

July 22, 2026

EquipmentShare.com Inc

ECONOMIC DEVELOPMENT INCENTIVE APPLICATION

Economic Development Partnership Board

Presented By:

Clay Parker, Business Recruitment Specialist



Objective

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, 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

- On December 17, 2025, the Office of Economic Development began participating in **EquipmentShare.com Inc's** site selection process
- On March 17, 2026, EquipmentShare submitted an incentive application for its potential expansion:
 - Founded in 2015 and headquartered in Columbia, MO, EquipmentShare provides construction solutions ecosystem support through smart job technology and equipment rental, retail, and service distribution
 - 8,500+ employees at 407 locations across 45 states
 - EquipmentShare was named to the 2025 Inc. 5000 list of America's fastest-growing private companies



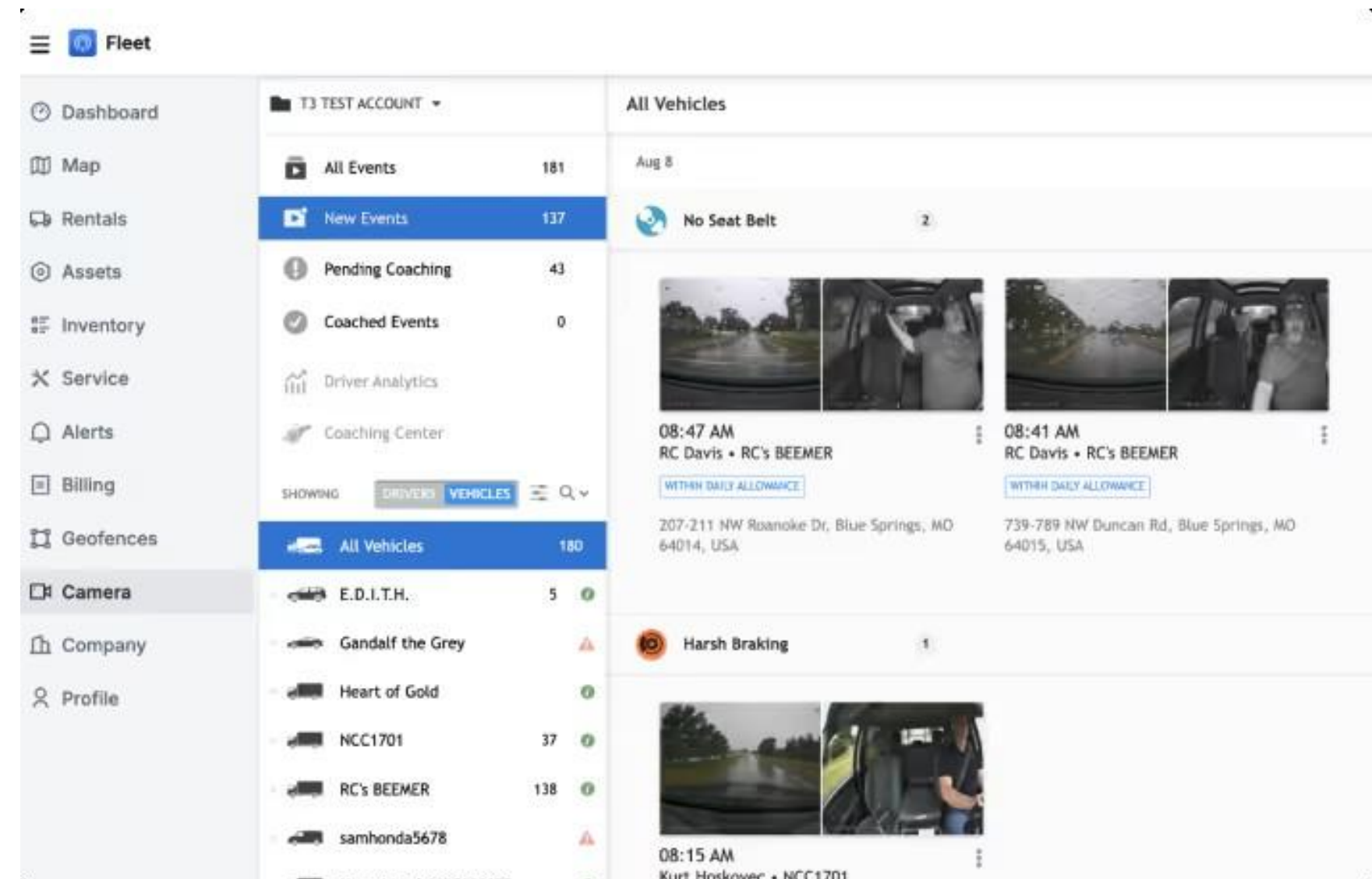
Products

- EquipmentShare offers 1,000+ options for rentals, including equipment for:
 - Concrete and Masonry
 - Welding, Cutting and Pipe Fabrication
 - Fluid Solutions
 - Compaction
 - Aerial Work
 - Earthmoving
 - Forklifts and Material Handling
 - Agriculture and Landscaping
 - Electric and Hydraulic Power Tools



Products

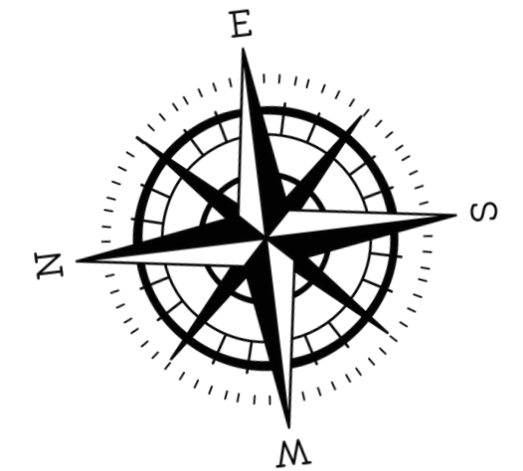
- EquipmentShare also offers the **T3 Technology** platform, “a proprietary, brand-agnostic hardware and software platform that connects jobsite assets (regardless of make or model), materials, and people.”
