



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## Public Hearing

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H.4.

12/22/2020

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### **Subject:**

Ordinance to Consider an Economic Development Ad Valorem Exemption for Roswell U.S., LLC d/b/a Roswell Marine (Roswell)

### **Fiscal Impact:**

The estimated annual ad valorem exemption on \$1,057,818 of tangible personal property that will be invested by Roswell is \$4,219. This estimate is based on the EDC's Ad Valorem Tax Abatement Council's recommendation of 8 years at 80% of the tangible personal property added to the County's tax roll by Roswell. It is further estimated that this tax abatement will impact the County's FY 2021-2022 Budget.

### **Dept/Office:**

County Manager

### **Requested Action:**

It is requested that the Board of County Commissioners consider adopting an Ordinance granting an Economic Development Ad Valorem Exemption for Roswell U.S., LLC d/b/a Roswell Marine for 8 years at 80 percent of the tangible personal property value added by the Company to the County's tax roll.

### **Summary Explanation and Background:**

Roswell is a privately-owned small business and industry-leading designer, manufacturer, and distributor of marine products and accessories, including recreational boat towners, water sports board racks, marine audio products, and other accessories designed for use on recreational boats. The company's founder and CEO, Robert Oswell, pioneered and patented the first shock absorbing tow rope pylon in his Canadian garage in 1998, and started Roswell Marine that year in Alberta, Canada.

In 2014, Brevard County was selected out of a pool of other potential sites due to the County's skilled labor pool, central location, and availability of potential customers.

Roswell is contemplating a significant expansion that will nearly double its manufacturing capacity and will result in the hiring 21 new positions, within 24 months, with an average wage of \$53,714 and investing in \$1,057,818 in new equipment to support this expansion. The average wage projected by Roswell is higher than the average wage for Brevard County reported by Enterprise Florida's average wage requirements (2018), the Office of Economic and Demographic Research (2019 preliminary) and the EDC's Ad Valorem Tax Abatement Review Council.

The EDC's Ad Valorem Tax Abatement Council reviewed Roswell's application for a Brevard County Economic Development Ad Valorem Tax Exemption Program and recommend to the Board an ad valorem exemption for 8 years, at 80% of the value of the new tangible personal property added to the County's tax roll.

**Clerk to the Board Instructions:**



Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001

Fax: (321) 264-6972

Kimberly.Powell@brevardclerk.us

December 23, 2020

**M E M O R A N D U M**

TO: Frank Abbate, County Manager

RE: Item H.4. Ordinance to Consider an Economic Development Ad Valorem Exemption for Roswell U.S., LLC d/b/a Roswell Marine (Roswell)

The Board of County Commissioners, in regular session on December 22, 2020, adopted Ordinance No. 20-26, granting Economic Development Ad Valorem Exemption for Roswell U.S., LLC d/b/a Roswell Marine (Roswell) for eight years at 80 percent of the Tangible Personal Property value added by the Company to the County's tax roll. Enclosed is fully-executed Ordinance.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS  
SCOTT ELLIS, CLERK

Kimberly Powell, Clerk to the Board

/ds

Encl. (1)

cc: Finance  
Budget



## FLORIDA DEPARTMENT *of* STATE

**RON DESANTIS**  
Governor

**LAUREL M. LEE**  
Secretary of State

December 30, 2020

Honorable Scott Ellis  
Clerk  
Board of County Commissioners  
Brevard County  
Post Office Box 999  
Titusville, Florida 32781-0999

Attention: Deborah Thomas

Dear Mr. Ellis:

Pursuant to the provisions of Section 125.66, Florida Statutes, this will acknowledge receipt of your electronic copy of Brevard County Ordinance No. 2020-26, which was filed in this office on December 29, 2020.

