



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## New Business - County Manager

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J.4.

11/10/2020

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### Subject:

Resolution to Consider an Ad Valorem Tax Abatement for Roswell U.S., LLC d/b/a Roswell Marine

### Fiscal Impact:

There will not be a fiscal impact to the County in FY 2020-2021. The fiscal impact to the County in FY 2021-2022 is estimated at \$5,274 for an ad valorem tax exemption on the tangible personal property investment of \$1,057,818 added to the Brevard County tax rolls.

### Dept/Office:

County Manager

### Requested Action:

The Economic Development Commission of the Florida's Space Coast requests the Board of County Commissioners adopt an Economic Development Ad Valorem Tax Exemption Resolution qualifying Roswell U.S., LLC d/b/a Roswell Marine as an eligible business under the County's Tax Abatement program and authorize the advertisement of a public hearing to consider adopting an Ad Valorem Tax Exemption Ordinance for the Board of County Commission meeting on December 8, 2020.

### Summary Explanation and Background:

The Resolution requests the Brevard County Property Appraiser conduct the required analysis and provide the Board with a report as required by Section 196.1995(9), Florida Statutes and Economic Development Commission of Florida's Space Coast conduct an economic impact analysis of Roswell U.S., LLC d/b/a Roswell Marine and provide the Board of County Commission with its recommendation as to extent and length of tax abatement.

Roswell U.S., LLC d/b/a Roswell Marine is an industry leading designer, manufacture, and distributor of marine products and accessories. The Company provides design and manufacturing services both inside and outside the State of Florida.

Roswell U.S., LLC d/b/a Roswell Marine is considering additional equipment purchases as well as additional employment for their location in Rockledge, Florida. The Company plans to create 21 new jobs over 2 years with the average wage of \$53,714. This wage is higher than Enterprise Florida's average wage requirements (2018), the Office of Economic and Demographic Research (2019 preliminary) and the average wage recommended by the County's Ad Valorem Tax Abatement Review Committee. The proposed job creation

timeline for the project is as follows:

No. of New Jobs	Jobs will be Created in
14	Year 1
7	Year 2
Total 21	

Questions: Mr. Edgar Campa-Palafox, Director, Business Development, Economic Development Commission of Florida's Space Coast [EdgarCP@SpaceCoastEDC.org](mailto:EdgarCP@SpaceCoastEDC.org) <<mailto:EdgarCP@SpaceCoastEDC.org>> or 321-638-2000

### 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

November 12, 2020

**MEMORANDUM**

TO: Frank Abbate, County Manager

RE: Item J.4. Resolution to Consider an Ad Valorem Tax Abatement for Roswell U.S., LLC  
d/b/a Roswell Marine

The Board of County Commissioners, in regular session on November 10, 2020, adopted Resolution No. 20-150, qualifying Roswell U.S., LLC d/b/a Roswell Marine, as an eligible business under the County's Tax Abatement Program; and authorized for the advertisement of a public hearing to consider adopting an Ad Valorem Tax Exemption ordinance for the Board of County Commissioners meeting on December 8, 2020. Enclosed is the fully-executed Resolution.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS  
SCOTT ELLIS, CLERK

*Kimberly Powell*  
Kimberly Powell, Clerk to the Board

/cld

Encl. (1)

RESOLUTION No. 2020- 150

WHEREAS, economic development and the creation and retention of value-added jobs is a priority of the Brevard County Board of County Commissioners; and

WHEREAS, the citizens of Brevard County, Florida voted in the November 2014 general election to provide ad valorem tax exemptions for the purpose of promoting economic development to attract new business and expansions to existing businesses; and

WHEREAS, Roswell U.S., LLC has requested that the Brevard County Board of County Commissioners exempt ad valorem taxes for its tangible personal property added to the Brevard County tax rolls at 2900 Murrell Road, Rockledge, Florida; and

WHEREAS, Roswell U.S., LLC meets the requirements of Section 196.012, Florida Statutes as a business planning to expand in Brevard County, Florida.

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

1. The Brevard County Board of County Commissioners requests that the Brevard County Property Appraiser conduct the required analysis and provide the Brevard County Board of County Commissioners with a report as required by Section 196.1995(9), Florida Statutes.
2. The Brevard County Board of County Commissioners requests that the Economic Development Commission of Florida's Space Coast conduct an economic impact analysis of Roswell U.S., LLC's SUPPLEMENTAL APPLICATION for the County's Ad Valorem Tax Exemption Program and provide the Brevard County Board of County Commissioners with its recommendation as to extent and length of an ad valorem tax exemption on the tangible personal property added to the Brevard County tax rolls.
3. The Brevard County Board of County Commissioners intends to hold a public hearing to consider adopting an Ordinance exempting Roswell U.S., LLC from tangible personal property estimated to be added to the Brevard County tax rolls as reflected in Roswell U.S., LLC's SUPPLEMENTAL APPLICATION from select Brevard County ad valorem taxes.

