

FACT SHEET
JANUARY 2011
JENI'S SPLENDID ICE CREAM, LLC

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 opening a manufacturing and distribution facility in the City of Columbus.

II. PROJECT HISTORY

Jeni's Splendid Ice Creams, LLC, founded in 2002, is a family-owned and operated company. The co-founders are Jeni Britton Bauer and her husband Charley Bauer. Tom Bauer, Charley's brother, became a partner in 2003. With their small team, the company makes every batch of ice cream that is served in their four stores in Columbus and shipped to doorsteps nationwide. Jeni Britton Bauer became inspired to make artisan ice creams while working at a French patisserie. Drawing on the practices of a traditional pastry kitchen, Jeni created her own techniques to make American ice creams that are less sweet and more flavorful. Due to tremendous growth through the years, Jeni's has out grown their current facility and must expand into a larger manufacturing and distribution facility to meet the increased demands.

Jeni's Splendid Ice Creams, LLC is proposing to relocate its' manufacturing and distribution facility from Clinton Township into the City of Columbus. The company will purchase and renovate a 5,000 square foot building located at 909 Michigan Avenue, invest approximately \$75,000 in machinery and equipment, and relocate 13 full-time permanent positions, which will be all new to Columbus, and create 2 new full-time permanent positions.

Jeni's Splendid Ice Cream, LLC 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

Acquisition of Buildings	\$550,000
Improvements to Existing Building	\$100,000
Machinery & Equipment	\$75,000
TOTAL INVESTMENT	\$725,000

IV. DECISION & TIMING

The project is expected to begin January 2011 with a scheduled time of completion for March 2011, contingent upon Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

Jeni's Splendid Ice Creams, LLC will relocate its' manufacturing and distribution facilities into the City of Columbus, relocate and retain 13 full-time positions with an annual payroll of approximately \$344,000, which will be new to Columbus, and create 2 new full-time permanent positions. The total payroll to Columbus (retained and new) will be approximately \$409,080.

Position	Number of New Jobs	Hourly Rate	Annual Salary	Total Estimated Payroll for New Jobs
Kitchen Manager	1	\$18.75	\$39,000	\$39,000
Food Safety Manager	1	\$13.94	\$29,000	\$29,000
Baker	1	\$13.94	\$29,000	\$29,000
Evening Prod Manager	1	\$12.00	\$25,000	\$25,000
Evening Pastry Manager	1	\$12.50	\$26,000	\$26,000
Assistant Baker	2	\$12.00	\$25,000	\$50,000
Shift Leader	3	\$12.00	\$25,000	\$75,000
Fulfillment Leader	1	\$13.50	\$20,080	\$20,080
Catering Leader	1	\$12.50	\$26,000	\$26,000
Fulfillment Shift Lead	1	\$12.00	\$25,000	\$25,000
Managers	2	\$15.63	\$32,500	\$65,000
Total	15			\$409,080

Jeni's Splendid Ice Creams, LLC offers its full-time employees the following benefits after hire:

- Paid Holidays
- Paid Vacation/Personal Days
- Vacation Pay
- 401k Retirement Plan
- Employee Discount
- Employee Uniforms
- Medical/Dental Insurance

The proposed project will be located at 909 Michigan Avenue 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. 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	\$10,227	\$51,135

Incentive	Average Annual	5-year Summary
B. Proposed Incentive is equal to 25% of New Employee withholding	\$2,556	\$12,780

Total	Average Annual	5-year Summary
C. (A-B) Net Value to City	\$7,669	38,355

VIII. 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.

IX. TAX BENEFIT

The recommended 25%/5-year Jobs Growth Incentive could yield cash payment totaling \$12,780 for Jeni's Splendid Ice Creams, LLC over the incentive period.

X. AREA IMPACT/GREEN INITIATIVES

No residential or commercial displacement will occur as a result of this project. Jeni's strives to use environmentally friendly materials wherever available. Great efforts are being made to ensure the most productive methods used to recycle materials throughout the manufacturing process.