- Services included within T3:
 - Fleet management
 - Dash cam access
 - Security and theft prevention
 - Compliance and reporting
 - Safety and accountability



Project Overview

- The proposed development that Denton is being considered for will include the following first phase of development:
 - Distribution center (402k square feet; will serve as EquipmentShare's second major distribution center)
 - Three divisions of the business housed at pre-engineered metal buildings (PEMBs):
 1. Heavy dirt equipment (28k square feet)
 2. Advanced solutions (28k square feet)
 3. Site solutions (8.5k square feet)
- Currently in active site selection alongside competing markets in Texas and nationwide

Location: North Texas Logistics Hub



- Northern portion of the Baker site
- Seeking to purchase 125 acres of land between N Masch Branch Rd and FM 1173

Project Estimates

**TOTAL CAPITAL
INVESTMENT**

\$246.3

Million

IMPROVEMENTS

\$75

Million

**BUS. PERSONAL
PROPERTY**

\$153.9

Million

NEW JOBS

136

EquipmentShare estimates that rental equipment will make up \$140M of the estimated capital investment for BPP

Tax Summary

Evaluated Property Type	Current Estimated Valuation	Estimated Increase	Estimated New Valuation
Land	\$ 6,095,949	\$ 13,952,000	\$ 20,047,949
Improvements	\$ 36,055	\$ 30,000,000	\$ 30,036,055
BPP	\$ -	\$ 11,419,748	\$ 11,419,748
Total Valuation	\$ 6,132,004	\$ 55,371,748	\$ 61,503,752

