

16

AGENDA ITEM
ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS

Deadline for Submission - Wednesday 9 a.m. – Thirteen Days Prior to BCC Meeting

6/3/2025

BCC MEETING DATE

TO: Joy Andrews, County Administrator

DATE: May 12, 2025

FROM: Sam Camp, Senior Project Manager

PHONE: 904 209-3257

SUBJECT OR TITLE: Vermeer Southeast Sales & Service, Inc. Economic Development Incentive Request

AGENDA TYPE: Consent Agenda, Grant, Report

BACKGROUND INFORMATION:

PROJECT UPDATE In January 2024, the St. Johns County Board of County Commissioners approved an incentive request for Vermeer Southeast. Due to unforeseen circumstances with wetland mitigation and utility connections, the project has been delayed up until this point. The Vermeer team has been working with County staff to diligently rectify these issues so the project can move forward. At this time, Vermeer foresees the project becoming active again in the next few months and is still dependent on County incentives to be successful. Since the initial approval in January 2024, the capital investment of the project has increased significantly, translating to an increase in the anticipated incentive cap. Vermeer has provided an updated incentive application and is requesting re-approval of incentives at the new estimated incentive cap. All details of the project are restated below, with adjustments to the project timeline and estimated incentive cap. PROJECT SUMMARY The St. Johns County Economic Development Department has received an application from Vermeer Southeast Sales & Service, Inc. for economic development incentives to develop a total of 27,000 square feet of space located near the intersection of US1 and International Golf Parkway. The Applicant is a construction equipment merchant primarily selling machinery and parts required to conduct vital agricultural and manufacturing operations, as well as sales of associated parts and services. This project will serve as a regional headquarters for the business. The project scored 5.5 points under the new industry category of the County’s Business Incentive Program, which makes it eligible for expedited permitting and an economic development grant of up to 50% of fees paid to the County by the Applicant (impact fees and water/sewer connection fees), two years ad valorem taxes paid by the Applicant (general County portion) on capital improvements and two years tangible personal property taxes paid by the Applicant (general County portion). Completion of the project is anticipated by 2027. With this schedule, the first annual grant payment would be anticipated during FY28. The total estimated value of the incentive is \$166,645 (from the originally approved \$118,784). In accordance with Program requirements, the Agency is required to review the application and make a written report to the Board of County Commissioners. Staff recommends support of this incentive application.

1. IS FUNDING REQUIRED? Yes **2. IF YES, INDICATE IF BUDGETED.** No

IF FUNDING IS REQUIRED, MANDATORY OMB REVIEW IS REQUIRED:

INDICATE FUNDING SOURCE: ED TAX INCENTIVE REBATE – 0059-53120: No anticipated funding in FY25. Funding for grant payments to begin in FY28.

SUGGESTED MOTION/RECOMMENDATION/ACTION:

Motion to instruct the County Attorney, or their designee, to draft an Economic Development Grant Agreement for Vermeer Southeast Sales & Service, Inc. in consideration of the updated project details and place the proposed Grant Agreement for consideration by the Board at a later regularly scheduled meeting.

For Administration Use Only:

Legal: Lex Taylor 5/27/2025

OMB: LF 5/27/2025

Admin: JDD 5/28/2025



ST. JOHNS COUNTY ECONOMIC DEVELOPMENT

500 San Sebastian View
St. Augustine, Florida 32084

INTEROFFICE MEMORANDUM

TO: St. Johns County Board of County Commissioners
CC: Jesse Dunn, Deputy County Administrator
Sara Maxfield, Director of Economic Development
FROM: Sam Camp, Senior Project Manager
DATE: May 12, 2025
SUBJECT: St. Johns County Economic Development Agency Report -
Vermeer Southeast Economic Development Incentive Application

PROJECT UPDATE

In January 2024, the St. Johns County Board of County Commissioners approved an incentive request for Vermeer Southeast. Due to unforeseen circumstances with wetland mitigation and utility connections, the project has been delayed up until this point. The Vermeer team has been working with County staff to diligently rectify these issues so the project can move forward. At this time, Vermeer foresees the project becoming active again in the next few months and is still dependent on County incentives to be successful.

Since the initial approval in January 2024, the capital investment of the project has increased significantly, translating to an increase in the anticipated incentive cap. Vermeer has provided an updated incentive application and is requesting re-approval of incentives at the new estimated incentive cap. All details of the project are restated below, with adjustments to the project timeline and estimated incentive cap.

