



**KEEPING
BREVARD COUNTY
COMPETITIVE**







INCENTIVE MYTH 1:

**THEY'RE NOT NEEDED
BECAUSE COMPANIES ARE
COMING ANYWAY**





INCENTIVE MYTH 2:

**INCENTIVES ARE THE MOST
CRITICAL PART OF THE DEAL**





**BREVARD COUNTY
AD VALOREM TAX
ABATEMENT (AVT)
PROGRAM OVERVIEW**



BREVARD COUNTY AVT PROGRAM REQUIREMENTS

**AVT PROGRAM DESIGNED TO BRING NEW
REVENUE INTO BREVARD COUNTY:**

**NEW OR EXPANDING COMPANY NEEDS TO
CREATE AT LEAST 10 NEW JOBS**

**JOBS NEED TO FALL WITHIN A QUALIFIED
TARGETED INDUSTRY STIPULATED BY THE STATE**

**COMPENSATION AVERAGE ABOVE MEDIAN
COUNTY WAGE (\$61,784)**

AVERAGE WAGE REVIEWED EVERY YEAR

**GOVERNED BY
FLORIDA
STATUTE
196.1995**

**FLORIDA STATUTES MANDATE THE RENEWAL
OF THE AVT PROGRAM IN A COUNTY-WIDE
REFERENDUM EVERY 10 YEARS**

**THE PROGRAM WAS ORIGINALLY APPROVED
IN 1994 WITH 51.4% SUPPORT, IT WAS
RENEWED IN 2004 WITH 62.6%, AND IN 2014
WITH 70.3% OF SUPPORT FROM COUNTY
VOTERS**

**THE PROGRAM IS DUE FOR RENEWAL IN
2024, AND WILL REQUIRE SUPPORT FROM
THE BUSINESS COMMUNITY TO PASS**



INCENTIVE MYTH 3:

**WE ARE TAKING TAX
MONEY AWAY FROM
SCHOOLS, WIDOWS AND
ORPHANS**



TAX REDUCTION, NOT A TAX ELIMINATION

PROGRAM ABATES A PORTION OF
COUNTY GENERAL FUND TAXES FOR A
LIMITED INTERVAL OF TIME

PARTICIPATING BUSINESSES MUST PAY:

- SCHOOL TAXES
- WATER MANAGEMENT DISTRICT TAXES
- SPECIAL DISTRICT TAXES
- ENDANGERED LAND TAXES
- RECREATION TAXES
- NON-AD VALOREM ASSESSMENTS

AD VALOREM TAXES						
TAXING AUTHORITY	MILLAGE RATE	ASSESSED VALUE	EXEMPTION	TAXABLE VALUE	TAXES LEVIED	
COUNTY GENERAL FUND	3.2619	87,934,460	63,517,950	24,416,510	79,644.21	
BREVARD LIBRARY DISTRICT	0.3763	87,934,460	63,517,950	24,416,510	9,187.93	
BREVARD MOSQUITO CONTROL	0.1527	87,934,460	63,517,950	24,416,510	3,728.40	
RECREATION DISTRICT 4 - MAINT	0.5775	87,934,460	63,517,950	24,416,510	14,100.53	
TI-CO AIRPORT AUTHORITY	0.0000	87,934,460	0	87,934,460	0.00	
SCHOOL - BY STATE LAW	3.2470	87,934,460	0	87,934,460	285,523.19	
SCHOOL - BY LOCAL BOARD	0.7480	87,934,460	0	87,934,460	65,774.98	
SCHOOL - CAPITAL OUTLAY	1.5000	87,934,460	0	87,934,460	131,901.69	
CITY OF COCOA	6.4532	87,934,460	31,758,980	56,175,480	362,511.61	
ST JOHNS RIVER WATER MGMT DST	0.1974	87,934,460	0	87,934,460	17,358.26	
FLA INLAND NAVIGATION DIST	0.0320	87,934,460	0	87,934,460	2,813.90	
ENV END LD/WTR LTD	0.0522	87,934,460	63,517,950	24,416,510	1,274.54	
ENV END LD/WTR LTD(DBTP)	0.0425	87,934,460	0	87,934,460	3,737.21	
TOTAL MILLAGE				16.6407	AD VALOREM TAXES	\$977,556.45
NON-AD VALOREM ASSESSMENTS						
LEVYING AUTHORITY					AMOUNT	
115 STORMWATER COCOA					76,579.46	
158 SOLID WASTE DISPOSAL					37,472.50	
167 FIRE SERVICES - COCOA					165,943.35	
PAY ONLY ONE AMOUNT IN BOXES BELOW				NON-AD VALOREM ASSESSMENTS	\$279,995.31	

