



FOR IMMEDIATE RELEASE
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Cocoa Beach Regional Chamber Votes to Support the Continuation of the Brevard County Ad Valorem Tax (AVT) Abatement Program

Merritt Island, FL: During its October Board of Directors meeting, hosted by The Children’s Hunger Project, the Cocoa Beach Regional Chamber of Commerce unanimously voted to support the reauthorization of the Brevard County Ad Valorem Tax (AVT) Abatement Program, which will be on the ballot for the November General Election.

The AVT program, first approved by voters in 1994 to make Brevard County more competitive when seeking to attract and retain businesses, has been renewed twice, in 2004 with 64.2% of the vote and in 2014 with 70.3%. It is once again up for renewal this year.

Since its inception, the program, which only abates a portion of the county’s general fund taxes, has significantly contributed to the county’s economic growth, generating new revenue and creating high-wage jobs. The program has achieved a positive return on investment (ROI) of \$4.82 for every dollar abated. The Chamber’s Guiding Policy Principles align with the AVT program, as they advocate for initiatives that attract and retain high-skill, high-wage jobs while supporting local innovators and fostering growth opportunities for entrepreneurs through favorable policies.

“The Brevard County Ad Valorem Tax Abatement Program has been a cornerstone of our economic development strategy on the Space Coast. The positive return on investment and the program’s ability to stimulate further growth opportunities make it a vital component ensuring a profitable future for our residents and businesses,” said Skip Marsh, 2024 Cocoa Beach Regional Chamber of Commerce Chairman of the Board. “Our unanimous support for its renewal reflects our commitment to sustaining and enhancing Brevard County’s prosperity.”

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Our Mission:

The Cocoa Beach Regional Chamber of Commerce serves as the voice of business, enhances the quality of life in the community, and acts as a catalyst for business success.

Our Vision:

The Cocoa Beach Regional Chamber of Commerce will be the preferred resource to develop and enhance business success.