

**FACT SHEET  
 FEBRUARY 2013  
 HIGHLIGHTS FOR CHILDREN, INC., HIGHLIGHTS  
 CONSUMER SERVICES, INC., HIGHLIGHTS PRESS, INC.,  
 HIGHLIGHTS FOR CHILDREN INTERNATIONAL, INC.  
 AND HIGHLIGHTS LICENSING, INC.  
 (HIGHLIGHTS FOR CHILDREN)**

**I. STATEMENT OF PURPOSE – Job Creation**

The Department of Development recommends a Jobs Growth Incentive of twenty-five percent (25%) for a period of five (5) years for the purpose of creating 50 new permanent full-time positions with an annual payroll of approximately \$3.88 million and the retention of 164 full-time employees.

**II. PROJECT HISTORY**

Highlights for Children was founded in 1946 by Dr. Garry Cleveland Myers and Caroline Clark Myers in Honesdale, Pennsylvania. The company is a family media brand of magazines and books dedicated to the belief that children are the world's most important people. Highlights for Children magazine offers kids an opportunity to discover a love for learning, while exploring new experiences in science, reading and puzzle solving. Sportsmanship, health, safety and good manners are frequent themes of the 40-plus-page magazine. Highlights for Children also operate other publishers, mostly located in Ohio, Pennsylvania and the New England area of the United States. The Highlights group focuses on everything from professional development seminars and conferences for educators to publishing children's books and producing magazines and professional books for teachers.

Highlights for Children is proposing to expand its corporate headquarters by making an investment of approximately \$1.0 million, including furniture and fixtures, retain 164 full-time jobs and create approximately 50 new full-time permanent positions with an estimated annual payroll of \$3.88 million.

Highlights for Children is requesting a 25%/5-year Jobs Growth Incentive from the City of Columbus to assist in the development of this project.

**III. PROJECT INVESTMENT**

Furniture & Fixtures	\$1,000,000
<b>TOTAL INVESTMENT</b>	<b>\$1,000,000</b>

#### **IV. DECISION & TIMING**

The project would begin in March 2013 with a scheduled time of completion for December 2013, contingent upon City Council approval of the recommended tax incentive.

#### **V. EMPLOYMENT**

The project will create 50 new full-time permanent positions with an estimated annual payroll of \$3.88 million and retain 164 full-time jobs with an annual payroll of approximately \$12.61 million.

Position	Number of New Jobs	Hourly Rate	Annual Salary	Total Estimated Payroll for New Jobs
Marketing/Sales/Analyst	29	\$33.65	\$70,000	\$2,030,000
Finance	2	\$33.65	\$70,000	\$140,000
Information Technology	19	\$43.27	\$90,000	\$1,710,000
Total	50			\$3,880,000

Total payroll (retained and new) to Columbus will be approximately \$16.49 million.

Benefits provided to new employees of Highlights for Children begin within 30 days upon hiring.

- Paid Holidays
- Vacation Pay
- Disability
- Paid Vacation/Personal Days
- 401k Retirement Plan
- Medical/Dental Insurance
- Employee Discounts
- Training & Education Benefits
- Vision and Life Insurance

The proposed project will be located at 1800 Watermark Drive Columbus, Ohio 43215 and is accessible by public transportation (COTA).

#### **VI. REQUESTED PUBLIC PARTICIPATION**

The Department of Development recommends a Jobs Growth Incentive equal to twenty-five percent (25%) of the amount of new employee city income tax withholding for five (5) years.

## VII. WORKFORCE DEVELOPMENT

Employers granted a tax incentive will meet with the Central Ohio Workforce Investment Corporation (COWIC) to develop a relationship to assure continuing employment opportunities for Columbus residents who are unemployed or underemployed.

## VIII. NEW TAX IMPACT/ANNUAL AND 5-YEAR SUMMARY

<b>NEW REVENUE 5-YEAR SUMMARY</b>		
<b>Revenue</b>	<b>Average Annual</b>	<b>5-year Summary</b>
A. New City Income Tax Revenue	\$97,000	\$485,000
<b>Incentive</b>	<b>Average Annual</b>	<b>5-year Summary</b>
B. Proposed Incentive is equal to 25% of New Employee withholding	\$24,250	\$121,250
<b>Total</b>	<b>Average Annual</b>	<b>5-year Summary</b>
C. (A-B) Net Value to City	\$72,750	\$363,750

## IX. TAX BENEFIT

The recommended 25%/5-year Jobs Growth Incentive could yield cash payments totaling \$121,250 for Highlights for Children over the incentive period.

## X. AREA IMPACT/GREEN INITIATIVES

Although the Highlights for Children do not have a formalized green initiative plan, the company continuously evaluates methods to eliminate waste, which includes recycling paper.