BREVARD COUNTY AVT APPLICATION PROCESS HIGHLIGHTS

**COUNTY BOARD OF COUNTY
COMMISSIONERS HOLDS PUBLIC HEARING
TO DETERMINE IF COMPANY IS ELIGIBLE
BY STATE STATUTE & COUNTY ORDINANCE**

**IF ELIGIBLE, AVT ADVISORY COUNCIL
HOLDS A PUBLIC MEETING VETTING
COMPANY & RECOMMENDING A LEVEL OF
QUALIFYING TAX ABATEMENT TO BOCC**

**BOCC HOLDS FINAL PUBLIC HEARING TO
VOTE ON THE AVT ABATEMENT**

AVT COUNCIL UNDER SUNSHINE LAW

AVT COUNCIL COMPRISES CROSS-SECTION OF BUSINESS & CIVIC LEADERS, INCLUDING REPRESENTATIVES OF:

- **BREVARD COUNTY STAFF**
- **EACH CITY OFFERING AVT PROGRAM**
- **CANAVERAL PORT AUTHORITY**
- **CAREERSOURCE BREVARD**
- **EDC INVESTOR/BUSINESS COMMUNITY**

**COUNCIL CONVENES IN MEETINGS
ADVERTISED AND OPEN TO THE PUBLIC**



INCENTIVE MYTH 4:

**AVT GIVES AWAY TAX
REVENUE WITH NO
STRINGS ATTACHED**



**BREVARD
COUNTY AVT
PROGRAM
COMPLIANCE &
SAFEGUARDS**

**SAFEGUARDS PROMOTE
ACCOUNTABILITY**

**ABATEMENTS ARE FINITE AND
PERFORMANCE-BASED**

**COMPLIANCE REVIEW PERFORMED
ANNUALLY BY COUNTY STAFF**

**AS PART OF ANNUAL REPORTING,
COMPANY IS REQUIRED TO SUBMIT
STATE OF FLORIDA DEPT. OF
REVENUE FORM 418 TO COUNTY
STAFF**

**COUNTY STAFF CAN REMOVE
COMPANIES THAT DO NOT MEET
AGREED-UPON JOB CREATION,
WAGE & CAPITAL INVESTMENT
FIGURES**

HOW IS THE AVT EXEMPTION WORKING?

**JOBS CREATED USING AVT
ABATEMENT ARE HIGH-WAGE,
AVERAGING ABOVE MEDIAN
COUNTY WAGE**

**MOST COMPANIES RENOVATE OR
CONSTRUCT NEW FACILITIES, AND
MAKE SIGNIFICANT INVESTMENT
OF PERSONAL TANGIBLE PROPERTY**

**NEW COMPANIES BUY PRODUCTS
AND CONTRACT FOR SERVICES
LOCALLY**

MAKING BREVARD COUNTY MORE COMPETITIVE

**INCREASES SHORT & LONG-TERM
TAX BASE**

**HELPS ATTRACT & RETAIN
COMPANIES THAT OFFER GOOD
JOBS & BUY LOCAL SERVICES**

**COMPANIES CHOOSE BREVARD
INSTEAD OF RELOCATING OR
EXPANDING ELSEWHERE**

MAKING BREVARD COUNTY MORE COMPETITIVE

**MAKES BREVARD COUNTY MORE
COMPETITIVE AT A TIME WHEN
STATE INCENTIVES PROGRAMS ARE
AT ALL-TIME LOW**

**IN MANY CASES, THE AVT
PROGRAM IS THE ONLY INCENTIVE
THE REGION HAS TO OFFER
NEW/EXPANDING BUSINESSES
CONSIDERING BREVARD**



INCENTIVE MYTH 5:

**AVT INCENTIVE LOSES
MONEY**



**RESEARCH CONDUCTED BY:
CENTER FOR INNOVATION
MANAGEMENT & BUSINESS
ANALYTICS**

**PROJECT LEAD:
DR. ABRAM WALTON &
MS. NATALIE SHAH, MBA,
DBA(C)**

**STUDENT RESEARCH
ANALYSTS: MINDY ARTELLI,
JOSHUA HOWELL, ZACH
MILLER, MARY RENAUD, &
SIDNEY SHEETS**



RESEARCH QUESTIONS

WHAT ARE THE OVERALL OUTCOMES OF THE AVT PROGRAM FOR THE SPACE COAST?

