

**FACT SHEET
JULY 2010
RESOURCE INTERACTIVE**

I. STATEMENT OF PURPOSE- Job Creation

The Department of Development recommends a Job Creation Tax Credit of 60% for a period of 5 years for the purpose of retaining 247 jobs and creating 50 new fulltime permanent positions within the City of Columbus.

II. PROJECT HISTORY

Resource Interactive is a privately held digital marketing agency in Columbus, Ohio, working with Fortune 500 companies to develop digital strategy, website creative and interactive technology solutions. Resource Interactive is recognized for its aptitude in consumer insights and strategy, interactive design and technological innovation. Nancy Kramer founded the company in 1981 with its first marketing relationship with Apple. Resource Interactive has since expanded its partnerships with clients to include Procter & Gamble, Hewlett Packard, Walmart, Coca-Cola (co), Victoria's Secret, Sherwin-Williams and L.L.Bean, among others.

With offices in Columbus, Cincinnati, and Palo Alto, California, Resource Interactive is the largest independent, women-owned agency in the nation. The company's increased growth is due to securing a number of new clients and the need for service to the new clients. Resource Interactive is currently opening new offices in San Francisco and considering additional satellite offices in Seattle, London and New York.

The State originally approved a Job Creation Tax Credit of 55% for 7 years. The credit has been extended to 60% for 8 years. Resource Interactive received a Downtown Office Incentive of 50% in 2006 from the City of Columbus. This incentive will expire in 2011. To date, the company has exceeded their job creation. The company is expanding business operations and creating an additional 50 jobs. The Job Creation Tax Credit will not begin until 2012 after the Downtown Office Incentive has expired.

The company is requesting a Job Creation Tax Credit to assist in the development of this project.

III. PROJECT INVESTMENT

Machinery & Equipment	\$2,000,000
TOTAL INVESTMENT	\$2,000,000

IV. DECISION & TIMING

The project is scheduled to begin in July 2010 with a scheduled time of completion for June 30, 2013, contingent upon Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

Resource Interactive will retain 247 employees with an annual payroll of \$15 million and create 50 new full-time permanent positions with an annual payroll of \$4.25 million.

Position	Number of New Jobs	Hourly Rate	Annual Salary	Total Estimated Payroll for New Jobs
Designer/Developer	50	\$40.86	\$85,000	\$4,250,000
TOTAL	50			\$4,250,000

Benefits provided to employees of Resource Interactive include:

- Paid Personal Days
- Paid Vacation
- 401k Retirement Plan
- Medical/Dental Insurance
- Training & Education Benefits
- Paid Holidays
- Severance Package
- Pension Profit Sharing Plan

The project will be located at 343 N. Front Street and accessible by public transportation (COTA).

VI. REQUESTED PUBLIC PARTICIPATION

The Department of Development recommends a 60%/5-year Job Creation Tax Credit. Similar projects include Optimum Technology and Intellinetics, Inc.

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

Unabated Revenue	Average Annual	5-Year Summary
A. Income Tax Revenue from new employees	\$106,250	\$531,250

Abatement Impact	Average Annual	5-Year Summary
B. Projected 60%/5-year JCTC Credit	\$63,750	\$318,750
C. (A-B) Net Value to City	\$42,500	\$212,500

VIII. WORKFORCE DEVELOPMENT

Employers granted a tax incentive will meet with the Central Ohio Workforce Investment Corporation (COWIC) to develop a relationship within 90 days to assure continuing employment opportunities for Columbus residents who are unemployed or underemployed.

IX. TAX BENEFIT

The recommended 60%/5-year Job Creation Tax Credit could yield a tax savings of \$318,750 for Resource Interactive over the incentive period.

X. AREA IMPACT/GREEN INITIATIVE

No residential or commercial displacement will occur as a result of this project.

Resource Interactive participates in a “Green Initiative” at their current location. The company received a grant from AEP to replace their existing light bulbs with energy efficient lights. As part of the “green initiative”, Resource Interactive uses paper products made from recycled paper, cleaning products without harmful chemicals, and ceramic stoneware cups and plates.