DONE, ORDERED AND ADOPTED in Regular Session this 10 day of NOV., 2020.

ATTEST:

Scott Ellis, Clerk

BOARD OF COUNTY COMMISSIONERS  
OF BREVARD COUNTY, FLORIDA

Bryan Andrew Lober, Chair

As approved by the Board on November 10, 2020.

# 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) 638-1331 FAX No. (321) 638-8788
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: \_\_\_\_\_

(Preparer)

Alexandrea Simser, 2900 Murrell Road, Rockledge, FL 32955

(Preparer's Address)

321-298-4306

(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)

**BREVARD COUNTY**  
**ECONOMIC DEVELOPMENT AD VALOREM TAX EXEMPTION**  
**Chapter 196, Florida Statutes**

To be filed with the Board of County Commissioners, the governing board of the municipality, or both, no later than March 1 of the year the exemption is desired to take effect.

1. Business name: Roswell U.S. LLC d/b/a Roswell Marine  
Mailing address: 2900 Murrell Road, Rockledge, FL 32955
2. Name of person in charge of business: Robert Oswell  
Telephone No.: (321) 638-1331 FAX No.: (321) 638-8788
3. Location of business (legal description and street address) of property for which this report is filed:  
2900 Murrell Road, Rockledge, FL 32955 (see attached legal description)
4. Date business opened at this facility: May 1, 2014
5. a. Description of the improvements to real property for which this exemption is requested: N/A  
b. Date of commencement of construction of improvements: N/A
6. a. Description of the tangible personal property for which this exemption is requested and date when property was purchased:

Class or Item	Age	Date of Purchase	Original Cost	Taxpayer's Estimate of Condition	Taxpayer's Estimate of Fair Market Value	APPRAISER USE ONLY
Mazak HCN 5000 & Pallettech System	0	11/2020	\$488,690	good	\$488,690	
Mazak HCN 8800 & Pallettech System	0	11/2020	\$167,198	good	\$167,198	
APT/Syracuse Supply tombstones for Pallettech	0	11/2020	\$85,020	good	\$85,020	
Commercial Electric for new Mazak machines	0	11/2020	\$10,000	good	\$10,000	
Overhead Girder Crane (2 ton)	0	11/2020	\$50,495	good	\$50,495	
CrossFlow Custom Paint Booth	0	11/2020	\$256,415	good	\$256,415	

- b. Average value of inventory on hand: \$3,332,985
- c. Any additional personal property not listed above for which an exemption is claimed must be returned on form DR-405 (Tangible Personal Property Tax Return) and a copy attached to this form.
7. Do you desire exemption as a "New Business" [ ] or as an "Expansion of an Existing Business" [x]
8. Describe the type or nature of your business: marine product design and manufacturing
9. Trade level (check as many as apply):  
Wholesale [ ] Manufacturing [x] Professional [x] Service [ ] Office [ ] Other [ ]
10. a. Number of full time employees employed in Florida: 75  
b. If an expansion of an existing business:  
(1) Net increase in employment 21 employees or 28 %  
(2) Increase in productive output resulting from this expansion 100 %

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 = 30.46%

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 196.1995, 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) Alexandrea Simser, General Counsel

2900 Murrell Road, Rockledge, FL 32955  
(Preparer's Address)

321-298-4306  
(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: \_\_\_\_\_
- II. Revenue lost to the County or municipality for the current fiscal year by virtue of exemptions previously granted under this section: \_\_\_\_\_
- 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: \_\_\_\_\_
- 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 \_\_\_\_\_
- 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 [ ], or Neither [ ].
- VI. Last year for which exemption may be applied: \_\_\_\_\_

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

SIGNED: \_\_\_\_\_  
(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.

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**ROSWELL MARINE**  
2900 MURKIN RD ROCKLEDGE, FL  
(321)-638-1331

**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**  
2900 Murkin Rd Rockledge, FL 32955 | Tel: (321) 638-1331  
**CANADA**  
11203-261 St Andrews, AB T2X 6C7 | Tel: (780) 982-0808

**Group of Companies**

| Roswell US LLC  
| Roswell Canada Inc

**Brands**

| Roswell Marine  
| Roswell Marine Italia



ROSWELL MARINE  
2900 Murrell Rd., Rockledge, FL  
(321)-638-1311

## 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 Murrell Rd Rockledge, FL 32955 | Tel: (321) 638-1311  
CANADA  
11208-261 St. Albert, AB T8C 6G2 | Tel: (250) 361-0555

Group of Companies:

| Roswell U.S. LLC  
| Roswell Canada Inc.

Brands:

| Roswell Marine  
| Rocking! 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>\$ 5,449.71</b>

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

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