

Project Evaluation Criteria

Set criterion was developed as a tool to evaluate all projects. Each objective (wage level, capital investment, employment and location/timely completion) has a defined range of evaluating measurements that are used to determine a project's economic outcome, eligibility for public investment and the maximum level of any such investment. Projects that have a greater impact on achieving objectives will score higher and therefore will be eligible for more public investment.

The following is a summary of each core objective:

I. Increase Clay County's average wage levels: This objective quantifies the project's impact on the average wage of the City. By directing public assistance to projects that increase the average wage, the City's average wage will, in turn, increase. All projects will be scored based on the average wage for all new jobs created by the project. The average "project wage" is measured against the City-wide average wage as listed in the most recent U.S. Census, as amended. The current wage range may be updated annually to reflect any changes in the average City wage.

Measure: Project Wages vs. Average City Wage \$23,791.00 2010 US Census Data

Percent Increase over County Avg.	Wage Range		Project Score
< 1%	0	24,027	0
1%-3%	24,028	24,504	1
4%-6%	24,742	25,218	2
7%-10%	25,456	26,170	3
11%-14%	26,408	27,121	4
15%-20%	27,359	28,549	5
21%-30%	28,787	30,928	6
31%-50%	31,166	35,686	7
51%-70%	35,924	40,444	8
71%-99%	40,682	47,344	9
100% and above	47,582		10

Exhibit "A"

II. Promote and Encourage Private Capital Investment: This objective measures the amount of taxable private real property capital investment that a company will invest in a project. Taxable private capital investment has a direct impact and broadens the City tax base without increasing ad valorem taxes. Therefore, the private capital investment that adds to the real property tax base is eligible for consideration. Projects with a higher level of private capital investment will receive a higher score.

Measure: Projected Private Capital Investment of Project

Range of Private Capital Real Property Investment		Project Score
\$ 0	\$ 100,000	0
\$ 100,001	\$ 200,000	1
\$ 200,001	\$ 350,000	2
\$ 350,001	\$ 500,000	3
\$ 500,001	\$ 750,000	4
\$ 750,001	\$ 1,000,000	5
\$ 1,000,001	\$ 1,500,000	6
\$ 1,500,001	\$ 2,000,000	7
\$ 2,000,001	\$ 3,000,000	8
\$ 3,000,001	\$ 5,000,000	9
Above	\$ 5,000,000	10

III. Create and expand employment opportunities within Green Cove Springs: This objective is based on the number of new full-time jobs resulting from a project. As the number of jobs increases in a community, there is a direct increase in the demand for small service oriented business. Thus increasing jobs, employment growth and positive impacts on the community as a whole. Projects will be evaluated and receive points based on the size of the project and the number of new jobs created.

Measure: Projected Number of Jobs Created by Project

Range of Jobs Created by Project		Project Score
0	9	0
10	11	1
12	13	2
14	15	3
16	20	4
21	25	5
26	30	6
31	35	7
36	40	8
41	50	9
Above	50	10

IV. Encourage job development that enhances certain areas of the City and which can be constructed in a timely manner: This objective evaluates a project based on the area in which the project is located and the speed that a project may be completed and become operational. The points (1-10) awarded hereunder shall be set by the City Council upon recommendation of City Staff. Projects that can be completed and become operational quickly in those areas of the City, such as the Gateway Corridor, shall be scored the most points.