



MARTIN COUNTY ECONOMIC DEVELOPMENT AD VALOREM TAX EXEMPTION REFERENDUM EDUCATION TOOLKIT

**Here's how to use the toolkit and help educate our community
about the upcoming August 18 Voter Referendum.**

1	2	3
<p>Send emails to your contacts telling them about the Voter Referendum on August 18.</p>	<p>Add the referendum email badge to your email signature.</p>	<p>Post on your social media channels promoting the Voter Referendum on August 18 and share BDBMC posts from Facebook and LinkedIn.</p>
4	5	6
<p>Place posters or signs at your offices or facilities reminding employees and visitors to vote on August 18.</p>	<p>Invite the BDBMC to make a presentation at a civic, community or homeowners association meeting – virtually or in-person.</p>	<p>Recruit other community representatives to become a referendum champion and help spread the word.</p>

HERE ARE SOME THINGS TO KEEP IN MIND

The Martin County Board of County Commissioners voted unanimously to put the referendum issue to Martin County voters during the August 18 Primary Election (“local issue, local election”) and with the following **ballot language**:

Title: *Economic Development Incentive Ad Valorem Tax Exemption for New Businesses and Expansion of Existing Businesses*

These exemptions would provide economic incentives assisting new or expanding businesses that will have a positive economic impact on Martin County's economy. Exemptions don't apply to school or city taxes.

Shall the Martin County Board of County Commissioners be authorized to grant, pursuant to s. 3, Art. VII of the State Constitution, property tax exemptions to new businesses and expansions of existing businesses that are expected to create new, full-time jobs in Martin County?

_____ *Yes for authority to grant exemptions* _____ *No against authority to grant exemptions*

What it does:

- Temporarily reduces some county taxes (on the new taxable value only) for eligible existing and new businesses that expand facilities, purchase equipment, and create 10 or more jobs.
- Encourages business investment by reducing initial start-up costs.
- Creates good jobs in manufacturing, processing, fabricating, data centers and other target industry businesses.
- Undergoes review by county staff, analysis by the Property Appraiser and requires a vote by the Board of County Commissioners before it's provided. The Business Development Board of Martin County assists applicant through the process.
- Upholds accountability and transparency by requiring annual reporting from recipient business showing they've maintained the jobs and expansion related to the exemption.

What it does NOT do:

- Give a cash payment.
- Grant any automatic benefit.
- Decrease the existing tax base.
- Affect taxes for city, towns, school district or any other taxing authorities.

Key Qualifying criteria:

- New building construction.
- New equipment built or purchased.
- New jobs created.
- Must be a manufacturer, processor, fabricator, data center, qualified target industry business (generally defined as businesses able to locate in other states and serve multi-state and/or international markets are targeted), headquarters office-division, business with qualifying sales factor (> than 50% of products and services are sold outside the region. Retailers are not eligible).

Brief history:

- Economic Development Ad Valorem Tax Exemption was approved by the voters in 2010.
- According to Florida Statutes, the tool must be reauthorized by voters every 10 years.
- Since 2010, only one application was received, and it was not fully considered because it did not meet minimum eligibility criteria as a qualifying business.
- The tool is currently being used by other Florida cities and counties to expand and attract manufacturing, corporate offices and warehousing and distribution centers with new jobs.

Regional Examples of How Tax Exemption Has Been Used by Others:

- City Electric Supply Co.
St. Lucie County
\$32 million investment
411,000 square feet
50 jobs
\$365,180 exemption for first five years.
- Carrier Corporation

Palm Beach County
 \$115 million investment
 250,000 square feet
 380 jobs
 \$3 million exemption

If Voters Reauthorize the Economic Development Ad Valorem Tax Exemption, How Might It Be Used in Martin County?

Local or new businesses seeking to build new offices, plants or facilities in Martin County have many more choices than they did and since 2010. Today, businesses and companies can break new ground at several key areas including (but limited to):

- AgTEC: 1,700 acres ready for bio-tech firms, energy-related companies and research and development institutions
- Seven J's Industrial Park: 1,300-acre industrial park just east of I-95
- Martin Enterprise Park (Pineland Prairie): 300 acres of ready to go land for research and development, light industrial and office uses
- Florida Commerce Park: 100 acres of permit-ready industrial land next to FPL's clean, sustainable power plan
- Indiantown Marine Center: 33 acres ready for large boat builders (> than 160')
- Community Redevelopment Areas

Other Key Points to Remember . . . Martin County Economic Development Goals

Martin County is seeking to strengthen and diversify its economy along with rebuilding job losses experienced since the COVID-19 global pandemic. Martin County year-over-year job losses (May 2020) now total -9,584 jobs with unemployment of 11.4% and 7,999 Martin Countians out of work.

Referendum Supporters *(as of 7/1/2020):*

- Business Development Board of Martin County
- Economic Council
- Hobe Sound Chamber of Commerce
- Indiantown Chamber of Commerce
- Jensen Beach Chamber of Commerce
- Martin County REALTORS of the Treasure Coast
- Palm City Chamber of Commerce
- Stuart-Martin County Chamber of Commerce

Frequently Asked Questions, Education Materials and Social Media Graphics: Available online at <https://bdbmc.org/aug-18-voter-referendum/>

- 6 x 9 Postcard
- 4 x 9 Rack Card
- Email Signature Badge
- Posters – 8-1/2 x 11 and 11 x 17 (in the works)
- Looking for Signs or Banners? – Call Joan K. Goodrich at 772.221.1380.

Email Signature

Copy and paste this graphic directly into your email signature to let your recipients know about the Martin County August 18 voter referendum issue.



Email Template

Voters will have a chance to consider on August 18 a referendum relating to the Martin County Economic Development Ad Valorem Tax Exemption.

Originally approved by Martin County voters in 2010, it is now up for renewal in an election open to all registered Martin County voters regardless of party affiliation.

The economic development tool is designed to encourage the construction of new offices, facilities, plants, the acquisition of new equipment and the creation of new jobs. I encourage you to learn more about the issue by clicking [here](#) and to vote on August 18, 2020.

A stronger economy is everyone's business.

Social Media Hashtags, Posts and Graphics

Hashtags: #JobsOnTheBallot #MartinVoteAug18 #AStrongerMCEconomy

Post #1:

Martin County voters consider the reauthorization of the Economic Development Ad Valorem Tax Exemption on August 18. Vote by mail or in person. (character count: 146)

Post #2:

In 2010, Martin County voters authorized the Economic Development Ad Valorem Tax Exemption and will reconsider on Aug. 18. Learn more at [bdbmc.org](#) and vote. (character count: 158)

Post #3:

DYK Martin County has an economic toolkit to help grow jobs locally? One tool is up for reauthorization by voters on Aug. 18. Learn more at [bdbmc.org](#) and vote. (character count: 162)

Post #4:

A stronger economy is everyone's business. The Economic Development Ad Valorem Tax Exemption voter referendum is on Aug. 18. Visit bdbmc.org and vote. (character count: 153)

Social Media and Web Banner Graphics