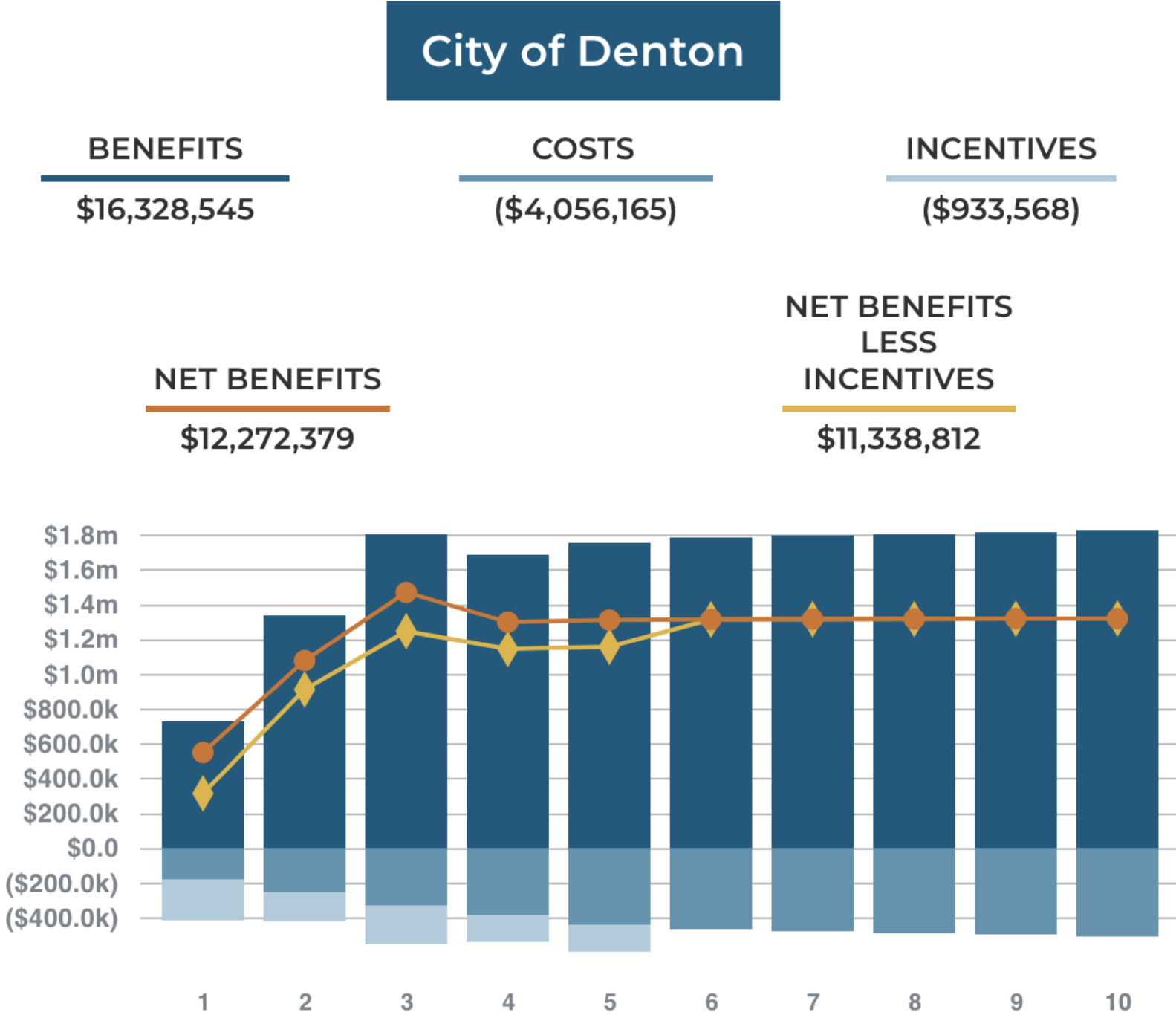
Tax Revenue Type	Current Annual City Revenue	Estimated Increase	Estimated New City Revenue
Land	\$ 36,296	\$ 83,073	\$ 119,369
Improvements	\$ 215	\$ 178,626	\$ 178,841
BPP	\$ -	\$ 67,995	\$ 67,995
Sales	\$ -	\$ 672,000	\$ 672,000
Total Valuation	\$ 36,511	\$ 1,001,694	\$ 1,038,205

