Legislation Details (With Text)

File #:	1848-2025 **Version:** 1		
Type:	Ordinance	**Status:**	Passed
File created:	6/26/2025	**In control:**	Economic Development & Small and Minority Business Committee
On agenda:	7/21/2025	**Final action:**	7/23/2025
Title:	To authorize the Director of the Department of Development to enter into an Enterprise Zone Agreement with Coulter Ventures, LLC and Coulter Properties II LLC (collectively, the "Enterprise") for a tax abatement of seventy-five percent (75%) for a period of ten (10) consecutive years in consideration of the Enterprise investing approximately $37,000,000.00 million in real property improvements, and the creation of thirty (30) net new full-time permanent positions with an estimated annual payroll of approximately $1,698,240.00. ($0.00)		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. 1848-2025 Rogue Fitness SOS, 2. 1848-2025 Rogues Fitness - Project Site Map, 3. 1848-2025 Rogue Fitness - Fact Sheet		

Date	Ver.	Action By	Action	Result
7/23/2025	1	CITY CLERK	Attest	
7/22/2025	1	MAYOR	Signed	
7/21/2025	1	COUNCIL PRESIDENT	Signed	
7/21/2025	1	Columbus City Council	Approved	Pass
7/14/2025	1	Columbus City Council	Read for the First Time	

BACKGROUND: The Director of the Department of Development is requesting authorization to enter into an Enterprise Zone Agreement on behalf of the City with Coulter Ventures, LLC and Coulter Properties II LLC (collectively, and also the "Enterprise"). The Ohio Enterprise Zone Law Section 5709.62(C), of the Ohio Revised Code, authorizes the City to enter into Council-approved tax abatement agreements between the City and qualifying companies.

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 for Coulter Ventures, LLC 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 $6,245,000.00 in acquisition cost, $37,000,000.00 in real property improvements, and $5,000,000.00 in machinery and equipment to expand its existing corporate headquarters (HQ) and its manufacturing and distribution facility by another 270,000 square feet ("Facility") at 511 E. 5th Avenue, Columbus, Ohio, 43201, parcel number 010-295406 and on 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**.

The Director of the Department of Development is recommending that Council approves a 75%/10-year Enterprise Zone tax abatement on real property improvements made by the Enterprise at the **Project Site**, in consideration of the creation of new employment opportunities for the residents of the City.

The Columbus City School District has been advised of this project.

This legislation is presented as 30-day legislation.

FISCAL IMPACT:

No funding is required for this legislation.

To authorize the Director of the Department of Development to enter into an Enterprise Zone Agreement with Coulter Ventures, LLC and Coulter Properties II LLC (collectively, the "Enterprise") for a tax abatement of seventy-five percent (75%) for a period of ten (10) consecutive years in consideration of the Enterprise investing approximately $37,000,000.00 million in real property improvements, and the creation of thirty (30) net new full-time permanent positions with an estimated annual payroll of approximately $1,698,240.00. ($0.00)

WHEREAS, the Columbus City Council authorized the designation of the City of Columbus Enterprise Zone by legislation, Ordinance Number 779-85, dated April 22, 1985; and subsequently amended the Zone by Ordinance Nos. 2722-85 in 1986; 2080-89 in 1989; 1949-92, 2690-92 and 2249-92 in 1992; 1079-94 and 1228-94 in 1994; 2196-95 and 2817-95 in 1995; 0533-99 in 1999; 1785-00 in 2000; 1464-02 in 2002; 0225-03 in 2003; 0032-2012 in 2012; 1442-2020 in 2020, 0279-2021 in 2021; and 0736-2022 in 2022; and

WHEREAS, the Director of the Development Department of the State of Ohio ("ODOD") has determined that the Columbus Enterprise Zone (the "Zone"), as amended by the aforementioned Ordinances, continues to contain the characteristics set forth in Section 5709.61(A) of the Ohio Revised Code. The Director of ODOD has recertified this Zone in 1986, December 20, 1989, September 28, 1992, October 22, 1992, December 17, 1992, May 31, 1994, June 24, 1994, June 16, 1995, October 5, 1995, December 19, 1995, April 1, 1999, September 25, 2000, January 27, 2003, August 19, 2003, April 3, 2012, September 18, 2020, May 20, 2021, and most recently on May 17, 2022 as an "urban jobs and enterprise zone" under Chapter 5709 of the Ohio Revised Code; and