COMPARE AND CONTRAST THE BENEFITS THAT THE AVT PROGRAM
BROUGHT INTO THE SPACE COAST SINCE 2005

WHAT DOES THE
EVIDENCE AND
TREND ANALYSIS
SUGGEST REGARDING
THE RENEWAL OF THE
AVT PROGRAM?

WHAT ARE THE
GRAPHIC
DISTRIBUTIONS OF
THE AVT AWARDS
OVER THE PERIOD OF
STUDY?

METHODOLOGY

DATA ANALYSIS & VISUALIZATION

JOB AND WAGE IMPACT BASED ON ECONOMIC IMPACT ANALYSES (EIA)

TAX ANALYSIS BASED ON PUBLIC RECORDS DATA

TREND ANALYSIS: YEAR-OVER-YEAR TRENDS IN AVT PROGRAM

TAXPAYER ROI CALCULATION

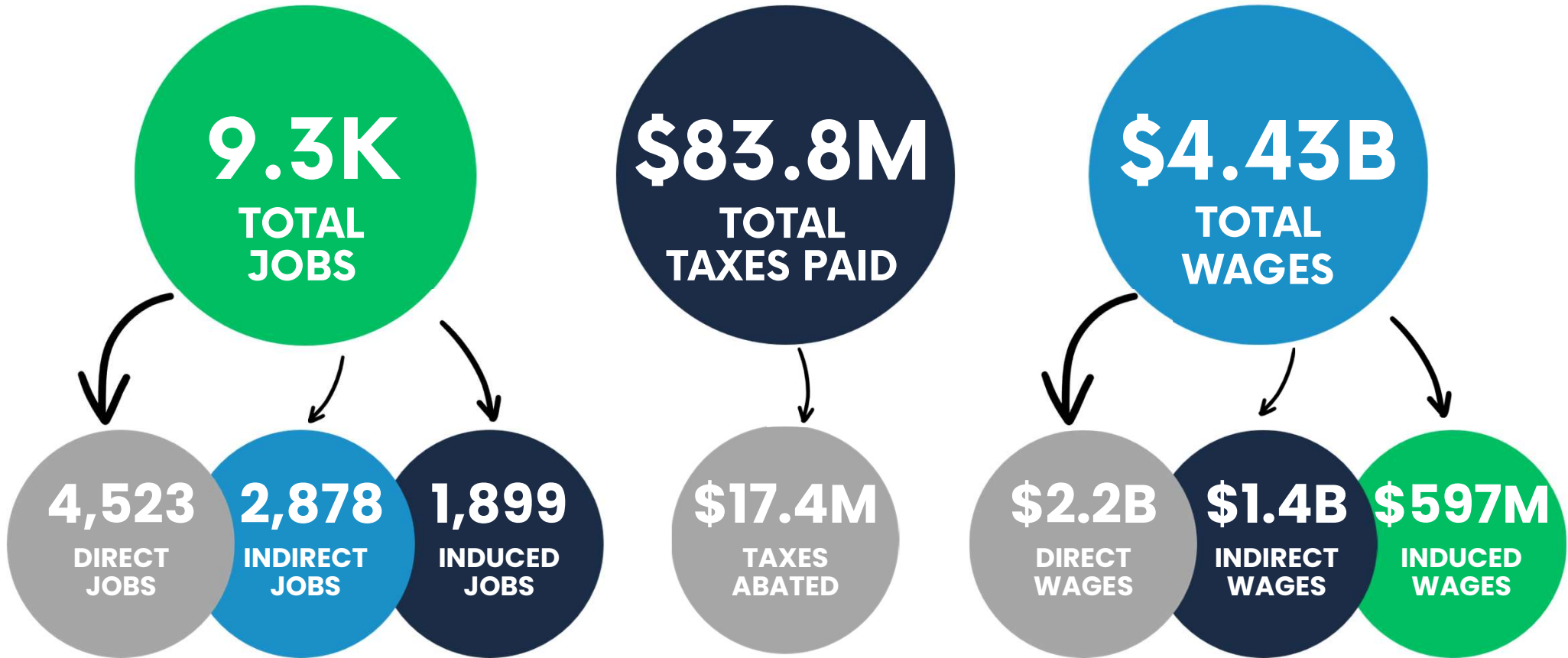
VALIDATION

CROSS-REFERENCING OF INTERNAL EDC DATA WITH PUBLIC TAX RECORDS

GUIDANCE FROM FACULTY AND INDUSTRY ADVISORS

CONSULTATION WITH SUBJECT MATTER EXPERTS

(2005-2023)



