



Miami Beach Economic Development - Job Creation
Incentive Program 23-24

EDGE LORD LLC

Application #JCIP_23240001

Name: Jon Lutzky
Phone: (954) 354-2434
Email: billing@edglrd.com

Applicant Profile

Applicant Type	Organization
Name	Jon Lutzky
Legal Name	EDGE LORD LLC
Email	billing@edglrd.com
Primary Phone	(954) 354-2434
Address	415 Australian Avenue Miami, Florida 33480 UNITED STATES
Website	https://edglrd.com
501(c)(3) Incorporation Date	10/19/2021
FEIN / Tax ID	87-3605900
Fiscal Year End Date	01/31
Unique Entity ID (UEI)	CCVLYSDNZ5X7

Mission Statement

EDGLRD is a visionary designer collective leveraging advanced technology and AI to redefine the struggling entertainment industry. By blending film, fashion, music, and digital art, we create groundbreaking cross-disciplinary experiences that push the boundaries of creativity and technology. Collaborating with leading artists, musicians, and filmmakers, our mission is to deliver innovative, culturally rich, and visually captivating projects that transform how art and entertainment are perceived globally.

Organization History

Founded in 2021 by renowned film director Harmony Korine and Matt Holt, President of Private Equity at New Mountain Capital and President of The Paris Review, EDGLRD was created to revolutionize the entertainment industry. The company made its debut in 2023 with the premiere of AGGRO DR1FT at the Venice Film Festival. Since then, EDGLRD has collaborated with A-list celebrities like Kim Kardashian, Travis Scott, Marc Jacobs, Nike, and The Weeknd, and hosted the iconic Boiler Room event during Art Basel 2023, making a cultural impact across music, film, video games, and fashion. Our success and innovation in tech and AI platforms attracted significant investment, raising support from prominent AI investors, including the Reuben brothers. In 2024, EDGLRD premiered its second film, BABY Invasion, at the Venice Film Festival, with more projects set to release throughout late 2024 and into 2025. The company is preparing for a second funding round by the end of 2024 and into early 2025.



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INSTRUCTIONS & ACKNOWLEDGEMENT

JOB CREATION INCENTIVE PROGRAM

I. PROGRAM OVERVIEW & PURPOSE

The City of Miami Beach is invested in economic resiliency through economic diversification. New or existing financial services and technology-focused companies may be eligible for the Job Creation Incentive Program (JCIP), a performance-based incentive adopted by the City Commission via Resolution 2021-31620. The Company ("Applicant" or "Participant") must create or relocate a minimum of ten (10) full-time equivalent jobs, which average annual wages meeting or exceeding 125% of Miami-Dade County or State of Florida average wages at the time of the application. The program aims to strategically attract new financial services and technology companies and expand existing businesses in these sectors while increasing the number of high-quality, high-wage jobs.

II. INSTRUCTIONS

- a. Carefully review program guidelines, application, and related materials.
- b. Prior to submitting an application, contact the City's Economic Development Department at MBBiz@miamibeachfl.gov or 305-673-7572 to discuss your application, business needs, and how the program can be tailored to maximize your business growth in Miami Beach.
- c. Application must be submitted by the company applying for the incentive.

III. ELIGIBILITY (see Program Guidelines for more details)

The City of Miami Beach JCIP will be available to new-to-market companies or expanding companies that will either hire or relocate, a minimum of ten (10) employees within a 12-month period and would receive the financial incentive over a four (4) year period for New-to-Market relocations or three (3) year period for Existing Businesses expansions. The 10 created or relocated full-time equivalent jobs must have average annual wages meeting or exceeding 125% of Miami-Dade County or State of Florida average wages at the time of the application. The Program is available to the following industries*:

- a. Financial/Professional Services
- b. Technology
- c. Headquarters (including regional headquarters) for any industry

*The City Commission, at its discretion, may waive the eligible industry requirement at the request and recommendation of the City Manager.

