

**FACT SHEET**  
**ORANGE BARREL MEDIA, LLC and**  
**OB FRANKLINTON DEVELOPMENT, LLC**  
**APRIL 2013**

**I. STATEMENT OF PURPOSE – Enterprise Zone**

The Department of Development recommends an Enterprise Zone Tax Abatement of seventy-five percent (75%) for a period of ten (10) years on real property improvements and the creation of new employment in the City of Columbus.

**II. PROJECT HISTORY**

Orange Barrel Media, LLC was established in 2004 by founder and President Peter D. Scantland, an Upper Arlington native. The company owns and sells outdoor advertising in Columbus, Cleveland, Cincinnati, Boston, Washington D.C., Denver and Charlotte, North Carolina. OB Franklinton Development, LLC is Orange Barrel Media, LLC's real estate holding company.

OB Franklinton Development, LLC is proposing to acquire, renovate and redevelop an old vacant industrial site into a new corporate headquarters and production shop for Orange Barrel Media, LLC. The corporate headquarters will consist of approximately 10,000 sq. ft. of office space and the production shop will consist of another 7,200 sq. ft. of workable space. OB Franklinton Development, LLC will invest approximately \$4.71 million including acquisition cost, real property improvements, machinery, equipment, furniture and fixtures, while Orange Barrel Media, LLC will create 12 new full-time permanent positions with an estimated annual payroll of approximately \$1.0 million.

Orange Barrel Media, LLC and OB Franklinton Development, LLC is requesting an Enterprise Zone Tax Abatement to assist in the development of this project.

**III. PROJECT INVESTMENT**

ACQUISITION OF BUILDINGS	\$890,000
NEW CONSTRUCTION	\$2,000,000
IMPROVEMENTS TO EXISTING	\$200,000
MACHINERY & EQUIPMENT	\$1,000,000
FURNITURE & FIXTURES	\$100,000
STAND-ALONE COMPUTERS	\$20,000
LEASEHOLD IMPROVEMENTS	\$500,000
TOTAL	\$4,710,000

#### **IV. DECISION & TIMING**

The project is expected to begin July 2013 with a scheduled time of completion for July 2014, contingent upon Columbus City Council approval of the recommended tax incentive.

#### **V. EMPLOYMENT**

The project will create 12 new full-time permanent positions with an annual payroll of \$1.0 million.

<b>Position</b>	<b>New Jobs</b>	<b>Hourly Rate</b>	<b>Annual Pay</b>	<b>Total Estimated Salary</b>
Chief Financial Officer	1	\$72.12	\$150,000	\$150,000
Attorney	1	\$72.12	\$150,000	\$150,000
Accounting Clerical	2	\$28.85	\$60,000	\$120,000
Graphics Designer	4	\$31.25	\$65,000	\$260,000
Sales Account Executive	2	\$48.08	\$100,000	\$200,000
Sales Support	2	\$31.25	\$65,000	\$130,000
<b>Total</b>	<b>12</b>			<b>\$1,010,000</b>

Benefits provided to employees of Orange Barrel Media, LLC begins 30-days after employment and includes:

- Paid Holidays
- Vacation Pay
- Annual Bonus
- Disability Pay
- Paid Vacation/Personal Days
- 401K Retirement Plan
- Medical/Dental Insurance

The project is located at 251 N. Hartford Avenue and is accessible by public transportation (COTA). There is a COTA stop in close proximity of the project site.

#### **VI. REQUESTED PUBLIC PARTICIPATION**

The Department of Development recommends a 75%/10-year Enterprise Zone Tax Abatement to Orange Barrel Media, LLC and OB Franklinton Development, LLC if Columbus City Council approves the proposed tax incentive.

## VII. NEW TAX IMPACT: 10-YEAR SUMMARY

<b>Unabated Revenue</b>	<b>Average Annual</b>	<b>10-year Summary</b>
A. Real Property Tax Revenue	\$55,800	\$558,000
B. New City Income Tax Revenue	\$25,250	\$252,500
C. Total Unabated Tax Revenue	\$81,050	\$810,500
<b>Abatement Impact</b>	<b>Average Annual</b>	<b>10-year Summary</b>
D. Total Proposed Tax Abatement 75%/10-yrs on Real Property	\$41,850	\$418,500
E. Total Revenue Net of Tax Abatement ( <i>i.e.</i> , C-D)	\$39,200	\$392,000
<b>School District Impact Columbus City School District</b>	<b>Average Annual</b>	<b>10-year Summary</b>
F. Existing School District Revenue from Real Property at site	\$12,550	\$125,500
G. New Revenue as a Result of the Proposed Project	\$9,687	\$96,870
H. Total School District Revenue	\$22,237	\$222,370

## 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. The company must meet with COWIC within 90 days of passage of the legislation.

## IX. TAX BENEFIT

The recommended 75%/10-year Enterprise Zone Abatement could yield a tax savings of approximately \$418,500 for Orange Barrel Media, LLC over the term of the abatement. The Columbus Public Schools will receive an additional \$96,870 over the term of the abatement.

## **X. AREA IMPACT/GREEN INITIATIVES**

No residential or commercial displacement will occur as a result of this project. The company will be seeking a LEED certification of Gold with the new construction of its corporate headquarters. The company is proposing to install a significant solar cell system at the project site.