

**FACT SHEET
MARCH 2011
APELLES, LLC**

I. STATEMENT OF PURPOSE – Job Creation

The Department of Development recommends a Job Growth Incentive of twenty-five percent (25%) for a period of five (5) years for the purposes of creating 17 new permanent full-time positions and relocating 29 retained jobs, which will be new to the City of Columbus, with an estimated total payroll of \$1.8 million.

II. PROJECT HISTORY

Apelles, LLC (Apelles) is a private company founded in 2003 by Michael E. Fitzmartin, President and CEO. Headquartered in Westerville, Ohio, Apelles is a leading provider of outsourced collections and customer service solutions nationwide. The company specializes in collections, accounts receivable management, and customer retention services. Apelles's customized service offerings range from welcome calls and fraud prevention programs through customer care, first party accounts receivable, and third party projects, as well as accounts receivable outsourcing services and debt recovery services.

Apelles is proposing to relocate its corporate headquarters and client support operations from the City of Westerville to the City of Columbus by entering into a 7-year lease agreement on a vacant office space consisting of approximately 7,000 square feet located at 3700 Corporate Drive. The company will invest approximately \$505,000 in personal property, machinery and equipment, and create approximately 17 new full-time permanent positions and retain 29 full-time employees, which will be all new to the City of Columbus.

The State has offered a Job Creation Tax Credit of 40% for 6 years for Apelles.

Apelles, LLC is requesting a 25%/5-year Jobs Growth Incentive from the City of Columbus to assist in the relocation of its corporate headquarters from Westerville to the City.

III. PROJECT INVESTMENT

Improvements to Existing Buildings	\$200,000
Machinery & Equipment	\$250,000
Furniture & Fixtures	\$55,000
TOTAL INVESTMENT	\$505,000

IV. DECISION & TIMING

The project would begin in March 2011 with a scheduled time of completion for April 2011, contingent upon Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

The project will create 17 new full-time positions with an annual payroll of \$612,000 and retain 29 full-time positions (all new to Columbus) with an annual payroll of \$1.23 million.

Position	Number of New Jobs	Hourly Rate	Annual Salary	Total Estimated Payroll for New Jobs
Specialists – Current	23	\$17.31	\$36,000	\$828,000
Managers – Current	2	\$31.25	\$65,000	\$130,000
Vice President – Current	2	\$50.48	\$105,000	\$210,000
Admin Support – Current	2	\$15.38	\$32,000	\$64,000
Specialist – 2011	6	\$17.31	\$36,000	\$216,000
Specialist – 2012	6	\$17.31	\$36,000	\$216,000
Specialist – 2013	5	\$17.31	\$36,000	\$180,000
Total	46			\$1,844,000

The Total payroll to Columbus (retained and new) will be approximately \$1.84 million.

Benefits provided to new employees of Apelles begin the first month following 90 days of employment:

- Paid Holidays
- Paid Vacation/Personal Days
- Vacation Pay
- 401k Retirement Plan
- Disability Pay
- Medical/Dental Insurance

The proposed project will be located at 3700 Corporate Drive Columbus, Ohio 43231 and is accessible by public transportation (COTA).

VI. REQUESTED PUBLIC PARTICIPATION

The Department of Development recommends a Jobs Growth Incentive equal to twenty-five (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) within 90 days 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

NEW REVENUE 5-YEAR SUMMARY		
Revenue	Average Annual	5-year Summary
A. New City Income Tax Revenue	\$46,100	\$230,500
Incentive	Average Annual	5-year Summary
B. Proposed Incentive is equal to 25% of New Employee withholding	\$11,525	\$57,625
Total	Average Annual	5-year Summary
C. (A-B) Net Value to City	\$34,575	\$172,875

IX. TAX BENEFIT

The recommended 25%/5-year Jobs Growth Incentive could yield cash payments totaling \$57,625 for Apelles over the incentive period.

X. AREA IMPACT/GREEN INITIATIVES

No residential or commercial displacement will occur as a result of this project. As a green initiative, Apelles recycles all paper used within their facility through its' shredding vendor. The company has recycled just under 1 ton of paper each of the last years through this particular program.