Sincerely,

Ernest L. Reddick  
Program Administrator

ELR/lb

**ORDINANCE NO. 2020- 26**

**AN ORDINANCE GRANTING AN ECONOMIC DEVELOPMENT AD VALOREM EXEMPTION TO ROSWELL U.S., LLC D/B/A ROSWELL MARINE; SPECIFYING THE ITEMS EXEMPTED; PROVIDING THE EXPIRATION DATE OF THE EXEMPTION; FINDING THAT THE BUSINESS MEETS THE REQUIREMENTS OF SECTION 196.1995, FLORIDA STATUTES; PROVIDING FOR PROOF OF ELIGIBILITY FOR EXEMPTION; ROSWELL U.S., LLC D/B/A ROSWELL MARINE; PROVIDING AN EFFECTIVE DATE.**

WHEREAS, economic development and the creation of jobs are a priority of the Brevard County Board of County Commissioners; and

WHEREAS, the Brevard County citizens voted to provide economic incentives to new and expanding businesses in the November 2014 general election; and

WHEREAS, Roswell U.S., LLC d/b/a Roswell Marine has requested that the Board of County Commissioners exempt ad valorem taxes for tangible personal property used in its expansion of an existing business 2900 Murrell Road, Rockledge, Florida 32955; and

WHEREAS, the Economic Development Commission of Florida's Space Coast has recommended approval of the exemption for Roswell U.S., LLC d/b/a Roswell Marine; and

WHEREAS, the Property Appraiser has provided the Board of County Commissioners with its report as required by Section 196.1995(9), Florida Statutes; and

WHEREAS, it has been determined that Roswell U.S., LLC d/b/a Roswell Marine, meets the requirements of Section 196.012(15), Florida Statutes for an expansion of an existing business in Brevard County; and

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF BREVARD COUNTY, FLORIDA as follows:

Section 1. Chapter 102 entitled "Taxation"; Article IV entitled "Ad Valorem Property Taxation", of the Code of Ordinances of Brevard County, Florida shall be amended to include a new section 102-2\_\_ as follows:

(a) An Economic Development Ad Valorem Tax Exemption is hereby granted to Roswell U.S., LLC d/b/a Roswell Marine (hereafter referred to as "the Company"), for:

1. 80 percent of the assessed value of the net increase in all tangible personal property acquired to facilitate such expansion of an existing business during that first year that the tangible personal property is added to the County's tax roll (not to exceed \$1,057,818 as identified in the Company's application for exemption).


- (b) The total amount of revenue available to the County from ad valorem tax sources for the current fiscal year is \$248,187,955.86; \$1,247,580.19 is lost to the County for the current fiscal year by virtue of exemptions currently in effect from previous years.
- (c) The tax exemption hereby granted shall be for a term of eight (8) years commencing with the first year the tangible personal property are added to the County's tax roll.
- (d) In accordance with the findings of the Board of County Commissioners and the Property Appraiser, the property hereby exempted from ad valorem tax exemption meets the definition of an expansion of an existing business, as defined by Section 196.012(15), Florida Statutes.
- (e) The Company shall submit to the County Manager at the beginning of each year an annual report providing evidence of continued compliance with the definition of an expansion of an existing business by creating and/or maintaining the anticipated jobs in the supplemental application for Brevard County's economic development ad valorem tax exemption program for each of the eight (8) years during which the Company is eligible to receive ad valorem tax exemption. If the annual report is not received, or if the annual report indicates the Company, no longer meets the criteria of Section 196.012(15), Florida Statutes, or is not meeting the anticipated job creation goals in the supplemental application for Brevard County's economic development ad valorem tax exemption program, the County Manager shall make a report to the Board of County Commissioners for consideration of revocation of this Ordinance granting the tax exemption.
- (f) If the County Manager or designee receives written notice that the company qualifying for an ad valorem tax abatement under the authority of this ordinance has decided not to undertake or complete the new business or expansion of an existing business, including improvements to real property or acquisition of taxable tangible personal property, or has not timely provided the number of jobs qualifying the new business or expansion of an existing business for the ad valorem tax exemption granted under this section, the exemption granted shall be void, shall not take effect and shall not be implemented. If such a notice is received, the foregoing provision shall be self-executing and no further action of the Board of County Commissioners will be required to void the granted exemption. Upon the County's receipt of any such notice, the county manager or designee shall forward the notice to the Property Appraiser along with a copy of this subsection of the ordinance.
- (g) If, upon discovery of the Company's failure to qualify for the ad valorem tax exemption granted by this ordinance, the Board of County Commissioners may revoke this Ordinance, and the company shall reimburse those County ad valorem taxes abated in favor of the Company for that period of time that it was determined that the Company no longer met the criteria of Section 196.012(15), Florida Statutes.

Section 2. Severability - If any provision of this Ordinance is held to be illegal or invalid, the other provisions shall remain in full force and effect.