PROJECT SUMMARY

The St. Johns County Economic Development Department has received an application from Vermeer Southeast Sales & Service, Inc. for economic development incentives to develop a total of 27,000 square feet of space located near the intersection of US1 and International Golf Parkway. The Applicant is a construction equipment merchant primarily selling machinery and parts required to conduct vital agricultural and manufacturing operations, as well as sales of associated parts and services. This project will serve as a regional headquarters for the business.

The project scored 5.5 points under the new industry category of the County's Business Incentive Program, which makes it eligible for expedited permitting and an economic development grant of up to 50% of fees paid to the County by the Applicant (impact fees and water/sewer connection fees), two years ad valorem taxes paid by the Applicant (general County portion) on capital improvements and two years tangible personal property taxes paid by the Applicant (general County portion).

Completion of the project is anticipated by 2027. With this schedule, the first annual grant payment would be anticipated during FY28. The total **estimated** value of the incentive is \$166,645 (from the originally approved \$118,784).

In accordance with Program requirements, the Agency is required to review the application and make a written report to the Board of County Commissioners. Staff recommends support of this incentive application.

The following items are attached, and represent the Agency Report:

- Vermeer Southeast – Request Letter
- Vermeer Southeast – Grant Calculation
- Vermeer Southeast – Economic Impact
- Vermeer Southeast – Cost Benefit Analysis
- Vermeer Southeast – Incentive Application
- Vermeer Southeast – Location Map



428 OCOEE APOPKA ROAD
OCOEE, FL 34761
407.648.1145

BIRMINGHAM, AL · BOYNTON BEACH, FL · BUFORD, GA
CLEARWATER, FL · FT. MYERS, FL · JACKSONVILLE, FL · MARIETTA, GA
MIAMI, FL · ORLANDO, FL · PENSACOLA, FL · SAVANNAH, GA

April 30, 2025

Sam Camp

St Johns County Economic Development Department

500 San Sebastian View

St. Augustine, FL 32084

Re: Project Delay

Dear Sam,

On behalf of Vermeer Southeast, I want to thank you for your assistance with the economic development incentives and for your patience as we have been delayed in our original timeline. The delay in breaking ground on this project has been caused by a few factors. To be able to close on the purchase of the property we need to be able to utilize the entire approximately 6 acres and have road access and utilities to the property. Being able to utilize the entire lot included mitigating some wetlands. It took quite some time for the District to determine the amount of wetland that we would have to mitigate. Once that happened, we acquired what were almost the last mitigation credits for basin 6, only to have the District later determine that there were additional wetlands that we would have to mitigate. We were able to secure the credits needed for the additional mitigation, but those credits hadn't yet been formally released so we had to wait for that to happen. We now have all the credits needed for mitigation so that we can utilize the entire site as needed.

The other hurdles that we've been working through have to do with the road permitting for access to the property and the water and sewer utilities that will be needed. The road and the utility issues are in the hands of the developers. We have been diligently trying to learn where they are in the process. We have just recently finally gotten information that leads us to believe those issues will be resolved soon. We already have a service availability letter for the power. As I'm sure you can understand, we must have all these issues resolved so that when we close on the property, we will have confidence that we can construct a dealership that will meet our needs long term. We are committed to making that happen as we have already spent several hundred thousand dollars on this project.

As we worked through these very frustrating circumstances, we did consider changing the location of the new building. The incentive package from St Johns County was a significant factor in our decision to stay the course and work through the issues.

As far as the increase in costs is concerned, it's a combination of rising prices and our team tweaking the design to create what will be our premier location when it's complete.

If there is any other information that you require, please feel free to ask.

Sincerely,

A handwritten signature in cursive script that reads "Carlyle Cain".

Carlyle Cain

Facilities Manager

CC: David Kintz - Chief Operating Officer

**ESTIMATE OF ECONOMIC DEVELOPMENT
GRANT CALCULATION
VERMEER SOUTHEAST SALES & SERVICE INC.**

Calculations based on County Ordinance 2014-30 and millage rates effective on October 1, 2024

Category:	New Industry
 POINTS AWARDED	
Target Industry:	Distribution/Regional Headquarters 2
Square Footage:	27,000 SF 1
New Employment:	18 0.5
Wage Rates:	125%+ avg. wage rate 2
 Total Points	 5.5

The applicant scored 5.5 points under the New Industry Category. Therefore, this project is eligible for an Economic Development Grant equal to 50% of impact fees and water/sewer connection fees paid to the county, two (2) years Ad Valorem tax (general county portion) on capital improvements and two (2) years tangible business personal property tax (general county portion).