IV. PRIOR DECISION RULE (PRESERVING INDUCEMENT)

Any New-to-Market Applicant that commits to a location within the City of Miami Beach prior to City Commission approval of the application/agreement will render an Applicant ineligible to participate in the JCIP. However, the City Manager may waive this Prior Decision Rule and forward the Applicant's application to the



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City Commission for consideration upon the written request by the Applicant to preserve the incentive for a limited time. However, the City Commission retains the sole and absolute discretion to approve or deny the Applicant's application. This prior decision rule waiver shall not be available to an Applicant that has already publicly disclosed the intent to locate or expand its operations in the City of Miami Beach without having previously engaged with the City's Economic Development Department to request the waiver.

As the applicant, please confirm the acknowledgments below.

- **I have read and understood the JCIP Program Guidelines.**

Yes



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APPLICANT INFORMATION

Company Name:

EDGE LORD LLC

Company DBA, if applicable:

EDGLRD

City of Miami Beach Address (where incentive will be utilized):

230 Lincoln Road, 4th Floor

Headquarter or Previous Address (if different from above):

35 NE 40th Street

Federal Employer Identification:

87-3605900

Unemployment Compensation Identification:

3916563

Florida sales tax registration number (if applicable):

60-8019329349

NAICS Code(s):

513130

SIC Code(s):

27310200

Industry:

Technology

if Headquarters, name other industry:

Project Type:

World HQ

Primary Business Activities:

EDGLRD is a visionary designer collective leveraging advanced technology and AI to redefine the struggling entertainment industry. By blending film, fashion, music, and digital art, we create groundbreaking cross-disciplinary experiences that push the boundaries of creativity and technology. Collaborating with leading artists



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and filmmakers, our mission is to deliver innovative, culturally rich, and visually captivating projects that transform how art and entertainment are perceived globally.

Company Owner Name:

Matthew Holt & Harmony Korine

Company Owner Title:

Co-CEO | Co-CEO

Add Additional Executive/Primary Contact (if different from owner):

((optional))

Yes

Executive/Primary Contact Name:

Jon Lutzky | COO

Executive/Primary Contact Name:

N/A

Executive/Primary Contact Email:

jon@edglrd.com

Executive/Primary Contact Phone:

+1 (215) 776-0717

Add Additional Authorized Representative/Secondary Contact:

No

Authorized Representative/Secondary Contact Name:

Authorized Representative/Secondary Contact Title:

Authorized Representative/Secondary Contact Email:

Authorized Representative/Secondary Contact Phone:

Is the Miami Beach property to be occupied leased or owned?

Leased

Property Owner Name:

Vivian Dimond | 230 Lincoln MB Title LLC



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Property Owner Contact Email:

Point of Contact is the CFO Daniel --> ddominguez@bayshoregrovemgmt.com

Property Owner Contact Phone:

Point of Contact is the CFO Daniel --> (305) 772-7387

Has the company or any of its officers ever been subjected to criminal or civil fines and penalties?

No

If Yes, please explain:

You may request that your project information and application be confidential per Section 288.075, Florida Statutes.

Yes (Confidentiality is Requested)

Annual Amount of incentive award requested*:

The maximum annual incentive amount is \$60,000 and as per the JCIP Incentive calculator

*(*If unsure, please submit the application as Draft Review and contact Economic Development Department for assistance at 305.673.7572 or mbbiz@miamibeachfl.gov)*

\$8000



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COMPANY & PROJECT PROFILE

Location Status:

New to Market Business (Relocation)

Property Status/Prospective Status:

Lease

Lease Term / Proposed Lease Term (number of months)

102

Property Needs:

Renovation

Business Current Location Floor Area (sq. ft.):

(if no current location exists, write n/a)

16033

Business Proposed Location Floor Area (sq. ft.):

N/A

CAPITAL INVESTMENT

Describe the capital investment in real and personal property anticipated with the Project.

(i.e. new construction or renovation of the facility; expenditure on improvements; and/or purchase, replace, and/or repairing of fixtures, furniture, and equipment (FF&E) as well as anticipated timeline for investment.)

We received a Tenant Improvement allowance \$300,000 from our landlords. We're also spending \$850,000 of our own cash to finish the work needed to finish the reconstruction.