Section 3. Effective Date - This Ordinance shall become effective immediately upon filing as provided by law. A certified copy of the Ordinance shall be filed with the Office of the Secretary of State, State of Florida within ten days of enactment.

DONE, ORDERED AND ADOPTED in Regular Session this 22 day of December, 2020

ATTEST:

  
\_\_\_\_\_  
Scott Ellis, Clerk

BOARD OF COUNTY COMMISSIONERS  
OF BREVARD COUNTY, FLORIDA

By: 

\_\_\_\_\_  
Rita Pritchett, Chair

As approved by the Board on 12/22/2020.

Tangible Only  
23ED 5.0381

**SUPPLEMENTAL APPLICATION**

**BREVARD COUNTY ECONOMIC DEVELOPMENT  
AD VALOREM TAX EXEMPTION PROGRAM**

**APPLICANT NAME: ROSWELL U.S. LLC D/B/A ROSWELL MARINE**

**NOTICE:** This supplement is to be used by the applicant to provide additional information required by Economic Development Ad Valorem Tax Abatement Ordinance, Chapter 102, Division 3, Sections 181-191, Brevard County Code; and to provide other information requested by the Board of County Commissioners and the entities who will review the application.

Any business seeking an exemption shall file an application with the County before the business has made the decision to locate a new business in the County or before the business has made the decision to expand an existing business in the County. Any business decisions, such as announcements, leasing of space or hiring of employees, made prior to final County Economic Development Tax Abatement approval (and not made contingent upon County approval) may constitute grounds for disapproval. Projects, which clearly do not require inducement, will not be approved.

1. Length of exemption requested is total of 10 years (length of exemption approved is sole discretion of County Commission and commences on the adoption date of the ordinance granting the exemption).

2. Proposed Property Address (legal description & street address):  
3. 2900 Murrell Road, Rockledge, FL 32955 (see attached legal description)

DO-535 RE#2508390

4. Property Owner Name: Murrell Road Joint Venture (owner): Roswell U.S. LLC (lessee)

Address: 516 Delannoy Ave, Cocoa, FL 32955 (owner); 2900 Murrell Road, Rockledge FL 32955 (lessee)

Telephone No. (321) 638-1331 FAX No. (321) 638-8788

4. Authorized Agent: Alexandrea Simser

Address: 2900 Murrell Road, Rockledge, FL 32955

Telephone Number: (321) 298-4308 Fax No. (321) 638-8788

5. Type of Industry or business: Marine product design and manufacturing

6. NAICS Code(s) 336612, 332999

7. Brief description of product and expansion plans (The applicant is to provide an executive summary of its business plan):  
See attached Executive Summary

8. Anticipated number of new employees (The applicant is to provide a breakdown of jobs to be created by category and planned salary to be paid by position):

Project Year	Number of net new full-time equivalent Brevard County jobs created in the business unit
I	<u>See attachment</u>
II	
III	
Total	

9. As of the date of this application, what is your total current Brevard County Employment? 76 employees

10. Expected number of new employees who will reside in Brevard County: 21 employees

11. Percentage of existing employees who have resided in the County for more than two years: 80%

12. Anticipated average wage of employees (excluding employee benefits, but including overtime): \$53,714

13. Estimated new capital investment as a result of expansion or relocation of business:

Estimated new construction value: N/A

Estimated new personal property value: \$1,057,810

14. Environmental impact of business. (Identify the number and type of environmental permits required as a result of this project; e.g. air, soil and water pollution, water and sewer, dredge and fill, storm water, industrial wastewater; provide a brief narrative statement of the company's environmental impacts): Roswell is committed to reducing and preventing environmental impacts from its operations. While our operations require an Industrial Wastewater Discharge Permit, we merely store waste on our premises for removal by a third-party contractor and do not actually discharge any waste from our premises. We do not anticipate any additional environmental permits required as a result of our planned expansion.