Incentive Proposal

Incentive	Total
Chp. 380 Ad Valorem Tax Rebate at 50% for 5 years for Real Property (New Improvements only) and Business Personal Property	\$489,615
Chp. 380 Sales Tax Rebate at 50% on Construction Materials	\$210,938
Chp. 380 Jobs-Based Grant	\$83,000
Total Incentives	\$783,553

Economic Impact Report

(5 Year Rebate)

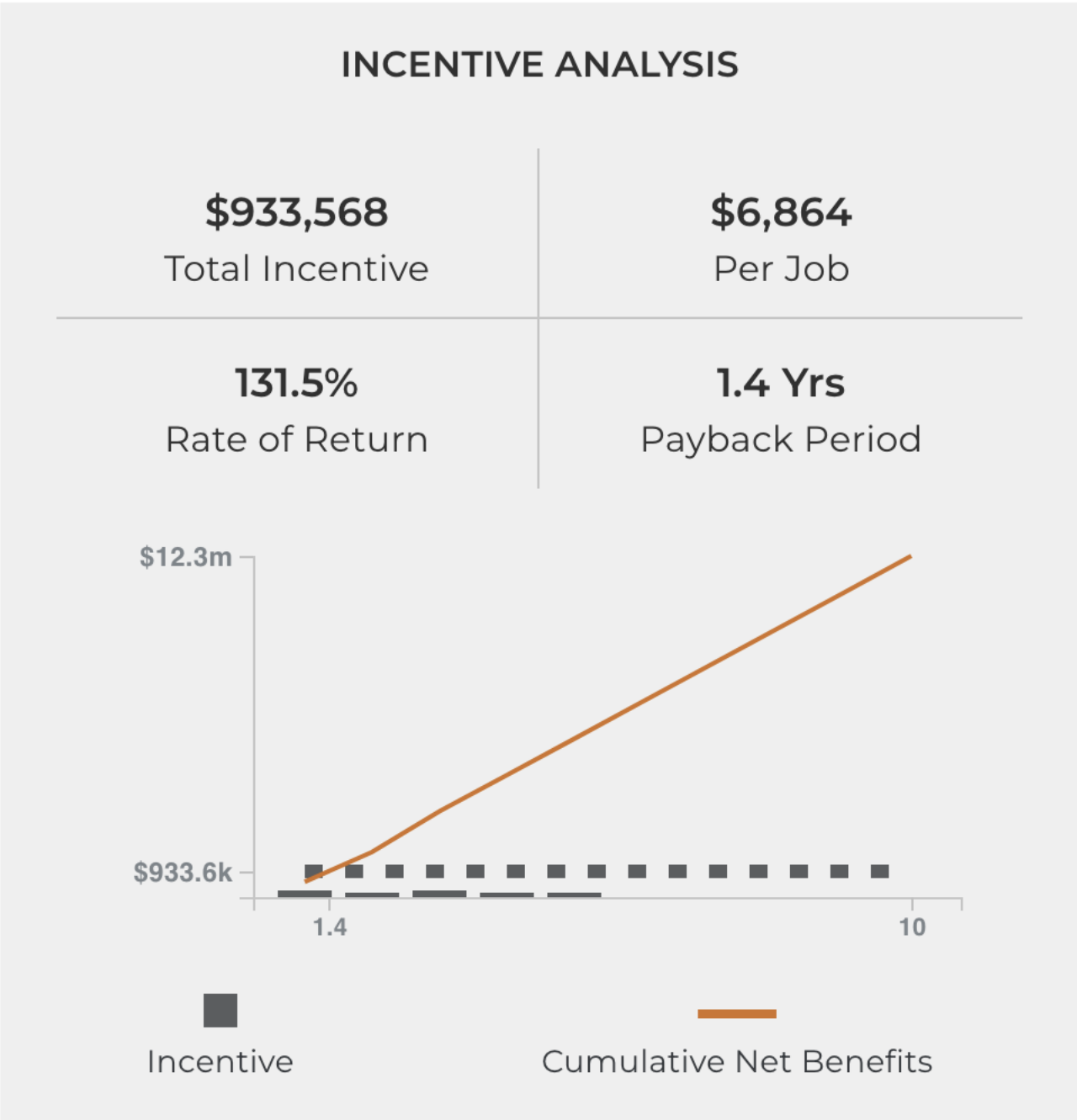


JOBS

301.7 Total
136.0 Direct
165.7 Spin-off

RESIDENTIAL DEV.

3.4 Homes
22.6 Relocations



NET BENEFITS LESS INCENTIVES OVER 10 YEARS	
CITY	\$11,338,812
COUNTY	\$1,262,882
SCHOOL DISTRICT	\$3,351,566
TRANSIT DISTRICT	\$2,655,402

Performance Measures

Chp. 380 Ad Valorem Rebate

- Must receive Certificate of Occupancy
- Must reach and maintain an appraised property value above the 2026 certified valuation (value and timeline TBD)
- Must hire and maintain an agreed-upon number of full-time employees (value and timeline TBD)

Sales Tax Rebate

- Must receive Certificate of Occupancy
- Must qualify for and obtain Texas Direct Pay Permit
- Must reach an appraised property value above the 2026 certified valuation (value and timeline TBD)

Job-Based Grant

- Must hire and maintain an agreed-upon number of full-time employees (value and timeline TBD)

Job/Wage Information

New Jobs Created
Job Type/Description
Vice President
Operations Controller
Department Director
General Manager
Construction Manager
Corporate Counsel
General Manager
Advanced Solutions Manager
Maintenance Supervisor
Department Manager
Fullfillment Supervisor
Financial Systems Analyst
Recruiter
Assistant General Manager
Data Analyst
Advanced Solutions Tech
Application Engineer
Collections Specialist
Driver
