

KENTUCKY ECONOMIC DEVELOPMENT FINANCE AUTHORITY

KBI REPORT - PRELIMINARY APPROVAL

*Base
- 15 -*

Date: December 10, 2015
Approved Company: El Toro.com, LLC
City: Louisville **County:** Jefferson
Activity: Service & Technology **Prelim Resolution #:** KBI-IL-15-20704
Bus. Dev. Contact: L. Ransdell **OFS Staff:** D. Phillips

Project Description: El Toro.com, LLC is a developer of unique technology for delivering digital ads to billions of users browsing web sites across the Internet. The company is considering the expansion of its headquarters in Louisville.

Facility Details: Expanding existing operations

Anticipated Project Investment - Leased	Eligible Costs	Total Investment
Rent	\$625,000	\$1,250,000
Building/Improvements	\$300,000	\$300,000
Equipment	\$300,000	\$300,000
Other Start-up Costs	\$300,000	\$300,000
TOTAL	\$1,525,000	\$2,150,000

NEGOTIATED TARGETS AND INCENTIVE AMOUNTS:

Year	Job Target	Average Hourly Wage Target (Including Employee Benefits)	Annual Approved Cost Limitation
As of Activation Date	15	\$35.00	
1	35	\$35.00	\$100,000
2	55	\$35.00	\$100,000
3	60	\$35.00	\$100,000
4	60	\$35.00	\$100,000
5	60	\$35.00	\$100,000
6	60	\$35.00	\$100,000
7	60	\$35.00	\$100,000
8	60	\$35.00	\$100,000
9	60	\$35.00	\$100,000
10	60	\$35.00	\$100,000

TOTAL NEGOTIATED TAX INCENTIVE AMOUNT: **\$1,000,000**

County Type:
Other

Statutory Minimum Wage Requirements:
Base hourly wage: \$10.88
Total hourly compensation: \$12.51

Ownership (20% or more):
Daniel Kimball Louisville, KY

Active State Participation at the project site: None

Requested Wage Assessment / Local Participation:
State: 3.0%
Local: 1.0% Louisville/Jefferson County Metro Government

Unemployment Rate
County: 4.1% Kentucky: 4.6%

Existing Presence in Kentucky:
Jefferson County

Special Conditions:
The company will be required to maintain a base employment equal to the number of full-time, Kentucky resident employees as of the date of preliminary approval. The company reported 15 full-time, Kentucky resident employees as of the application date.

9-5-17
15 - per the
base listing
provided by
the Company.
DP