15. Anticipated volume of business or production (estimated gross revenue): \$6,000,000 annually

16. Would the relocation or expansion occur without the exemption: Yes [ ] No [X]

17. Estimated source of supplies (local or otherwise):

Estimated % source of supplies County: 20%

Estimated % source of supplies Florida: 20%

Estimated % source of supplies out-of-state: 60%



18. Business is/will be located in a community redevelopment area: Yes [ ] No [X]

Name of area: \_\_\_\_\_

19. Do you desire exemption as a "Relocation" [ ], "Expansion of Existing Business Function" [X] or as an "Expansion of New Business Function" [ ]

**SIGNATURES:**

I hereby confirm the information provided by Roswell U.S. LLC to the Economic Development Commission of Florida's Space Coast and the Board of County Commissioners for the purpose of calculating the economic impact and benefit of the proposed tax abatement is true, accurate and complete. I further confirm that Roswell U.S. LLC is not in violation of any federal, state or local law, or regulation governing environmental matters. I hereby acknowledge and agree upon approval of the Economic Development Ad Valorem Tax Abatement Ordinance by the Brevard County Board of County Commissioners that Roswell U.S. LLC will provide the CareerSource Brevard its job openings to be posted on www.enjoyflorida.com and agrees to consider for employment candidates referred by Brevard Workforce.

DATE: October 12, 2020

SIGNED: \_\_\_\_\_

(Applicant)

TITLE: Robert Oswell, Chief Executive Officer

SIGNED: \_\_\_\_\_

(Preparer)

Alexandrea Simser, 2900 Murrell Road, Rockledge, FL 32955

(Preparer's Address)

321-298-4308

(Preparer's Telephone Number)

**ECONOMIC DEVELOPMENT COMMISSION (EDC) USE ONLY**

**EDC Economic Impact Analysis:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**EDC's Recommendation:**

The Economic Development Commission of Florida's Space Coast hereby certifies that it has proof, to the satisfaction of the EDC, that the applicant meets the criteria of a new business or for an expansion of an existing business as defined in Section 184, Chapter 102, Brevard County Code. Furthermore, the EDC has conducted an economic impact analysis, applying acceptable multipliers as defined by the State Department of Commerce, which concludes that the applicant does hereby meet the economic benefit test; and, therefore, the EDC recommends to the Brevard County Commission that the applicant receive an ad valorem tax exemption for \_\_\_\_\_ percent of its eligible taxes and for a period of \_\_\_\_\_ years.

DATE: \_\_\_\_\_

SIGNED: \_\_\_\_\_

(EDC President)

**COUNTY USE ONLY**

**County Manager's Recommendation:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DATE: \_\_\_\_\_

SIGNED: \_\_\_\_\_

(County Manager)



11. Sales factor for the facility requesting exemption:

Total sales in Florida from this facility - one (1) location only \$5,838,254 divided by  
Total sales everywhere from this facility - one (1) location only \$19,151,093 = 30.48%

12. For office space owned and used by a corporation newly domiciled in Florida: Not yet incorporated

a. Date of incorporation in Florida N/A  
b. Number of full-time employees at this location \_\_\_\_\_

13. If requesting an exemption due to location in a slum or blighted area, please furnish such additional information as required by the County Commission, City Commission, or Property Appraiser.

I hereby request the adoption of an ordinance granting an exemption from ad valorem taxation on the above property pursuant to Section 196.1905, Florida Statutes. I agree to furnish such other reasonable information as the Board of County Commissioners, the governing authority of the municipality, or the Property Appraiser may request in regard to the exemption requested herein. I hereby certify that the information and valuation stated above by me is true, correct, and complete to the best of my knowledge and belief. (If prepared by someone other than the taxpayer, his declaration is based on all information of which he has any knowledge.)

DATE: October 12, 2020

SIGNED: [Signature]  
(Taxpayer)

TITLE: Robert Oswell, Chief Executive Officer

Signed: [Signature]  
(Preparer) Alexandra Simson, General Counsel

2800 Murrell Road, Rockledge, FL 32955  
(Preparer's Address)

321-288-4308  
(Preparer's Telephone Number)

PROPERTY APPRAISER'S USE ONLY

- I. Total revenue available to the County or municipality for the current fiscal year from ad valorem tax sources: 248,187,955.86
- II. Revenue lost to the County or municipality for the current fiscal year by virtue of exemptions previously granted under this section: 1,247,580.19
- III. Estimate of the revenue which will be lost to the County during the current fiscal year if the exemption applied for were granted had the property for which the exemption is requested otherwise been subject to taxation: 4822.29
- IV. Estimate of the taxable value lost to the County or municipality if the exemption applied for were granted:  
Improvements to real property \_\_\_\_\_ Personal Property 957,165

V. I have determined that the property listed above meets the definition, as defined by Section 196.012(15) or (16), Florida Statutes, as a New Business [ ], an Expansion of an Existing Business [X], or Neither [ ].