Advanced Solutions Operators
Accounts Payable Specialist
Tool Technician
Technician
HRSS Generalist
Coordinator
Advanced Solutions Admin
Warehouse Fulfillment Associate
Yard Technician
Advanced Solutions Sales



DENTON COUNTY
AVERAGE SALARY
\$64,300

Denton County Avg. Wage Source:
JobsEQ Q4 2025 Report



EQUIPMENTSHARE
AVERAGE SALARY
\$64,591

EquipmentShare will provide an

estimated \$8,490 in benefits,

including: 401k match,

medical/vision/dental insurance, etc.

JOB GRANT PROPOSAL

Salary YEAR 1	Grant per New Eligible Job	Eligible Jobs	Grant amount
Jobs equal to or > than \$100,000	\$ 5,000	12	\$ 60,000
Jobs equal to \$90,000-\$99,999	\$ 2,500	1	\$ 2,500
Jobs equal to \$75,000-\$89,999	\$ 1,000	8	\$ 8,000
Jobs equal to \$65,000-\$74,999	\$ 500	15	\$ 7,500
Resident Bonus	\$ 500	10	\$ 5,000
TOTAL		36	\$ 83,000

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

City of Denton Strategic Plan/Ch. 380 Policy Considerations:

- Expands the tax base
- Substantial capital investment
- Develops public infrastructure
- Increases higher wage jobs
- Creates knowledge-based jobs
- Pays a living wage for all new employees
- Provides benefits to employees
- Demonstrates a commitment to community support
- Engages in sustainable practices
- Spurs infill development

Staff Recommendation

- Chapter 380 agreement (capped at \$783,553)
 - Ad valorem rebate on new real property improvements and business personal property at 50% for 5 years (capped at \$489,615)
 - Sales tax rebate on construction materials at 50% (capped at \$210,938)
 - Job-based grant (capped at \$83,000)

Next Steps:

City Council Individual Consideration:

- August 4, 2026

Questions?