

**FACT SHEET
JUNE 2019
ADEPT MARKETING OUTSOURCED LLC**

I. STATEMENT OF PURPOSE – Job Creation

The Department of Development recommends a Downtown Office Incentive for a term of up to five (5) consecutive years in consideration of a capital investment of approximately \$150,000 and the creation of 35 net new full-time permanent positions.

II. PROJECT HISTORY

Adept Marketing Outsourced LLC (“Adept Marketing”) was founded in 2008 by two co-founders, Danielle Walton and Justine Spring, in Columbus, Ohio. Adept Marketing is a marketing and communications firm specializing in digital marketing for various industries including healthcare, retail, education, finance, and real estate, insurance, accounting and professional services. The organization has been operating for only 11 years and has won many accolades including: Columbus Business First Fast 50 in 2014, 2016 and 2017, Columbus Business First Best Places to Work in 2012 and 2013, Inc.’s 5000 in 2015, 2016, 2017 and 2018. Adept Marketing has a wide range of clients including AEP, Battelle, Columbus Chamber of Commerce, Buckeye Power Sales, Cold Jet, The Columbus Foundation, Franklin University, City of Dublin, Pet Palace and many others.

Adept Marketing is proposing to invest a total project cost of approximately \$150,000, which includes \$100,000 in leasehold improvements and \$50,000 in furniture and fixtures to expand its corporate headquarters (HQ) in the newly constructed commercial office facility at the redeveloped White Castle site. The company proposes to enter into a new lease agreement on an office space consisting of approximately 12,000 square feet at 555 Edgar Waldo Way, Columbus, Ohio 43215 (the “**Project Site**”), to accommodate its increased sales growth and consumer demands. Additionally, Adept Marketing will create 35 net new full-time permanent positions with an annual payroll of approximately \$2,100,000 and retain 30 full-time positions with an annual payroll of approximately \$2,734,990 at the proposed **Project Site**.

Adept Marketing is requesting a Downtown Office Incentive of up to 50%/5-year from the City of Columbus to assist in the expansion of its corporate HQ.

III. PROJECT INVESTMENT

Furniture & Fixtures	\$50,000
Leasehold Improvements Only	\$100,000
TOTAL INVESTMENT	\$150,000

IV. DECISION & TIMING

The proposed project will begin in June, 2019 with a scheduled time of completion in the fall of 2019, contingent upon Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

The project will create 35 net new full-time permanent positions with an estimated annual payroll of approximately \$2.1 million and retain 30 full-time positions with an annual payroll of approximately \$2.73 million.

Position Title	# of New Jobs	Hourly Rate	Annual Salary	Total Estimated Payroll for New Jobs
Interactive Marketing	30	\$28.85	\$60,000	\$1,800,000
Mgmt. and Admin.	5	\$28.85	\$60,000	\$300,000
Total	35			\$2,100,000

Total cumulative estimated new payroll over the term of the Downtown Office Incentive will be approximately \$2.1million.

Benefits provided to new employees begin immediately upon hire and includes the following:

- Paid Holidays
- Vacation Pay
- Annual Bonus
- Severance Policy
- Paid Vacation/Personal Days
- 401K Retirement Plan
- Medical/Dental Insurance
- Training & Education Benefits

The proposed expansion project will be located at 555 Edgar Waldo Way, Columbus, Ohio 43215, which is accessible by public transportation (COTA).

VI. REQUESTED PUBLIC PARTICIPATION

The Department of Development recommends a Downtown Office Incentive equal to fifty percent (50%) of the amount of new employee city income tax withholding for a term up to five (5) consecutive years.

VII. NEW TAX IMPACT/ANNUAL AND 5-YEAR SUMMARY

NEW REVENUE 5-YEAR SUMMARY		
Revenue	Average Annual	5-year Summary
A. New City Income Tax Revenue	\$52,500	\$262,500
Incentive	Average Annual	5-year Summary
B. Proposed Incentive is equal to 50% of New Employee withholding	\$26,250	\$131,250
Total	Average Annual	5-year Summary
C. (A-B) Net Value to City	\$26,250	\$131,250

VIII. TAX BENEFIT

The recommended 50%/5-year Downtown Office Incentive could yield cash payments totaling approximately \$131,250 to Adept Marketing over the incentive period.

IX. AREA IMPACT/GREEN INITIATIVES

Adept Marketing does not have a formalized green initiative plan, but the company continuously evaluates methods to eliminate waste, which includes recycling, i.e. paper and aluminum cans along with other paper products.