



## **CASE STUDY - Dunkin' Brands and Purple Square Management**

With 95 Dunkin'/Baskin Robbins franchise locations throughout Florida and Alabama, the Dunkin' Brands franchisee Purple Square Management began a site search to determine what would be the best location to expand their doughnut manufacturing operations. Given the location of the stores they were looking to serve, Northwest Florida and Southeast Alabama were the regions they initially targeted.

The company's site search process included touring sites in other Florida and Alabama communities, and three sites in Okaloosa County: Fort Walton Beach Commerce and Technology Park, Shoal River Ranch Gigasite, and Okaloosa Industrial Air Park.

The company ultimately decided on a parcel located within the Okaloosa Industrial Air Park. One Okaloosa EDC assisted Dunkin' with several building conceptual designs, ensuring the building, truck parking, employee parking, ingress, and egress would all work within the parcel boundaries. It was a perfect fit.

This site was chosen for a variety of reasons: it had completed Gulf Power's Site Certification process in 2015; the site was relatively flat; Okaloosa County had preemptively extended Adora Teal Way through that section of the park; utilities are adjacent to the parcel; CareerSource Okaloosa Walton provided critical labor data detailing workforce availability; the Okaloosa County Board of Commissioners approved a competitive Economic Development Ad Valorem Tax Exemption; and the county-owned parcel was delivered at a competitive price to the company.

In addition to the reasons listed above, the location allows easy access to I-10 and is centrally located between the Dunkin' franchise locations in Alabama and North Florida.

The new facility will be 24,500 square feet, have a capital investment of \$4.5 million, and will create 60 new jobs. Construction is planned to begin in Spring 2022.