

**FACT SHEET
NOVEMBER 2009
ENGAUGE**

I. STATEMENT OF PURPOSE – Job Creation

The Department of Development recommends a Downtown Office Incentive of fifty percent (50%) for a period of four (4) years for the purpose of assisting Engauge in its company's expansion, the retention of 76 employees and the creation of 50 new full-time jobs

II. PROJECT HISTORY

Engauge is an advertising agency founded in 2007. The company offers advertising and promotion services, such as print and outdoor, radio and television, direct response, sales promotion, retail display and merchandising, channel marketing, and packaging services. The company's services also include media planning and buying, campaign management, public relations, and real estate and channel marketing; and online marketing, Internet and extranet development, site building, interaction and interface design, and usability planning. Engauge Communication was formerly known as TenUnited and changed its name to Engauge Communication in April 2008. The company is based in Columbus, Ohio with additional offices in Pittsburgh, Pennsylvania and Orlando, Florida.

Engauge is proposing to expand its corporate headquarters in Columbus by entering into a 6-year lease and acquiring an additional 6,000 square feet of its current office space. The company is proposing to invest approximately \$250,000 in leasehold improvements, retain 76 employees with an annual payroll of \$4.18 million and create fifty (50) new full-time permanent positions with approximately \$3.2 million in additional payroll, which is an estimated \$80,000 annually in new City income tax revenue.

Engauge is requesting a 50%/4-year Downtown Office Incentive from the City of Columbus to assist in its expansion project.

III. PROJECT INVESTMENT

Improvements to Existing Building	\$250,000
TOTAL INVESTMENT	\$250,000

IV. DECISION & TIMING

The project will begin in January 2010 with a scheduled time of completion for August 2010, contingent upon Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

Engauge is proposing to retain 76 full-time employees with an annual payroll of \$4.18 million and create 50 new full-time permanent positions with an estimated annual payroll of \$3.2 million.

Position	Number of New Jobs	Hourly Rate	Annual Salary	Total Estimated Payroll for New Jobs
Information Tech	50	\$30.77	\$64, 000	\$3,200,000
Total	50			\$3,200,000

Benefits begin the first month after 30 days of employment. The benefits include the following:

- Paid Holidays
- Paid Vacation/Personal Days
- Vacation Pay
- 401k Retirement Plan
- Pension Profit Sharing Plan
- Training & Education Benefits
- Disability Pay
- Annual Bonus
- Medical/Dental Insurance
- Severance Policy

The proposed project will be located at 375 N. Front Street Columbus, Ohio 43215 and 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 four (4) years.

VII. NEW TAX IMPACT/ANNUAL AND 4-YEAR SUMMARY

NEW REVENUE 4-YEAR SUMMARY

Revenue	Average Annual	4-year Summary
A. New City Income Tax Revenue	\$80,000	\$320,000

Incentive	Average Annual	4-year Summary
B. Proposed Incentive is equal to 50% of New Employee withholding	\$40,000	\$160,000

Total	Average Annual	4-year Summary
C. (A-B) Net Value to City	\$40,000	\$160,000

VIII. WORKFORCE DEVELOPMENT

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

IX. TAX BENEFIT

The recommended 50%/4-year Downtown Office Incentive could yield cash payments totaling \$160,000 for Engauge 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, the company has implemented a recycling program.