VI. Last year for which exemption may be applied: Dependent upon the number of years granted by the BOCC.

DATE: 12-1-20

SIGNED: [Signature]  
(Property Appraiser)

RETURN TO BE FILED NOT LATER THAN MARCH 1

2900 MURRELL ROAD LEGAL DESCRIPTION

EXHIBIT "A"

A parcel of land lying in Section 15, Township 25 South, Range 36 East, Brevard County, Florida, being more particularly described as follows:

Commence at the Southwest corner of said Section 15 and run North 00 degrees 39'54" West along the West line of said Section, a distance of 1925 feet; thence North 89 degrees 39'30" East parallel to the South line of said Section, a distance of 50 feet to a point on the East Right of Way line of Murrell Road (A 100 foot wide Right of Way), the Point of Beginning; thence continue North 89 degrees 39'30" East parallel to said South line, a distance of 700 feet; thence North 00 degrees 39'54" West, parallel to said West line, a distance of 622.29 feet; thence South 89 degrees 39'30" West, a distance of 700 feet to a point on the aforesaid Right of Way line of Murrell Road; thence South 00 degrees 39'54" East along said Right of Way line, a distance of 622.29 feet to the Point of Beginning.

OFF. REC.  
2910

PAGE  
2165



ROSWELL MARINE  
2000 Marine Blvd, Suite 100, L1L  
(416) 630-1111

**Anticipated Number of New Employees**

Project Year 1		Project Year 2		Project Year 3	
Position	Salary	Position	Salary	Position	Salary
Production Plant Manager	140,000	CNC Machine Operator	42,000	N/A	N/A
Electrical Engineer	80,000	Senior Welder	65,000		
Process Engineer	70,000	Mechanical Engineer	75,000		
Project Engineer	60,000	Body Technician (2)	40,000		
Industrial Designer	65,000	Assembly Technician (2)	28,000		
Senior Welder	65,000				
Certified Welding Inspector	65,000				
Junior Welder	55,000				
CNC Machine Operator	42,000				
Body Technician (2)	40,000				
Prototype Technician	32,000				
Assembly Technician (2)	28,000				

**Roswell Marine®**

UNITED STATES  
2000 Marine Blvd, Suite 100, L1L  
CANADA  
11000 2000 Marine Blvd, Suite 100, L1L

**Group of Companies**

[Roswell Marine LLC]  
[Roswell Marine Ltd.]

**Brands**

[Roswell Marine]  
[Roswell Marine Audio]



ROSWELL MARINE  
2900 Murrells Rd., Brevard, FL  
(321) 638-1341

## ROSWELL MARINE AD VALOREM TAX EXEMPTION EXECUTIVE SUMMARY

Roswell Marine is a privately-owned small business and industry-leading designer, manufacturer, and distributor of marine products and accessories, including recreational boat towers, water sports board racks, marine audio products, and other accessories designed for use on recreational boats. The company's founder and CEO, Robert Oswell, pioneered and patented the first shock absorbing tow rope pylon in his Canadian garage in 1998, and started Roswell Marine that year in Alberta, Canada.

In 2014, Roswell leadership decided to move the company's headquarters from Canada to the U.S. to further support the growing U.S. boating market. Brevard County was selected out of a pool of other potential sites due to its skilled labor pool, central location, and availability of potential customers. Roswell moved into its present 72,200 sq. ft. manufacturing facility located at 2900 Murrell Road in May 2014 – a facility that was previously occupied by a marine manufacturer and sat vacant for five years prior to Roswell restoring it to its former glory. Since that time, Roswell has invested heavily in the facility and contributed numerous manufacturing jobs to the county.

Roswell's primary customers are recreational boat OEMs (original equipment manufacturers) and after-market dealers. The demand of these customers, in addition to anticipated business from new customers, has created the need for the company to expand its manufacturing operations. Roswell is contemplating a significant expansion that will nearly double its manufacturing capacity and result in the hiring of at least 21 new positions within 24 months. We will be investing over \$1M in new equipment to support this expansion.

Since its inception, Roswell has relied primarily on its China supplier to produce products designed by Roswell in the U.S., with a select number of product lines manufactured in the U.S. We are considering placing additional Florida generated business in our China facility if the tax exemption is not granted. The Ad Valorem Tax Exemption program would be of great benefit to our growth and expansion efforts by allowing the company to better leverage its capital to increase efficiency and competitiveness. It will enable us to keep our Florida business in Florida.

