

**FACT SHEET
OCTOBER 2014
RTTW, LTD DBA TREETREE**

I. STATEMENT OF PURPOSE – Job Creation

The Department of Development recommends a Downtown Office Incentive of fifty percent (50%) for three (3) years for the purpose of creating 35 new full-time permanent positions and retaining 18 full-time employees in the Downtown Business District.

II. PROJECT HISTORY

During the lowest months of the economic recession in 2009, Becca Apfelstadt and Tiffany Wise quit their jobs and started treetree. The day they started the company a dead bonsai tree that Becca had nicknamed “treetree,” came back to life. The two were inspired by this revived tree and made it the agency’s namesake. The company specializes in advertising, brand strategy and development, digital marketing, and qualitative and quantitative market research. In 2011, they decided to do for treetree what they do for their clients by developing a new market position and strategy. In formulating this position, they recognized a need in the market that fell between design shops and larger agencies that are going after contracts to be the Agency of Record. The Agency of Special Projects was born, and it falls between the two ends of the industry spectrum (design shops and larger agencies). The company successfully carved out a unique niche in the industry that ignited the agency’s rapid growth. treetree’s company client roster includes well-known regional brands such as Alliance Data, Nationwide, and OhioHealth, among others. Most recently, treetree was named #506 on the 2014 INC 5000 list and was the fifth highest ranking Columbus-area company to make the list.

treetree is proposing to invest roughly \$270,000, which includes leasehold improvements, stand-alone computers, furniture and fixtures to relocate its corporate headquarters from East First Avenue into the Downtown Business District. The company will enter into a lease agreement on a vacant office space consisting of 7,900 sq. ft. inside “The Battleship Building”, located on corner of N. Fourth and Vine Streets. In addition, the company will retain 18 full-time jobs and create 35 new full-time permanent positions with an estimated annual payroll of approximately \$2.29 million to meet its increased sales growth and consumer demands.

Treetree is requesting a 50%/3-year Downtown Office Incentive from the City of Columbus to assist in the expansion of its corporate headquarters located in the Downtown Business District.

III. PROJECT INVESTMENT

Furniture & Fixtures	\$70,000
Leasehold Improvements	\$10,000
Stand-Alone Computers	\$190,000
TOTAL INVESTMENT	\$270,000

IV. DECISION & TIMING

The project will begin in January, 2015 with a scheduled time of completion for October 2017, contingent upon Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

The project will create 35 new full-time permanent positions with an estimated annual payroll of approximately \$2.29 million and retain 18 full-time positions with an annual payroll of approximately \$1.22 million.

Position	Number of New Jobs	Hourly Rate	Annual Salary	Total Estimated Payroll for New Jobs
Executive/Office Assistant	3	\$20.35	\$42,333	\$127,000
Group Account Director	1	\$72.12	\$150,000	\$150,000
Creative Director	1	\$43.27	\$90,000	\$90,000
Director	1	\$38.46	\$80,000	\$80,000
CFO	1	\$64.90	\$135,000	\$135,000
Account Leader	4	\$32.21	\$67,000	\$268,000
Sr. Special Project Manager	4	\$29.81	\$62,000	\$248,000
Special Project Manager	4	\$27.40	\$57,000	\$228,000
Special Project Coordinator	2	\$20.19	\$42,000	\$84,000
Copywriter	3	\$27.40	\$57,000	\$171,000
Lead Designer	3	\$34.62	\$72,000	\$216,000
Sr. Graphic Designer	3	\$32.21	\$67,000	\$201,000
Graphic Designer	2	\$27.40	\$57,000	\$114,000
Production Manager	2	\$26.44	\$55,000	\$110,000
Human Resources Manager	1	\$36.06	\$75,000	\$75,000
Total	35			\$2,297,000

Total payroll (retained and new) to Columbus will be approximately \$3.51 million.

Benefits provided to new employees begin immediately on first day of full-time employment and includes the following:

- Paid Holidays
- Vacation Pay
- Annual Bonus
- Severance Policy
- Disability Pay
- Pension Profit Sharing Plan
- Paid Vacation/Personal Days
- 401K Retirement Plan
- Training & Education Benefits
- Monthly Healthcare premium reimbursement via Health Reimbursement Account and monthly cell phone reimbursement.

The proposed expansion project will be located at 444 N. Front Street, Unit 101 aka “The Battleship Building”, 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 three (3) 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 3-YEAR SUMMARY

NEW REVENUE 3-YEAR SUMMARY		
Revenue	Average Annual	3-year Summary
A. New City Income Tax Revenue	\$57,425.00	\$172,275.00
Incentive	Average Annual	3-year Summary
B. Proposed Incentive is equal to 50% of New Employee withholding	\$28,712.50	\$86,137.50
Total	Average Annual	3-year Summary
C. (A-B) Net Value to City	\$28,712.50	\$86,137.50

IX. TAX BENEFIT

The recommended 50%/3-year Downtown Office Incentive could yield cash payments totaling \$86,137.50 to treetree over the incentive period.

X. AREA IMPACT/GREEN INITIATIVES

Although, treetree does not have a formalized green initiative plan, the company continuously evaluates methods to eliminate waste including using reusable glasses/plates. Employees are encouraged to use the office recycling bins and attend green-focused roundtables.