Total Value of Capital Improvements	\$ 10,620,000.00
Multiplied by County Millage Rate	0.46537%
Annual Ad Valorem Tax (general county portion)	\$ 49,422.29
Multiplied by # Eligible Years	2
Total Ad Valorem Tax (general county portion) Estimate =	\$ 98,844.59

Total Estimated Value of New Tangible Assets	\$ 1,800,000.00
Multiplied by County Millage Rate	0.46537%
Annual New Tangible Business Personal Property Tax (general county portion)	\$ 8,376.66
Multiplied by # Eligible Years	2
Total Tangible Business Personal Property Tax (general county portion) Estimate =	\$ 16,753.32

Total Square Footage	27,000	
Impact Fee Category: General Office	12,000	\$ 54,480.00
Impact Fee Category: General Industrial	10,000	\$ 20,960.00
Impact Fee Category: Warehousing	5,000	\$ 4,270.00
Total Impact Fees		\$ 79,710.00
Impact Fees Incentive Estimate (50%) =		\$ 39,855.00

Total Water/Sewer Unit Connection Fees	\$ 22,383.91
Water/Sewer Unit Connection Fees Incentive Estimate (50%)	\$ 11,191.96

TOTAL ESTIMATED INCENTIVE	\$ 166,644.86
Payout will consist of estimated annual installments of:	\$ 57,798.95
Total annual installments:	3

*The annual payment is based on the general county portion of the ad valorem taxes and tangible personal property taxes paid each year, which could fluctuate with increasing property values. The total payout will not exceed the total incentive granted.

**Payout will begin when capital improvements are recognized on the tax roll. Annual installments will not exceed the annual general county portion of the ad valorem tax paid each year.

Impact Scenario

Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers in St. Johns County, FL

Lightcast Q1 2025 Data Set

May 2025



Florida

Parameters

Input-Output Year: 2024

Regions:

Code	Description
12109	St. Johns County, FL

Industry Scenario:

















Code	Description	Change Type	Change Value
423810	Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers	Jobs	18

Model Type: Type Lightcast














Changes to Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers using Type Lightcast Model

<p>\$3,502,336</p> <p>Change in Earnings</p> <p>1.58 Multiplier</p>	<p>42</p> <p>Change in Jobs</p> <p>2.31 Multiplier</p>	<p>\$532,576</p> <p>Change in Taxes on Production and Imports (TPI)</p>
---	--	---

Scenario Results - Occupation

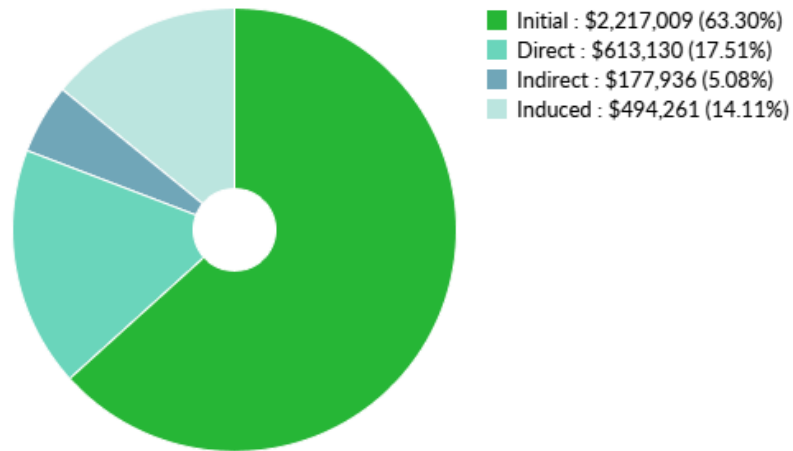
SOC	Occupation	Change in Jobs
45-0000	Farming, Fishing, and Forestry Occupations	0
37-0000	Building and Grounds Cleaning and Maintenance Occupations	1 
49-0000	Installation, Maintenance, and Repair Occupations	4 
53-0000	Transportation and Material Moving Occupations	4 
25-0000	Educational Instruction and Library Occupations	1 
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	2 
15-0000	Computer and Mathematical Occupations	1 
33-0000	Protective Service Occupations	0
99-0000	Unclassified Occupation	0
31-0000	Healthcare Support Occupations	0
39-0000	Personal Care and Service Occupations	1 
55-0000	Military-only occupations	0
19-0000	Life, Physical, and Social Science Occupations	0
23-0000	Legal Occupations	0
17-0000	Architecture and Engineering Occupations	1 
43-0000	Office and Administrative Support Occupations	6 
51-0000	Production Occupations	1 
11-0000	Management Occupations	4 
35-0000	Food Preparation and Serving Related Occupations	1 
29-0000	Healthcare Practitioners and Technical Occupations	1 
13-0000	Business and Financial Operations Occupations	4 
47-0000	Construction and Extraction Occupations	1 
41-0000	Sales and Related Occupations	8 
21-0000	Community and Social Service Occupations	0

