

Firm-Based Incentive Matrix

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Company Name: Websense

SECTION 1. MINIMUM PROJECT REQUIREMENTS

- The Firm is located in the Desired Development Zone.
- The Firm conducts its business in compliance with environmental regulations.

SECTION 2. EVALUATION CRITERIA

Overall Economic and Fiscal Impact	AVAILABLE POINTS			TOTAL
	<i>Small</i>	<i>Medium</i>	<i>Large</i>	
	10	20	30	20
<i>Relative to its industry, what is the absolute size of the net benefit as measured by: jobs and income, level of desirable public benefits, and net fiscal impact to the City?</i>				
The net benefit based on the WebLOCI analysis is \$2.2 million over a ten year period.				
Linkages to the Local Economy	Poor	Acceptable	Excellent	
	0	15	25	25
<i>Is the firm a recognized targeted industry identified by City of Austin?</i>				
Yes, the firm is an IT security software company.				
<i>Is the firm a headquarters operation? Does it represent the "headquarters" of a new product line or service for the firm?</i>				
Yes, the project will be a headquarters operation.				
<i>Is the firm growing? Is the firm in a growing industry? How stable is the firm?</i>				
The company is a privately owned firm that has been in operation for 19 years and employs 1,600 employees worldwide. The network security industry is projected to grow at a CAGR rate of 0.68 percent between 2012 and 2016.				
<i>Does the project make use of an especially underutilized asset such as certain segments of the labor force or current office space?</i>				
Yes, the project plans to occupy 90,000 square feet in an existing office building.				
<i>Will the project create significant contracting opportunities for local firms including small and disadvantaged businesses?</i>				
The firm is proposing to invest \$2.6 million in leasehold improvements which will provide contracting opportunities for local firms including small and disadvantaged businesses.				
<i>Does the project fill a hole in the Austin economic base?</i>				
The firm's expansion will strengthen the local IT sectors.				
<i>Does the project have the potential to either seed a new cluster or bring additional firms to Austin?</i>				
The tech industry is well-established in Austin, but the expansion of this company could attract other firms in the security IT industry to the area.				
<i>Will the firm directly compete for resources with existing firms?</i>				
No, the firm will not directly compete for resources with existing firms. The firm will not contribute to labor shortages as the company will hire a wide cross section of skilled employees for its headquarters, including executive, finance & accounting, engineering, technical, marketing, sales, and administrative functions.				

Infrastructure Impact		Disproportionate	Proportionate	Low Impact	
	Will the firm make a disproportionate demand on the community's infrastructure?	0	5	10	10
	The firm will not make a disproportionate demand on the community's infrastructure as the company plans to locate at in an existing office building which is served by current infrastructure.				
Character of Jobs/Labor Force Practices		Unacceptable	Acceptable	Excellent	
	Will the bulk of new hires be local or imported?	0	15	25	25
	The bulk of new hires, 80%, will be hired locally.				
	What is the average wage paid? How does it compare to the local or national industry average?				
	The average wage paid is \$82,000. This is above the average county wage of \$55,016.				
	What is the median wage paid? How are job categories and wages distributed within the overall structure?				
	The median wage paid is \$65,000. This includes 23 executive level positions at \$250,000; 48 manager positions at \$150,000; 92 supervisor positions at \$95,000; 123 staff positions at \$70,000; and 184 entry level positions at \$45,000.				
	What training is provided? Opportunities for advancement? Are there funds for additional education?				
	The company offers a tuition reimbursement program that will reimburse up to 100% of all eligible charges for tuition, registration fees, parking, and books up to \$4,000 per year. The company also has a comprehensive training program for new and existing employees and has a goal of hiring a majority of new positions through internal promotions.				
	Does the firm actively promote diversity in hiring and promotion?				
	The company is an equal opportunity employer and strives to comply with all applicable laws prohibiting discrimination.				
Quality of Life/Cultural Vitality		Unacceptable	Acceptable	Excellent	
	Does the firm have a proactive cultural outreach program?	0	5	10	5
	The company does not have a specific cultural outreach program.				
	Does the firm actively encourage employee volunteer/charitable efforts?				
	Yes, the company participates regularly in a variety of charitable activities such as school supply drives, angel trees, toy drives, food drives, and blood drives.				
SECTION 3. THRESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT					
Threshold for Extraordinary Economic Impact (only one required)		Yes		No	
	* The firm is in a targeted industry.	X			
	* The firm is involved in leading edge technology.	X			
	* State economic development funds are available for the firm.	X			
	* The firm will generate 500 jobs or more.			X	
TOTAL POSSIBLE POINTS					100
TOTAL SCORE					85
SECTION 4. SALES TAX AND PROPERTY TAX REBATES					
Investment Threshold Levels					
Total combined investments shall not exceed 50% of the present value of the total estimated tax liability over 10 years and investments shall not exceed 80% of the total estimated tax liability in any single year.					
Less than 60 points = No additional consideration.					
60 to 79 points = Eligible for up to 30% of the present value of sales and property tax for 10 years.					
80 points or more = Eligible for up to 50% of the present value of sales and property tax for 10 years.					
A firm that meets the threshold for extraordinary economic impact may qualify for an investment of 100% of the present value of the total estimated tax liability over 10 years.					