WHEREAS, Coulter Ventures, LLC dba Rogue Fitness ("Rogue") is a national leader in the manufacture and distribution of high-quality 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. Rogue is the official equipment supplier of the CrossFit Games, USA Weightlifting, the Arnold Strongman Classic, and the World's Strongest Man Competition. The company is now headquartered in Columbus and has grown to over 725 team members globally. Coulter Properties II LLC is the real estate holding company and will be the owner of the property; and

WHEREAS, Coulter Ventures, LLC and Coulter Properties II LLC (collectively, the "Enterprise") has submitted a proposal ("Proposal") to invest approximately $37,000,000.00 million in real property improvements (the "**Project**") to expand its existing corporate headquarters (HQ) and its manufacturing and distribution facility by another 270,000 square -feet (the "Facility") at 511 E. 5th Avenue, Columbus, Ohio, 43201, parcel number 010-295406 and on 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, the "**Project Site**"). The Enterprise anticipates

that the Project will create 30 net new full-time permanent positions at the Facility with an estimated annual payroll of approximately $1,698,240.00 ("New Employees"); and

WHEREAS, after reviewing and investigating the Proposal submitted by the Enterprise, the Director of the Department of Development believes that the Enterprise has demonstrated that it is qualified by financial responsibility and business experience to create and preserve employment opportunities in the Columbus Enterprise Zone and improve the City's economic climate; and

WHEREAS, the Director of the Department of Development is recommending City Council approve a 10-year, 75% tax abatement on the assessed valuation of the **Project Site** due to the proposed expansion of the $37,000,000.00 million Facility, and to incentivize the Enterprise to expand its corporate HQ and manufacturing and distribution facility in the City's central corridor; and

WHEREAS, the Development Director has notified the Columbus City School District of the Project; and

EAS, the City desires to enter into an agreement with the Enterprise in order to incentivize economic growth and create employment opportunities for its citizens, and for the preservation of public health, peace, property and safety; **NOW, THEREFORE,**

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1. That Columbus City Council, having reviewed the proposal, finds that the Enterprise is qualified by financial responsibility and business experience to create and preserve employment opportunities in the City of Columbus Enterprise Zone and improve the City's economic climate pursuant to Revised Code Section 5709.62(C)**.**

SECTION 2. That City Council finds and determines (1) that the Enterprise will create, or cause to be created, the New Employee positions in the State and City; (2) that the Project is economically sound and will benefit the people of the State and City by increasing opportunities for employment and strengthening the economy of the State and City; and (3) that receiving the aforementioned tax abatement is a critical factor in the decision by representatives for Coulter Ventures, LLC and Coulter Properties II LLC, the Enterprise hereunder, to go forward with expanding the Project.

SECTION 3. Based on this determination, City Council approves and authorizes a 10-year, 75% tax abatement on the increase in assessed valuation of real property on the **Project Site**, contingent upon the Enterprise investing approximately $37,000,000.00 in real property improvements to expand its existing corporate HQ and manufacturing facility by another 270,000 square-feet at 511 E. 5th Avenue, Columbus, Ohio, 43201, parcel number 010-295406 and on 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 the creation of thirty (30) net, new full-time permanent positions at the **Project Site** with an estimated annual payroll of approximately $1,698,240.00.

SECTION 4. The Director of the Department of Development, for and in the name of the City, is authorized to enter into an Enterprise Zone Agreement with the Enterprise in a form substantially similar to the one attached hereto as Exhibit "A" with such changes, amendments or edits thereto, that are not inconsistent with the terms of this Ordinance, or adverse to the City. Such authorized amendment includes assignment of the Agreement from the Enterprise to a Related Member as defined in R.C. Section 5709.61(W), or to a Successor Enterprise as defined by R.C. Section 5709.61(Y). The Director of the Department of Development also is authorized to execute any other agreements or sign any documents necessary to effectuate the Agreement and the Exemption provided therein, and approved as to Form by the City Attorney, if required.

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SECTION 5. That the City and the Enterprise must execute the attached Enterprise Zone Agreement within ninety (90) days of this Ordinance's passage, or this Ordinance, and the authorization to enter into the tax abatement agreement, is null and void.

SECTION 6. That this Ordinance shall take effect and be in force from and after the earliest period allowed by law.