Scenario Results - Demographics

Demographics	Change in Jobs
Female 14-18	0
Male 14-18	0
Female 19-21	0
Male 19-21	1 
Female 22-24	1 
Male 22-24	1 
Female 25-34	2 
Male 25-34	5 
Female 35-44	3 
Male 35-44	5 
Female 45-54	3 
Male 45-54	5 
Female 55-64	3 
Male 55-64	5 
Female 65-99	2 
Male 65-99	3 

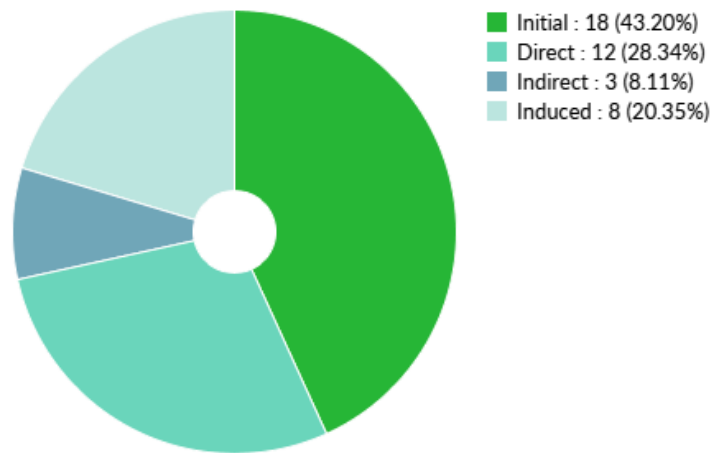
Effect on earnings from adding 18 jobs to Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers

<p>\$2.2M</p> <p>Initial 1.00 Multiplier</p>	<p>\$613,130</p> <p>Direct 0.28 Multiplier</p>	<p>\$177,936</p> <p>Indirect 0.08 Multiplier</p>	<p>\$494,261</p> <p>Induced 0.22 Multiplier</p>
--	--	--	---



Effect on jobs from adding 18 jobs to Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers

<p>18</p> <p>Initial</p> <p>1.00 Multiplier</p>	<p>12</p> <p>Direct</p> <p>0.66 Multiplier</p>	<p>3</p> <p>Indirect</p> <p>0.19 Multiplier</p>	<p>8</p> <p>Induced</p> <p>0.47 Multiplier</p>
---	--	---	--



Effect on taxes on production and imports from adding 18 jobs to Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers

<p>\$238,633</p> <p>Local</p>	<p>\$216,803</p> <p>State</p>	<p>\$77,139</p> <p>Federal</p>
-------------------------------	-------------------------------	--------------------------------

Appendix A - Data Sources and Calculations

Input-Output Data

The input-output model in this report is Emsi's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Emsi in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

State Data Sources

This report uses state data from the following agencies: Florida Department of Economic Opportunity



St. Johns County Economic Development Business Incentive Program Application

APPLICANT BUSINESS INFORMATION

- Business name: Vermeer Southeast Sales & Service Inc.
- Does the business operate under any other name? Yes No
- If yes, list all business names associated with the business:
Shine516, Inc.
- Federal employer identification number: 59-1156297
- State sales tax registration number: 80-8012445840-6
- Current company headquarters address: 428 Ocoee Apopka Road
City: Ocoee State: FL Zip: 34761
- Describe the primary and secondary business activities:
Vermeer Southeast is an Equipment Dealership primarily selling Vermeer Manufacturing Equipment with a few auxiliary lines. Along with the Parts and Service sales associated with this equipment.
- Has the business and/or any associated businesses currently or recently (within the last five years) been in litigation? Yes No
If yes, please explain:

