

FACT SHEET
OFFOR Health, Inc. dba SmileMD
February 2021

I. STATEMENT OF PURPOSE – JOB CREATION

The Department of Development recommends a dual-rate Jobs Growth Incentive for a term of up to two (2) consecutive years in consideration of an investment of approximately \$45,000 and the creation of 100 net new full-time permanent positions at a headquarters operation.

II. PROJECT HISTORY

Founded in 2014, and headquartered in Central Ohio, OFFOR Health, Inc. dba SmileMD (“SmileMD”) is a healthcare company that brings mobile anesthesia services for in-office surgical procedures. Specifically, the company brings an anesthesiologist and full care team to primarily pediatric dental offices to provide anesthesia services for their surgical procedures. Having these procedures done in small offices rather than larger facilities saves the providers and patients potentially thousands of dollars in medical bills and removes a bottleneck for services. Service areas presently include Ohio, Illinois, and Kentucky. New service areas will be in contiguous states coming online later this year and are the catalyst for the new employee growth.

SmileMD is proposing to invest a total project cost of approximately \$45,000 including \$40,000 in machinery and equipment and \$5,000 in leasehold improvements to build out their corporate headquarters and renovate an approximately 9,195 square-foot office space at 1103 Schrock Road, Suite 200, Columbus, Ohio 43229, parcel number 610-184216 (“Project Site”), to accommodate its increased sales growth and to meet its consumer demands. The company will create 100 net new full-time permanent positions with an annual payroll of \$6,781,000 and retain 23 full-time permanent positions with an annual payroll of \$1,886,000 at the **Project Site**.

SmileMD is requesting a dual-rate Jobs Growth Incentive from the City of Columbus to assist with the aforementioned project.

III. PROJECT INVESTMENT

INVESTMENT TYPE	PROPOSED VALUE
Machinery and Equipment	\$40,000
Leasehold Improvements	\$5,000
TOTAL INVESTMENT	\$45,000

IV. DECISION & TIMING

The project is expected to begin as soon as March 2021 with an anticipated completion date of May 2021.

V. EMPLOYMENT

The project is expected to create 100 jobs and to retain 23 full-time permanent office positions with an estimated annual payroll of approximately \$1,886,000.

Position Title	Number of New Jobs	Average Hourly Rate	Average Annual Salary	Total Estimated Payroll for New Positions
Human Resources	1	\$28.85	\$60,000	\$60,000
Paramedic	2	\$24.04	\$50,000	\$100,000
Director of Nursing	1	\$43.27	\$90,000	\$90,000
Director of Paramedics	1	\$60.10	\$125,000	\$125,000
Operations Manager	2	\$33.65	\$70,000	\$140,000
Paralegal	3	\$28.85	\$60,000	\$180,000
Auditor	6	\$31.25	\$65,000	\$390,000
Director of Compliance	2	\$60.10	\$125,000	\$250,000
Clinical Recruiter	16	\$31.25	\$65,000	\$1,040,000
Sales Support	20	\$33.65	\$70,000	\$1,400,000
Marketing	14	\$36.06	\$75,000	\$1,050,000
Expansion Coordinator	10	\$33.65	\$70,000	\$700,000
Billing Coordinator	3	\$19.23	\$40,000	\$120,000
Staff Attorney	1	\$48.08	\$100,000	\$100,000
Accountant	1	\$38.46	\$80,000	\$80,000
Bookkeeper	2	\$20.67	\$43,000	\$86,000
Director of Training	1	\$38.46	\$80,000	\$80,000
Data Analyst	2	\$31.25	\$65,000	\$130,000
CTO	1	\$72.12	\$150,000	\$150,000
Clinical Scheduler	2	\$28.85	\$60,000	\$120,000
Care Navigator	4	\$19.23	\$40,000	\$160,000
Credentialing Specialist	2	\$19.23	\$40,000	\$80,000
Customer Success Specialist	1	\$24.04	\$50,000	\$50,000
Office Manager	1	\$19.23	\$40,000	\$40,000
Payor Specialist	1	\$28.85	\$60,000	\$60,000
TOTAL	100			\$6,781,000

Total cumulative new payroll over the term of the Jobs Growth Incentive to Columbus will be approximately \$6,781,000.

Benefits provided to new employees begin upon date of hire, which includes the following:

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

- Disability Pay
- Training & Education Benefits
- Employee Uniforms

The proposed project site is located at 1103 Schrock Road, Suite 200, Columbus, Ohio 43229, parcel number 610-184216 which is accessible by public transportation (COTA).

VI. REQUESTED PUBLIC PARTICIPATION

The Department of Development recommends a dual-rate Jobs Growth Incentive in an amount equal to (i) twenty-five percent (25%) of the City of Columbus income tax withheld on the Columbus payroll of new employees and (ii) thirty percent (30%) of the City of Columbus income tax withheld on the Columbus payroll of new employees, who are also City of Columbus residents at the end of each calendar year, both for a term of up to two (2) consecutive years in consideration of the company’s proposed capital investment of \$45,000 and creation of 100 net new full-time permanent positions with an estimated payroll of approximately \$6,781,000.

Should SmileMD not be able to sufficiently document residency for an employee associated with this project during a calendar year of the term of the agreement, the default rate of the Jobs Growth Incentive to be applied that calendar year for that new employee shall be twenty-five percent (25%).

VII. NEW TAX IMPACT: ANNUAL & 2-YEAR SUMMARY

NEW REVENUE SUMMARY		
Revenue	Average Annual	2-year Summary
A. New City Income Tax Revenue	\$129,263	\$258,526
Incentive	Average Annual	2-year Summary
B. Proposed Incentive is equal to: (i) twenty-five percent (25%) of the City of Columbus income tax withheld on the Columbus payroll of new employees for a term up to two (2) consecutive years; and (ii) thirty percent (30%) of the City of Columbus income tax withheld on the Columbus payroll of new employees, who are also City of Columbus residents at the end of each calendar year, for a term up to two (2) consecutive years.	\$32,316 (at 25%) to \$38,779 (at 30%)	\$64,631 (at 25%) to \$77,558 (at 30%)
Total	Average Annual	2-year Summary
C. Net Value to City (i.e., A. - B.)	\$96,947 (25%) to \$90,484 (30%)	193,894 (at 25%) to 180,968 (at 30%)

VIII. TAX BENEFIT

The recommended dual-rate Jobs Growth Incentive could yield cash payments totaling between approximately \$64,631 (at 25%) - \$77,558 (at 30%) for SmileMD over the incentive term of up to two (2) consecutive years.

IX. AREA IMPACT/GREEN INITIATIVES

SmileMD reduces waste and energy use through recycling, lighting, and electronic records systems.