

**FACT SHEET  
OCTOBER 2021  
BARKBOX, INC.**

**I. STATEMENT OF PURPOSE – JOB CREATION**

The Department of Development recommends a dual-rate Jobs Growth Incentive for a term of up to five (5) consecutive years in consideration of an investment of approximately \$150,000, the creation of 400 net new full-time permanent positions and the retention of 249 full-time employees

**II. PROJECT HISTORY**

Barkbox, Inc. (Barkbox) was launched in 2012 with a monthly themed subscription of all-natural treats and clever toys. Today they reach over 1.8 million dogs every month and have expanded into new product categories and thousands of retail locations. They are the only brand that serves dogs in four key categories: Fun, Food, Health and Home, and exclusively designs and develops every single product. Whether through subscriptions and direct-to-dog-person channels, utilizing online marketplaces like Amazon, or showcasing product through a growing network of retailers, Barkbox obsesses over best-in-show customer experiences and providing every dog with joy. Barkbox is hoping to expand their Columbus presence, almost doubling their staff to address increased product demand, enhanced e-commerce support, logistics and help desk functions.

Barkbox is proposing to invest approximately \$150,000 in leasehold improvements to expand its operations at 500 West Broad Street, Columbus, Ohio 43065, parcel number 010-002012. Additionally, Barkbox will create 400 net new full-time permanent positions with a cumulative estimated annual payroll of approximately \$18,800,000 and retain 249 with an estimated annual payroll of \$11,879,344 to support its growth.

Barkbox is requesting a dual-rate Jobs Growth Incentive from the City of Columbus to assist with this expansion project.

**III. PROJECT INVESTMENT**

INVESTMENT TYPE	PROPOSED VALUE
Leasehold Improvements	\$150,000
<b>TOTAL INVESTMENT</b>	<b>\$150,000</b>

**IV. DECISION & TIMING**

The project is expected to begin as soon as October 2021 with an anticipated completion date of February 2022, pending Columbus City Council approval of the recommended incentive.

**V. EMPLOYMENT**

The project is expected to create 400 net new full-time permanent positions within five (5) years with a new estimated annual payroll of approximately \$18,800,000.

<b>Position Title</b>	<b># of New Jobs</b>	<b>Hourly Rate</b>	<b>Annual Salary</b>	<b>Total Estimated Payroll for New Jobs</b>
Client Support	360	\$19.23	\$40,000	\$14,400,000
Management	30	\$52.88	\$110,000	\$3,300,000
Finance	10	\$52.88	\$110,000	\$1,100,000
<b>Total</b>	<b>400</b>			<b>\$18,800,000</b>

The project expects to create 400 net new full-time permanent positions in the first three years of the incentive and will retain 249 full-time permanent positions with an associated annual payroll of \$11,879,344.

Benefits provided to new employees begin within the first year of employment and includes the following:

- Paid Holidays
- Medical/Dental Insurance
- Paid Vacation/Personal Days
- Severance Policy
- Vacation Pay
- 401K Retirement Plan
- Employee Discounts

The proposed project site will be located at 500 West Broad Street, Columbus, Ohio 43065, parcel number 240-004988 which is accessible by public transportation.

## **REQUESTED PUBLIC PARTICIPATION**

The Department of Development recommends a dual-rate Jobs Growth Incentive in an amount equal to (i) thirty percent (30%) of the City of Columbus income tax withheld on the Columbus payroll of new employees and (ii) thirty-five percent (35%) of the City of Columbus income tax withheld on the Columbus payroll of new employees, who are also City of Columbus residents at the end of each calendar year, both for a term up to five (5) consecutive years.

Should Barkbox not be able to sufficiently document residency for an employee associated with this project during a calendar year of the term of the agreement, the default rate of the Jobs Growth Incentive to be applied that calendar year for that new employee shall be twenty-five percent (25%).

**VI. NEW TAX IMPACT**

<b>NEW REVENUE SUMMARY</b>		
<b>Revenue</b>	<b>Average Annual</b>	<b>5-year Summary</b>
A. New City Income Tax Revenue	\$470,000	\$2,350,000
<b>Incentive</b>	<b>Average Annual</b>	<b>5-year Summary</b>
B. Proposed Incentive is equal to:  (i) twenty-five percent (25%) of the City of Columbus income tax withheld on the Columbus payroll of new employees for a term up to five (5) consecutive years; and  (ii) thirty percent (30%) of the City of Columbus income tax withheld on the Columbus payroll of new employees, who are also City of Columbus residents at the end of each calendar year, for a term up to five (5) consecutive years.	\$141,000 (at 30%) to \$164,500 (at 35%)	\$705,000 (at 30%) to \$822,500 (at 35%)
<b>Total</b>	<b>Average Annual</b>	<b>5-year Summary</b>
C. Net Value to City (i.e., A. - B.)	\$329,000 (at 30%) to \$305,500 (at 35%)	\$1,645,000 (at 30%) to \$1,527,500 (at 35%)

**VII. TAX BENEFIT**

The recommended dual-rate Jobs Growth Incentive could yield cash payments totaling between approximately \$705,000 (at 30%) – \$822,500 (at 35%) for Barkbox over the incentive term of five (5) consecutive years.

**VIII. AREA IMPACT/GREEN INITIATIVES**

Barkbox reduces waste and energy use through recycling, lighting, and electronic records systems.