- Is your business owned or controlled by one of the following countries – China, Russia, Iran, North Korea, Cuba, Venezuela or Syria? Yes No
If yes, please explain:

PROJECT CONTACT INFORMATION (main point of contact for incentive request)

- Name: Carlyle Cain
- Title: Facilities Manager
- Address: 1320 Gresham Rd
City: Marietta State: GA Zip: 30062
- Work phone: Cell phone: 404-414-7323
- Email address: CarlyleCain@VermeerSoutheast.com

BUSINESS CONTACT INFORMATION (if different from above)

- Name: David Kintz
- Title: Vice President of Operations
- Address: 428 Ocoee Apopka Road
City: Ocoee State: FL Zip: 34761
- Work phone: 407-648-1145 Cell phone: 561-215-0316
- Email address: davidkintz@vermeersoutheast.com



PROJECT INFORMATION

- Type of facility development: New Expansion Speculative
- If speculative space, what is the intended use?

- Will the company purchase/lease existing space? Yes No
- What is the estimated facility square footage under roof H/C? 27,000 sq ft
- What date is construction projected to begin? 2027
- What date will the facility be complete and operational? 2028
- What is the parcel number and/or address (if identified)? Parent Parcel - 0725000000
- Is the property zoned to accommodate the proposed use? Yes No
If not, what zoning change is required? (IW)Industrial Warehouse with a Retail Rider
- Have any permits, applications and/or pre-applications been submitted within St. Johns County regarding this project? Yes No
If yes, please explain:

- How many full-time equivalent jobs new to St. Johns County are projected to be created as part of the project? 18
- Provide the total number of existing full-time equivalent jobs that will be retained as part of the project. 10
- Provide the type of new employment proposed and the average annual pay rate. Provide a list of positions and the wage rate for each position.
1-Regional Operations Manager \$120,000.00 4 - Part Sales \$60,000.00 8 - Technicians \$75,000.00 1- Phone Attendant \$45,000.00 2 - Service Advisors \$65,000.00 1 - Parts Trainer \$75,000.00 1- Shop
- What is the 6-Digit NAICS code for the project's primary activities? 423810
- Are other locations outside of St. Johns County being considered for this project? Yes No
If yes, what other locations besides St. Johns County are being considered for this project?
Expansion of our current facility in Duval County

- What advantages or incentives offered by these other locations are considered important in the relocation decision?
No current incentives for us to stay

- Please provide any additional internal or external competitive issues impacting the decision regarding the project's location.
We have operated our of our current location for 30+ years.

- What role will the incentives play in the decision to locate the project to St. Johns County?
We have no incentives to completely renovate our current location which would impact our building cost significantly.



- Will the applicant be applying for other local, state or federal grants and/or incentives? If yes, please define.

No

- Is the applicant or anyone associated with the project a relative or employer of any elected official, officer or employee of the County? Yes No

If yes, please specify:

- Capital investment values:

Real property (land)	\$1,629,941
Real Property (building)	\$10,620,000
Other taxable improvements	\$800,000
Tangible assets (equipment)	\$1,800,000

PROJECT DESCRIPTION

Provide a description of the proposed project explaining the desire to expand, locate, or build within St. Johns County and the economic benefits the project would provide to the community.

Vermeer Southeast is considering purchasing property in St. Johns County to expand our operations in the Jacksonville area. We have outgrown our current facility located in Duval County. St. Johns growth in housing and economic incentives attracted us to consider this area. Our growth in business and move will require more employees and such a move will help us in filling these positions. We project \$21,000,000.00 in annual sales from this location which would benefit St. Johns County greatly in Sales Tax Revenue and local employment opportunities. VSE will create a great economic impact to the community in local support for our operations to 30 plus local vendors, Napa Auto, Cintas, Gas, propane, cleaning services, facilities, lawn, restaurants, hotels etc.

DOCUMENTATION

Please submit the following documents with this completed application.

