City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: **Economic Development**

ACM: **Christine Taylor**

DATE: **July 22, 2026**

SUBJECT

Receive a report, hold a discussion, and consider recommending approval to City Council of an incentive agreement for EquipmentShare.com Inc for a sales tax rebate on construction materials up to $210,938, a job-based grant up to $83,000, and an ad valorem rebate on real property improvements and business personal property up to $489,615 under Chapter 380 of the Local Government Code.

BACKGROUND

EquipmentShare.com Inc (EquipmentShare) is a construction equipment company specializing in rental, sales, and technology services. Founded in 2015, EquipmentShare has more than 8,500 employees at more than 400 locations across 45 states. The company offers more than 1,000 equipment and service options relevant to construction offerings such as concrete and masonry, earthmoving, electric and hydraulic power tools, etc. The company also offers the T3 Technology platform to its clients for monitoring jobsite assets, materials, and employees.

Project

EquipmentShare is considering purchasing 125 acres of land generally located between FM 1173 and North Masch Branch Rd. The company will construct four buildings in the first phase of development. The largest building is a 402,000 square foot distribution center, which will serve as the company's second major distribution center. Additionally, the company will erect three pre-engineered metal buildings for the heavy dirt equipment (28,000 square feet), advanced solutions (28,000 square feet), and site solutions (8,500 square feet) divisions of the company. The facility will house a significant amount of inventory and will include equipment for repair, maintenance, etc.

The company estimates $246.3 million in capital investment for the project, with $75 million in improvements and $153.9 million in business personal property. Additionally, they plan on creating 136 jobs with an average salary of $64,591 within six years.

STRATEGIC AND POLICY ALIGNMENT

City of Denton Strategic Plan

- Key Focus Area #3: Foster Economic Opportunity and Affordability
  - Grow Denton's Economic Vitality

Economic Development Strategic Plan

- Goal 2: Foster Growth
  - 2A.2. Attract New Investment

Policy Considerations
The project addresses the following Strategic Growth Area (SGA) considerations detailed in the Incentive Evaluation Matrix (Exhibit 2):

- Expand the Tax Base
- Public-Private Partnership
- Increases High Wage Jobs
- Encourage Knowledge-Based Jobs
- Pays a Living Wage for All Employees
- Community Investment
- Benefits Package
- Engages in Sustainable Practices
- Spur Infill Development or Redevelopment

Economic Development Evaluation Matrix Score: 86 (Excellent range)

Project Benefits
Staff conducted analysis on the information provided by the company to ensure stated policy criteria were met and to determine both qualitative and quantitative public benefits. Staff also used an economic impact analysis model to quantify the economic impact and rate of return. Impact DashBoard, made by Austin-based Impact DataSource, is a customized economic development modeling tool that performs economic and fiscal impact analysis and incentive analysis. The economic impact is based on a Regional Input-Output Modeling System (RIMS II) created by the U.S. Department of Commerce's Bureau of Economic Analysis, which is widely used to estimate the direct and secondary impacts of an event on the regional economy using input and output methods.

Quantitative Benefits and Economic Impact for the Community

- Capital Investment: $246.3 million
- Total Jobs: 301
    - Direct Jobs: 136
    - Spin Off: 165
- 10-year net benefits estimated at $11,338,812
- Rate of Return: 131.5%
- Payback period: 1.4 years

Qualitative Benefits and Community Impact

- Develops a large greenfield site with a project that generates significant property tax, sales tax, and jobs in comparison to alternative industries
- Spurs infill and infrastructure development to support property and bordering parcels
- Secures a new company with a history of supporting career and technical education, targeted recruitment of veterans, and sustainability efforts

STAFF RECOMMENDATION AND DIRECTION
Chapter 380 Agreement: total not to exceed $783,553

- Sales tax grant for construction materials of 50% (value: $210,938)
- Jobs-based grant for qualified jobs (value: $83,000)
- Performance-based real property tax abatement of 50% for 5 years on new improvements and business personal property (value: $489,615)

Next Steps

If recommended for an incentive, the next steps include:

- City Council Individual Consideration: August 4, 2026

EXHIBITS

Exhibit 1 – Agenda Information Sheet
Exhibit 2 – Incentive Evaluation Matrix
Exhibit 3 – Economic Impact Report
Exhibit 4 – Presentation

Respectfully Submitted:
Brittany Sotelo
Director of Economic Development

Prepared By:
Clay Parker
Business Recruitment Specialist