Estimate associated cost of major capital investments (real and personal property) anticipated in connection with Project:

Construction/Renovation Costs:

\$1,050,000

Furniture, Fixtures and Equipment (FF&E) Costs:

\$100,000

Equipment Costs:

\$100,000



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Other costs:

((i.e. personal property))

Subject to change but all part of previous sections

EMPLOYMENT AND WAGES

Existing jobs company-wide:

54

Anticipated new full-time jobs in Miami Beach within 12 months of relocation:

10

Total anticipated new full-time jobs in Miami Beach over 4 years from relocation:

50

Existing Business (Expansion)

Existing jobs in Miami Beach:

Anticipated new full-time jobs in Miami Beach within 12 months of expansion:

Total anticipated new full-time jobs in Miami Beach over 3 years from expansion:

Average annual wages for all new jobs in Miami Beach over 3-year incentive period:

Average annual wages for all new jobs in Miami Beach over 4-year incentive period:

\$97,500

Average annualized amount of employer provided benefits anticipated to be offered with each new job created by the project in the first year following execution of incentive agreement:

\$5760



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JOB CREATION SCHEDULE

	Number of New Jobs	Average Wages (not including benefits)	Median Wages (not including benefits)
Year 1	10	90,000	90,000
Year 2	10	100,000	90,000
Year 3	15	115,000	100,000
Year 4 (New to Market only)	15	130,000	110,000
SubTotals:	50	435,000	390,000
Grand Totals:	50	435,000	390,000



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INCENTIVE INFORMATION

Indicate the purpose for requesting the incentive and explain how the incentive has or will factor into the Applicant's decision to relocate or expand in the City of Miami Beach.

We're going after this incentive because we see Miami Beach becoming a major tech and entertainment hub, and we want to be at the forefront of that. Our goal is to create cutting-edge film projects here and really push the boundaries of what's possible. This support would make a big difference in helping us expand and bring that vision to life in Miami Beach.

Has the company considered relocation or expansion to communities other than the City of Miami Beach?

No

Which other communities has the company considered?

Other incentive programs the applicant is or anticipates applying for (check all that apply):
Other(s)

Provide a list of the additional incentive program(s) that the applicant is considering or applying to.
Expedited Plan Review Program and Commercial Lease Subsidy Program



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ACKNOWLEDGEMENT AND APPLICATION AUTHORIZATION:

The Applicant acknowledges that adherence to the Application and Program Guidelines is a requirement for receipt of the incentive. Failure to comply with Program Guidelines may result in the loss of eligibility for receipt of the incentive.

That the City of Miami Beach may review and verify the financial and personnel records of the Participant and/or perform onsite visits to verify employment relating to the New or Relocated Jobs, wages paid, and determine whether the Participant is in compliance with the terms of the application, program Guidelines and agreement.

Yes

That compliance with the terms and conditions of the approved application/agreement is a conditional requirement for the receipt of any JCIP award in a fiscal year and that the Participants' failure to comply with the terms and conditions of the approved application/agreement results in the loss of eligibility for receipt of JCIP awards and the revocation by the City Commission of the certification of the Participant's as a City of Miami Beach eligible business.

Yes

That the Participant will maintain personnel and financial records related to jobs, wages, and taxes paid which are the subject of this application and program and submit summary reports of such records to the City of Miami Beach Economic Development Department as part of each annual award claim submission. The Participant will retain such personnel records for a period of four (4) years after payment of the last cash incentive award.

Yes

The Participant will be monitored annually to ensure compliance with the projected number of new jobs and the wages associated with the new jobs. Disbursements to the Participant will only be made after it has met all commitments as set forth in the City of Miami Beach application/agreement and the City Commission approved Resolution.

Yes

That the Participant will not enter into a lease agreement, or execute a renewal, before the final approval of the Job Creation Incentive Program award, unless the lease or renewal is entered into in conjunction with the City of Miami Beach's Expedited Plan Review and Permitting Incentive or with the written consent of the City of Miami Beach.

Yes

Please complete, sign, and upload the JCIP Application Signature Page



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A signature from a legal signing authority (i.e. executive officers and owners) for the company is required for the submission of an application.

EDGLRD - JCIP-Application-Signature-Page.pdf



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JCIP Incentive Calculator

Totals: \$0 - \$0 = \$0



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