- **Site Map** – Map identifying the proposed location and property boundaries with an explanation of the possible transportation impacts.
- **Florida Department of State (Sunbiz.org) Business Documents**
(If applicable at the time the application is submitted).



CONFIDENTIALITY REQUEST

The company requires confidentiality in its requests for consideration of economic incentives. Yes No

Please note that if information about the project has already been made public (the project has been in the media or is being promoted/marketed), then the project is not eligible for a confidentiality request.

If the applicant answers "yes" with respect to requesting confidentiality in its request for consideration of economic incentives, then the following authorization is required:

The applicant authorizes the disclosure, and covenants to hold the County, and its officials and employees and the Public Agency and its members, attorney, and staff harmless and release them from any liability that they incur, should they or any of them disclose information or records that the applicant has requested be kept confidential in the manner, and to the extent that is set forth in Section 288.075, Florida Statutes, when such disclosure is later requested or authorized by the applicant, when such information and records are no longer exempt from disclosure under the provisions of Section 288.075, Florida Statutes, when such disclosure results from an order, requirement or request, by, or from, a court of competent jurisdiction, or a Florida agency or department, or when such disclosure is required or authorized to be disclosed by this Ordinance, as amended from time to time.

SIGNATURE

By signing this document, I certify that I am authorized to submit an application on behalf of the company.

David Kintz Chief Operating Officer
Applicant Signature and Title

5/9/2025
Date

APPLICATION SUBMITTAL

Please return this completed application with required documentation to scamp@sjcfl.us. For additional information, call 904-209-3257 or visit www.sjcfl.us/economicdevelopment.



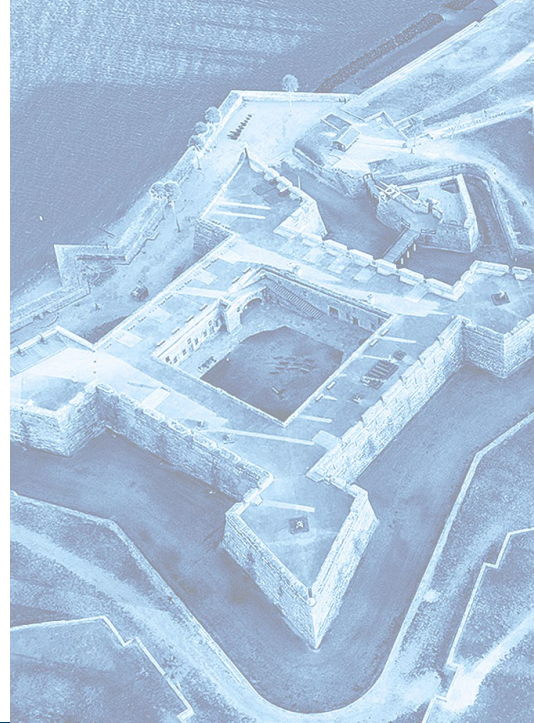
Map created with St. Johns County's iMap

DISCLAIMER:
This map is for reference use only. Data provided are derived from multiple sources with varying levels of accuracy. The St. Johns County GIS Division disclaims all responsibility for the accuracy or completeness of the data shown hereon.

Date Created: 2/17/2023

Project Location - Vermeer Southeast Sales & Service, Inc.





