	Firm-Based Incentive Matrix			ı	
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rirm-Based ince	entive matrix				
Company Name	: Dropbox, Inc.				
	IIMUM PROJECT REQUIREMENTS				
SECTION 1. WIII	The Firm is located in the Desired Development Zone.				
	The Firm is located in the desired development zone. The Firm conducts its business in compliance with environmental regulations.				
	The Firm Conducts its business in compliance with environmental regulations.				
SECTION 2 EV	ALUATION CRITERIA		AVAILABLE POINTS		TOTAL
verall Economic and		Small	Medium	Large	TOTAL
TOTAL ECONOMIC AND	· root impact	10	20	30	10
	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?				
	The net benefit based on the WebLOCI analysis is \$839,180 over a ten year period, not including the cost of any				
	incentive.				
inkages to the Local	Economy	Poor	Acceptable	Excellent	
		0	15	25	15
	Is the firm a recognized targeted industry identified by City of Austin?				
	Yes, the firm is a software as a service company.				
	Is the firm a headquarters operation? Does it represent the "headquarters" of a new product line or service for				
	the firm?				
	No, the expansion will not be a headquarters operation.				
	Is the firm growing? Is the firm in a growing industry? How stable is the firm?				-
	Yes, the company has grown rapidly since its founding 6 years ago. The firm has over 175 million users and has raised over \$250 million in investment capital. Private software as a service (SaaS) companies achieved a growth rate of				
	35.1% from 2011-2012, according to OPEXEngine. According to Siemer & Associates, the SaaS market will grow 16.8%				
	from 2012-2015.				
	Does the project make use of an especially underutilized asset such as certain segments of the labor force or				
	current office space?				
	Yes, the project plans to lease existing office space in Downtown Austin. The central location will enable employees to				
	utilize existing transit infrastructure, such as MetroRail, which is concentrated in the Downtown area.				
	Will the project create significant contracting opportunities for local firms including small and disadvantaged businesses?				
	The firm is proposing to invest \$4 million in leasehold improvements which will provide contracting opportunities for local				
	firms including small and disadvantaged businesses.				
	Does the project fill a hole in the Austin economic base?				
	The firm's expansion will strengthen the local software and IT sectors. In addition, location in Downtown Austin will help				
	spur residential development in Downtown Austin and contribute to the City's goal of supporting a vibrant daytime and				
	nighttime environment downtown.				
	Does the project have the potential to either seed a new cluster or bring additional firms to Austin?				
	The software industry is well-established in Austin, but the expansion of this high-profile, high-growth company could				
	attract other firms in this industry to the area.				
	Will the firm directly compete for resources with existing firms?				1
	No, the firm will not directly compete for resources with existing firms. Although the firm is in the software industry, its				
	expansion in Austin will be for sales and operations staff, so the expansion would not contribute to the local shortage of				
	software development talent.				

Infrastructure Impact			Disproportionate	Proportionate	Low Impact	
			0	5	10	10
Will the firm make a disproportionate demand on the community's						
	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/Labo	r Force Practices		Unacceptable	Acceptable	Excellent	
			0	15	25	25
	Will the bulk of new hires be local or imported?					
	The bulk of new hires, up to 100%, will be hired locally.					
		_				
	What is the average wage paid? How does it compare to the local or national indu					
	The average wage paid is \$59,000. This is above the overall local average for sales positions of \$41,530 and for					
	operating positions of \$47,080.					
	What is the median wage paid? How are job categories and wages distributed with					
	The median wage paid is \$54,000. This includes 145 entry level positions at \$52,500; 24 manager positions at \$100,000					
	and one executive position at \$155,000.					
	What training is provided? Opportunities for advancement? Are there funds for ac					
	All employees receive mandatory in-house training and will have the opportunity to adva					
	company also provides a 6 week training program for all New Leads and for all employees on constructive feedback. The company has a speaker series to allow employees to hear from community and technology leaders. The company does not currently have a tuition reimbursement program.					
	Does the firm actively promote diversity in hiring and promotion?					
	The firm prohibits discrimination in hiring and has a strong anti-harrassment and retaliati					
	diversity committee focused on hiring women. The firm also recently hired an employee	·				
	tracking and analyzing data related to diversity in hiring and promotion. The company is also willing to work with local non-					
	profits to develop a strategy to recruit ex-offenders.			- " .		
Quality of Life/Cultural	Vitality		Unacceptable	Acceptable	Excellent	40
	Describe flow have a superclass softward automate and according		0	5	10	10
	Does the firm have a proactive cultural outreach program?					
	The company encourages every employee to sponsor one non-profit of their choice for a					
	The firm also sponsors a conference on women in computing and is exploring other organization	anizations with the same locus to				
	support. Does the firm actively encourage employee volunteer/charitable efforts? Yes, the firm encourages its employees to volunteer and support charitable efforts and provides its employees with a volunteer opportunity directory. The company has also sponsored events where employees put together backpacks					
	filled with school supplies.					
CECTION A TUD						
SECTION 3. THRESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT						
Threshold for Extraordi	inary 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 DOSSIDIE DOIN	ITO.				400	
TOTAL POSSIBLE POINTS						100
TOTAL SCORE						70
SECTION 4. SAL	ES TAX AND PROPERTY TAX REBATES					
Investment Threshold						
	nents 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.						
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.						
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