalliance.org)

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Exhibit 3  
Page 1 of 2

- Ensures the project is not lost to competitive locations nationally, including North Carolina, Tennessee and Texas.
- Captures a capital investment of approximately \$7 million in leasehold improvements increasing tax revenue to the city / county.

Project Orange Blossom represents an important opportunity to support the continued growth of our business community, strengthening City / County's footprint of headquarter locations both domestic and internationally. The establishment of this global headquarters will contribute to long-term economic growth, workforce development, and industry diversification within the County.

Per the enclosed ROI model, the direct economic impact created by the 150 new jobs will generate significant direct and indirect spending that will benefit our local, regional, and state economies. It is with these assumptions in mind that we have actively pursued this project to be established in Fort Lauderdale/Broward County and not being lost to alternative markets under review.

Company officials have noted the substantial costs associated with relocating a global headquarters, and the important role incentives will play in the decision-making process, helping to offset some of these costs over the life of the project. To that end, we respectfully request consideration of both the Strategic Job Creation Incentive (SJCI) and the Direct Cash Job Growth Incentive, programs designed for select high-impact projects such as Project Orange Blossom.

We propose both the SJCI and Direct Cash Job Growth incentive be performance-based, with funds allocated only after job commitments have been achieved at the specified average wage for each phase of job creation. The total incentive amount requested is \$700,000, to be shared between the City of Fort Lauderdale and Broward County. In accordance with the program's ordinance for the SJCI, the City would fund 30% (\$90,000), with the remaining 70% (\$210,000) provided by Broward County. For the Direct Cash Job Growth Incentive, we respectfully request a total of \$400,000 over eight years to be split evenly between the county and the city.

I thank you in advance for your consideration and remain on standby if you have any questions.

Best regards,

David Coddington  
SVP, Business Development  
Greater Fort Lauderdale Alliance