TAX BENEFIT 2005 - 2023

FOR EVERY

\$1.00

OF AVT INCENTIVE
AWARDED



THE SPACE COAST RECEIVES

\$4.82*

IN LEVIED/PAID TAXES THROUGH THE
EDC'S AVT PROGRAM

*ESTIMATE BASED ON CUMULATIVE MEASURES OF TAXES ABATED AND TAXES LEVIED FOR AVT PROGRAM-QUALIFYING PROJECTS FROM 2005-2023

CAPITAL INVESTMENT BENEFIT 2005 - 2023

FOR EVERY

\$1.00

OF AVT INCENTIVE
AWARDED



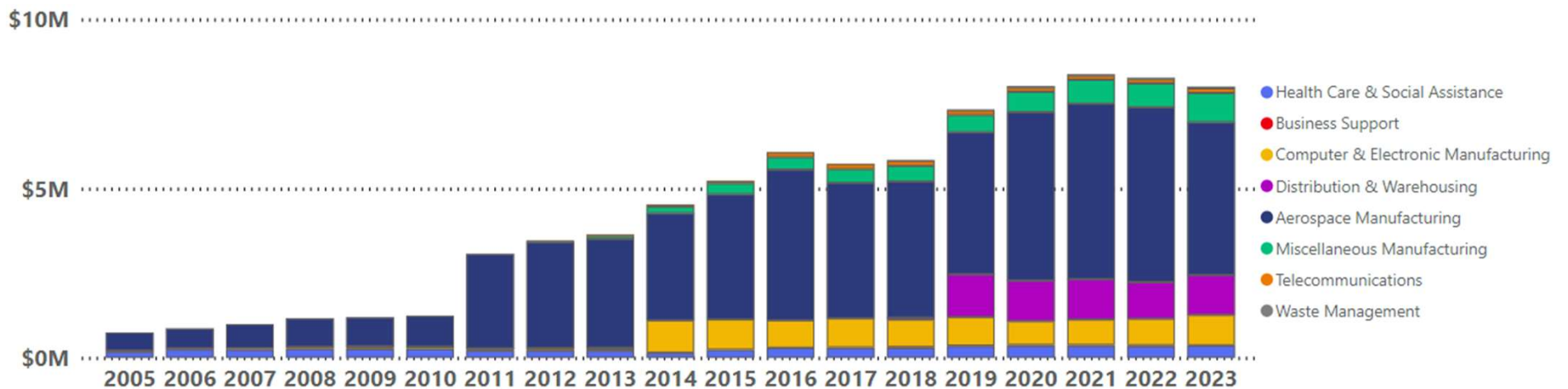
THE SPACE COAST RECEIVES

\$33.38*

IN CAPITAL INVESTMENT FROM COMPANIES
THROUGH THE EDC'S AVT PROGRAM

*ESTIMATE BASED ON CUMULATIVE MEASURES OF TAXES ABATED AND TAXES LEVIED FOR AVT PROGRAM-QUALIFYING PROJECTS FROM 2005-2023

TAXES LEVIED BY INDUSTRY YEAR 2005- 2023



TAXES LEVIED BY INDUSTRY

STACKED BAR CHART PRESENTING THE TAXES LEVIED BY DIFFERENT INDUSTRIES EACH YEAR FROM 2005 TO 2023, HIGHLIGHTING THE DYNAMIC FISCAL CONTRIBUTIONS WITH NOTABLE GROWTH IN SECTORS SUCH AS COMPUTER & ELECTRONIC MANUFACTURING AND AEROSPACE MANUFACTURING

BREVARD COUNTY AVT PROGRAM HIGHLIGHTS

**AVT PROGRAM BRINGS NEW REVENUE AND
HIGH-WAGE JOBS**

**ABATES ONLY A PORTION OF COUNTY
GENERAL FUND TAXES**

**SAFEGUARDS ARE PERFORMANCE-BASED
PROMOTING ACCOUNTABILITY**

**PROVIDES A POSITIVE ROI FOR EVERY \$1
ABATED, \$4.82 WAS COLLECTED**

APPROVED BY THE VOTERS EVERY 10 YEARS





THANK YOU!

