

# Davidoff Finds “The Good Life” in Pinellas



The **Oettinger Davidoff Group (“Davidoff”)** will soon bring its “Good Life” philosophy to **Pinellas County**, Florida. The company selected an existing facility within the city of **Pinellas Park** in which to relocate its U.S. headquarters. With this move, Davidoff will bring 90 new jobs paying 150% of the average annual wage.

The availability of a recently vacated facility with over 100,000 square feet was one attraction for Davidoff. The ease of doing business in Florida and the incentives available to make the relocation cost-effective also helped make Pinellas County the right location. “I’m very pleased to welcome Davidoff and these new jobs to Pinellas County,” said Karen Williams Seel, Chair of the Pinellas Board of County Commissioners. “Pinellas County is focused on creating a business climate that encourages corporate expansion and job creation. Wins like this one, in such a competitive environment, serve to further emphasize the advantages of choosing Pinellas.”

Davidoff is world-renown for its devotion to impeccable craftsmanship, a blending of tradition and innovation, and attention to detail. Importing cigars from its manufacturing facilities in the Dominican Republic and Honduras, the local operation will not only house its U.S. headquarters but will provide warehouse and distribution activities to service its customers nationwide. The company espouses a corporate philosophy of embracing “The Good Life – that is the art of living.” “What better place to relocate our U.S. headquarters than to an area noted for its superb quality of life and exceptional commitment to supporting business?” says Dr. Reto Cina, CEO of Davidoff.

Competing with South Carolina for the project, **Pinellas County Economic Development** staff worked with partners **Governor’s Office of Tourism, Trade and Economic Development (OTTED)**,

**Enterprise Florida**, the City of Pinellas Park, and **WorkNet Pinellas**, to present the many advantages of doing business in Pinellas. Davidoff will utilize **Florida's Qualified Target Industry (QTI)** program, which allows new and expanding Florida businesses in targeted, high-growth industries that create new, high-paying jobs to receive tax refunds for every new job created. Additionally, Davidoff qualified for funding through the Governor's Quick Action Closing Fund, which will contribute \$240,000 from the State of Florida, \$20,000 from Pinellas County and up to \$64,000 in tax and fee reductions from Pinellas Park. "By securing this relocation to our area, we also bring new, high-paying jobs and nearly \$10 million in capital investments by the company," shared Pinellas Park's Mayor, Bill Mischler. "This is a huge win for the city of Pinellas Park."

Oscar Avallone, Consultant with Davidoff, was charged with the task of identifying potential locations and was responsible for coordinating all activities related to the relocation. According to Mr. Avallone, "The Tampa Bay area was quickly recognized as a possible location as a result of its long history and rich heritage in the cigar industry." Adds C.J. Evans with Ryan Inc., one of Davidoff's site selection consultants, "Due to the exceptional teaming by the various government and economic development organizations involved with Davidoff's project, this project has been one of the most result focused projects Ryan has worked on nationwide over the last couple of years."

Discover Davidoff's Good Life at [www.davidoff.com](http://www.davidoff.com).

Contact Pinellas County Economic Development at [www.PCED.org](http://www.PCED.org) or (727) 464-7332 to discuss the benefits of doing business in Pinellas.