Vermeer Southeast Regional Headquarters

Economic Development Incentive Request
June 3, 2025



PROJECT OVERVIEW

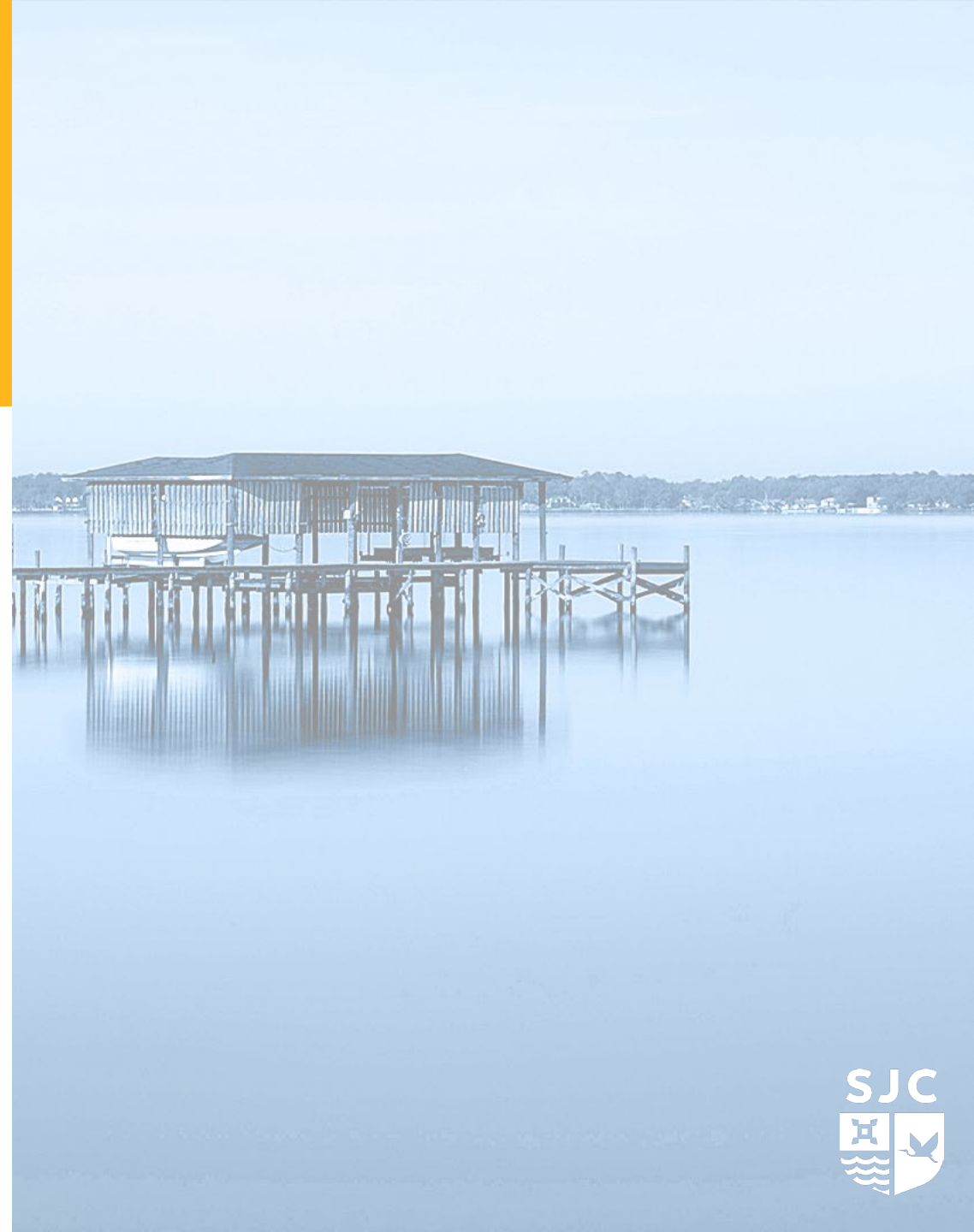
- **Regional headquarters for sales and operations**, approximately **27,000 sqft** located near the intersection of US-1 and International Golf Parkway.
- The project is proposed to bring **18 new jobs**, at a wage rate **125% above County average wage** (currently \$56,000).
- The facility is estimated to be complete by **2027**.
- The total anticipated investment for building, site improvements, and equipment is over **\$13 million**.



PROJECT SCORING

5.5 Total Points for New Industry

- Target Industry/ Regional Headquarters/ **2 Points**
- Facility Size/ 27,000 sqft/ **1 Point**
- New Employment/ 18 New FTE's/ **0.5 Point**
- Wage Rates/ 125% Above SJC Average
2 Points



RECOMMENDED ECONOMIC DEVELOPEMENT INCENTIVES

- Two (2) years ad valorem tax on improved value and personal property tax paid by the applicant (general county portion)
- 50% of impact fees and water/sewer connection fees paid to the County by the applicant
- Expedited permitting

Total estimated value of incentives:

\$166,645

The estimated total amount to be paid (taxes and fees) to the County over a 20-year period by the business is \$3,543,760.

The incentive is an 4.7% reimbursement on all taxes and fees paid to the County over a 20-year period.

RECOMMENDED MOTION

Motion to instruct the County Attorney, or their designee, to draft an Economic Development Incentive Agreement with Vermeer Southeast and place the proposed Incentive Agreement for consideration by the Board at a later regularly scheduled meeting.

