

## 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

*Small*

*Medium*

*Large*

10

20

30

20

*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 \$2.2 million over a ten year period.

Linkages to the Local Economy

*Poor*

*Acceptable*

*Excellent*

0

15

25

25

*Is the firm a recognized targeted industry identified by City of Austin?*

Yes, the firm is an IT security software company.

*Is the firm a headquarters operation? Does it represent the "headquarters" of a new product line or service for the firm?*

Yes, the project will be a headquarters operation.

*Is the firm growing? Is the firm in a growing industry? How stable is the firm?*

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.

*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 occupy 90,000 square feet in an existing office building.

*Will the project create significant contracting opportunities for local firms including small and disadvantaged businesses?*

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.

*Does the project fill a hole in the Austin economic base?*

The firm's expansion will strengthen the local IT sectors.

*Does the project have the potential to either seed a new cluster or bring additional firms to Austin?*

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.

*Will the firm directly compete for resources with existing firms?*

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.

