

**FACT SHEET  
COULTER VENTURES, LLC AND COULTER PROPERTIES II LLC  
JULY 2025**

**I. STATEMENT OF PURPOSE – ENTERPRISE ZONE**

The Department of Development recommends an Enterprise Zone Tax Abatement of seventy-five percent (75%) for a period of ten (10) consecutive years on real property improvements for the purpose of an expansion of a manufacturing and distribution facility, and the creation of new employment opportunities for the residents of the City of Columbus.

**II. PROJECT HISTORY**

Coulter Ventures, LLC dba Rogue Fitness (“Rogue”) is the leading manufacturer of strength and conditioning equipment, including weightlifting bars, plates, racks, sleds and other related equipment. The company was originally started in 2007 in a garage in Toledo, Ohio by the current owner Bill Henniger. The company is now headquartered in Columbus and has grown to over 725 team members globally. Rogue is the official equipment supplier of the CrossFit Games, USA Weightlifting, the Arnold Strongman Classic, and the World’s Strongest Man Competition. Coulter Properties II LLC is the real estate holding company and will be the owner of the property.

Coulter Ventures, LLC and Coulter Properties II LLC are proposing to invest a total project cost of approximately \$48,245,000.00, which includes \$37,000,000.00 in real property improvements, \$6,245,000.00 in acquisition cost, and \$5,000,000.00 in machinery and equipment to expand its existing corporate headquarters (HQ) along with its manufacturing and distribution facility by another 270,000 square feet at 511 E. 5<sup>th</sup> Avenue, Columbus, Ohio, 43201, parcel number 010-295406 and two contiguous parcels: Parcel number 010-001529 with an address of 440-470 E. Starr Avenue and Parcel number 010-241535 with an address of 500-540 Starr Avenue, Columbus, Ohio, 43201 (collectively, and hereinafter referred to as the “**Project Site**”). Additionally, the company proposes to create thirty (30) net new full-time permanent positions with an estimated annual payroll of approximately \$1,698,000.00 (“New Employees”) and retain 665 full-time jobs at the proposed **Project Site**.

Coulter Ventures, LLC and Coulter Properties II LLC are requesting an Enterprise Zone property tax abatement of seventy-five percent (75%) for a period of ten (10) consecutive years on real property improvements to assist in the expansion of its corporate HQ and manufacturing facility at the proposed **Project Site**.

**III. PROJECT INVESTMENT**

<b>INVESTMENT TYPE</b>	<b>PROPOSED VALUE</b>
Acquisition of buildings	\$6,245,000.00
Additions/New construction	\$37,000,000.00
Machinery & Equipment	\$5,000,000.00
<b>TOTAL INVESTMENT</b>	<b>\$48,245,000.00</b>

**IV. DECISION & TIMING**

Real property improvements are expected to begin in the third quarter of 2025 with a scheduled time of completion of December 2026, contingent upon Columbus City Council approval of the recommended tax incentive.

**V. EMPLOYMENT**

The project will create thirty (30) net new full-time permanent positions with an estimated annual payroll of approximately \$1,698,000.00 and retain 665 full-time jobs with an annual payroll of approximately \$45,503,491.00 at the proposed **Project Site**.

<b>Position Title</b>	<b>Number of New Jobs</b>	<b>Average Hourly Rate</b>	<b>Average Annual Salary</b>	<b>Total Estimated Payroll for New Positions</b>
Manufacturing Welding and Laser Operators	24	\$22.00	\$45,760.00	\$1,098,240.00
Software Engineers & Accounting	6	\$48.08	\$100,000.00	\$600,000.00
<b>TOTALS</b>	<b>30</b>			<b>\$1,698,240.00</b>

Benefits provided to new employees of Coulter Ventures, LLC dba Rogue Fitness begins upon date of hire and include the following:

- Paid Holidays
- Vacation Pay
- Annual Bonus
- Disability Pay
- Pension Profit Sharing Plan
- Training & Education Benefits
- Paid Vacation/Personal Days
- 401K Retirement Plan
- Medical/Dental Insurance
- Employee Uniforms
- Employee Discounts

The proposed **Project Site** is located at 511 East 5<sup>th</sup> Avenue, parcel number 010-294406 and two contiguous parcels; Parcel Number 010-001529 with an address of 440-470 E. Starr Avenue and Parcel Number 010-241535 with an address of 500-540 Starr Avenue, Columbus, Ohio 43201, and has accessibility by public transportation through the Central Ohio Transit Authority (COTA).

**VI. REQUESTED PUBLIC PARTICIPATION**

Contingent on the sale and/or transfer of ownership, the Department of Development recommends an Enterprise Zone Tax Abatement of seventy-five percent (75%) for a period of ten (10) consecutive years on real property improvements for the purpose of expanding Rogue Fitness existing manufacturing and distribution facility and the creation of thirty (30) net new full-time permanent position at the proposed **Project Site**.

**VII. NEW TAX IMPACT: ANNUAL & 20-YEAR SUMMARY**

<b>Unabated Revenue</b>	<b>Annual Summary</b>	<b>10-year Summary</b>	<b>20-year Summary</b>
A. Real Property Tax Revenue	\$961,179.00	\$9,611,790.00	\$19,223,580.00
B. New City Income Tax Revenue	\$42,456.00	\$424,560.00	\$849,120.00
C. Total Unabated Tax Revenue (i.e., A. + B.)	\$1,003,635.00	\$10,036,350.00	\$20,072,700.00

<b>Proposed Tax Abatement Impact</b>	<b>Annual Summary</b>	<b>10-year Summary</b>	<b>20-year Summary</b>
D. Total Proposed Tax Abatement seventy-five percent (75%)/ten (10) Consecutive Years on Real Property Improvements	\$720,885.00	\$7,208,850.00	\$7,208,850.00
E. Total Unabated Property Tax Revenue (i.e., C.-D.)	\$282,750.00	\$2,827,500.00	\$12,863,850.00
<b>School District Impact: Columbus City School District</b>	<b>Average Annual</b>	<b>10-year Summary</b>	<b>20-year Summary</b>
F. Existing School District Revenue from Real Property at site (pre abatement)	\$44,636.00	\$446,360.00	\$892,720.00
G. New Revenue as a Result of the Proposed Project (post abatement)	\$168,326.00	\$1,683,260.00	\$8,416,085.00
H. Total School District Revenue (i.e., F. + G.)	\$140,557.38	\$2,108,360.77	\$9,308,805.00

## VIII. TAX BENEFIT

The recommended 75%/10-year Enterprise Zone property tax abatement could yield a tax savings of approximately **\$7,208,850.00** for Coulter Ventures, LLC and Coulter Properties II LLC over the incentive term of ten (10) consecutive years.

Columbus City School District is estimated to receive an additional \$1,683,260.00 over the term of the abatement and approximately **\$8,416,085.00** over a 20-year period, as a result of the aforementioned project.

The first ten years of total taxes for the Library, County, Township, Schools and City net of the abatement equals a total of approximately **\$2,402,948.00**.

100% for the next ten years is \$9,611,794.00, plus the **\$2,402,948.00** from the net difference of the first ten years equals a **total for 20 years of approximately \$12,014,742.00**.