Beyond this proposed expansion, we expect the company to continue on its current growth curve with new purchased or leased equipment and facilities. Current projections are for annual sales to be \$31,000,000 and employment reaching at least 90 full-time workers in 2021. Our current and future growth will continue to provide a positive and lasting impact on the Space Coast economy. We are eagerly anticipating the Commission's assistance with our expansion efforts through the approval of Roswell for the Ad Valorem Tax Exemption Program.

### Roswell Marine

UNITED STATES  
2900 Murrells Road, Brevard, FL 32936 Tel: (321) 638-1341  
CANADA  
1120 Kingsway, Victoria, BC V8W 2K2 Tel: (250) 638-0800

### Group of Companies

Roswell, Inc. LLC  
Roswell, Canada Inc.

### Branches

Roswell Marine  
Roswell Marine Audio

## ECONOMIC IMPACT ANALYSIS

### Roswell U.S. LLC

Brevard County, FL

10/13/20

#### Overview:

New Job Commitment:	21	Capital Investment:	\$1,057,818
Average Annual Wage:	\$53,714		

#### Economic impact from job creation:

Jobs	Net New Wage	Contribution to GDP
21 (Direct)	\$1,127,994 (Direct)	\$1,351,918 (Direct)
7 (Indirect)	\$384,551 (Indirect)	\$623,503 (Indirect)
7 (Induced)	\$275,058 (Induced)	\$521,494 (Induced)
<b>35 TOTAL</b>	<b>\$1,787,603 TOTAL</b>	<b>\$2,496,914 TOTAL</b>

- For every employment position created by Roswell U.S. LLC approximately .6852 additional jobs will be developed to support the operation of the facility.
- For every payroll dollar paid to Roswell U.S. LLC approximately \$.5848 will be generated for consumer spending.

#### County Tax Impact

##### Years 1-10

	Annual Taxes on Personal Property	
Projected Tax Assessed	\$	9,828.99
Potential Abatement (at 100%)	\$	4,379.28
Net New Revenue to County	\$	5,449.71
<b>Total New Revenue to County</b>	<b>\$</b>	<b>5,449.71</b>

**Years 11+ :** Company will be assessed for 100% of tax liability

Tax Millage Code – 23E0      NAICS – 336612      IMPLAN Sector – 361

*Analysis based on Information supplied by Roswell U.S. LLC - October 2020*

*Economic impact calculations furnished by EDC Research Office, using IMPLAN 5.20 (www.IMPLAN.com). Abatement & millage numbers are estimates; all final numbers determined solely by the Brevard County Property Appraiser's Office.*

**SUPPLEMENTAL APPLICATION**

**BREVARD COUNTY ECONOMIC DEVELOPMENT  
AD VALOREM TAX EXEMPTION PROGRAM**

**APPLICANT NAME: ROSWELL U.S. LLC D/B/A ROSWELL MARINE**

**NOTICE:** This supplement is to be used by the applicant to provide additional information required by Economic Development Ad Valorem Tax Abatement Ordinance, Chapter 102, Division 3, Sections 181-191, Brevard County Code; and to provide other information requested by the Board of County Commissioners and the entities who will review the application.

Any business seeking an exemption shall file an application with the County before the business has made the decision to locate a new business in the County or before the business has made the decision to expand an existing business in the County. Any business decisions, such as announcements, leasing of space or hiring of employees, made prior to final County Economic Development Tax Abatement approval (and not made contingent upon County approval) may constitute grounds for disapproval. Projects, which clearly do not require inducement, will not be approved.

1. Length of exemption requested is total of 10 years (length of exemption approved is sole discretion of County Commission and commences on the adoption date of the ordinance granting the exemption).
2. Proposed Property Address (legal description & street address):
3. 2900 Murrell Road, Rockledge, FL 32955 (see attached legal description)
4. Property Owner Name: Murrell Road Joint Venture (owner): Roswell U.S. LLC (lessee)  
Address: 516 Delannoy Ave, Cocoa, FL 32955 (owner): 2900 Murrell Road, Rockledge FL 32955 (lessee)  
Telephone No. (321) 836-1331 FAX No. (321) 838-8788
4. Authorized Agent: Alexandrea Simser  
Address: 2900 Murrell Road, Rockledge, FL 32955  
Telephone Number: (321) 298-4306 Fax No. (321) 638-8788
5. Type of Industry or business: Marine product design and manufacturing
6. NAICS Code(s) 336612, 332999
7. Brief description of product and expansion plans (The applicant is to provide an executive summary of its business plan):  
See attached Executive Summary
8. Anticipated number of new employees (The applicant is to provide a breakdown of jobs to be created by category and planned salary to be paid by position):
 

Project Year	Number of net new full-time equivalent Brevard County jobs created in the business unit
I	<u>See attachment</u>
II	
III	
Total	
9. As of the date of this application, what is your total current Brevard County Employment? 75 employees
10. Expected number of new employees who will reside in Brevard County: 21 employees
11. Percentage of existing employees who have resided in the County for more than two years: 80%
12. Anticipated average wage of employees (excluding employee benefits, but including overtime): \$53,714
13. Estimated new capital investment as a result of expansion or relocation of business:  
Estimated new construction value: N/A  
Estimated new personal property value: \$1,057,818
14. Environmental Impact of business. (Identify the number and type of environmental permits required as a result of this project: e.g. air, soil and water pollution, water and sewer, dredge and fill, storm water, industrial wastewater; provide a brief narrative statement of the company's environmental impacts): Roswell is committed to reducing and preventing environmental impacts from its operations. While our operations require an Industrial Wastewater Discharge Permit, we merely store waste on our premises for removal by a third-party contractor and do not actually discharge any waste from our premises. We do not anticipate any additional environmental permits required as a result of our planned expansion.
15. Anticipated volume of business or production (estimated gross revenue): \$5,000,000 annually
16. Would the relocation or expansion occur without the exemption: Yes [ ] No [X]
17. Estimated source of supplies (local or otherwise):  
Estimated % source of supplies County: 20%  
Estimated % source of supplies Florida: 20%  
Estimated % source of supplies out-of-state: 60%



18. Business is/will be located in a community redevelopment area: Yes [ ] No [X]

Name of area: \_\_\_\_\_

19. Do you desire exemption as a  
"Relocation" [ ], "Expansion of Existing Business Function" [X] or as an "Expansion of New Business Function" [ ]

**SIGNATURES:**

I hereby confirm the information provided by Roswell U.S. LLC to the Economic Development Commission of Florida's Space Coast and the Board of County Commissioners for the purpose of calculating the economic impact and benefit of the proposed tax abatement is true, accurate and complete. I further confirm that Roswell U.S. LLC is not in violation of any federal, state or local law, or regulation governing environmental matters. I hereby acknowledge and agree upon approval of the Economic Development Ad Valorem Tax Abatement Ordinance by the Brevard County Board of County Commissioners that Roswell U.S. LLC will provide the CareerSource Brevard its job openings to be posted on www.employflorida.com and agrees to consider for employment candidates referred by Brevard Workforce.

DATE: October 12, 2020

SIGNED: \_\_\_\_\_  
(Applicant)  
TITLE: Robert Oswell, Chief Executive Officer

SIGNED: Alexandra Simser  
(Preparer)  
Alexandra Simser, 2900 Murrell Road, Rockledge, FL 32955  
(Preparer's Address)  
321-298-4308  
(Preparer's Telephone Number)

**ECONOMIC DEVELOPMENT COMMISSION (EDC) USE ONLY**

**EDC Economic Impact Analysis:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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**EDC's Recommendation:**

The Economic Development Commission of Florida's Space Coast hereby certifies that it has proof, to the satisfaction of the EDC, that the applicant meets the criteria of a new business or for an expansion of an existing business as defined in Section 184, Chapter 102, Brevard County Code. Furthermore, the EDC has conducted an economic impact analysis, applying acceptable multipliers as defined by the State Department of Commerce, which concludes that the applicant does hereby meet the economic benefit test; and, therefore, the EDC recommends to the Brevard County Commission that the applicant receive an ad valorem tax exemption for 80 percent of its eligible taxes and for a period of 8 years.

DATE: 11/17/2020

SIGNED: [Signature]  
(EDC President)

**COUNTY USE ONLY**

**County Manager's Recommendation:**

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\_\_\_\_\_  
\_\_\_\_\_

DATE: \_\_\_\_\_

SIGNED: \_\_\_\_\_  
(County Manager)