

**FACT SHEET
MAY 2018
IBOD COMPANY, INC.**

I. STATEMENT OF PURPOSE – JOB CREATION

The Department of Development recommends a Downtown Office Incentive of fifty percent (50%) for a period of up to five (5) consecutive years in consideration of a total investment of approximately \$1.03 million, the retention and relocation of 79 full-time permanent positions, and the creation of 463 new full-time permanent positions.

II. PROJECT HISTORY

The primary line of business for Root Insurance Company (“Root”), headquartered in Columbus, Ohio, is providing property and casualty insurance, in particular personal passenger auto insurance. Root relies on telematics and a customer's smartphone to deliver rates for good drivers based on their current driving data. Root was formed by a veteran of the insurance industry that saw a need to provide good drivers an insurance product that rewards them with low insurance premiums based on their driving ability. The company’s auto insurance products are sold, administered, and monitored through a smartphone app. Root does not employ agents to sell or administer its products.

Root is a subsidiary of IBOD Company, Inc. which was founded in 2015. IBOD Company, Inc. will be the employer of record for all positions created and retained as it recently severed a relationship with its former professional employer organization (PEO), Sequent, Inc. IBOD Company, Inc. intends to lease, renovate, and occupy approximately 65,000 square feet of office space at 80 E. Rich Street, Columbus, Ohio 43215 (“Project Site”) near the Columbus Commons. The expansion of the company’s headquarters and growth of their executive and customer support operation will support projected growth and provide access to a diverse and talented pool of prospective employees.

IBOD Company, Inc. will invest approximately \$1.03 million related to leasehold improvements and equipping the Project Site. IBOD Company, Inc. anticipates retaining and relocating 79 existing full-time permanent positions with an associated annual payroll of approximately \$8,407,464 from their current headquarters located at 34 W. Gay Street, Suite 2A, Columbus, Ohio 43215, and expects to create approximately 463 new full-time permanent positions with an associated annual payroll of approximately \$38.8 million.

IBOD Company, Inc. is requesting a Downtown Office Incentive from the City of Columbus to assist in the relocation and expansion of operations in Columbus.

III. PROJECT INVESTMENT

| INVESTMENT TYPE | PROPOSED VALUE |
|----------------------------------|----------------------------------|
| Machinery & Equipment | \$30,000 |
| Furniture & Fixtures | \$500,000 |
| Information Technology Equipment | \$500,000 |
| Leasehold improvements | TBD <i>(being negotiated)</i> |
| TOTAL INVESTMENT | \$1,030,000 |

IV. DECISION & TIMING

Real property improvements are expected to begin as soon as June 2018 with a scheduled time of completion by October 2018, contingent upon Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

IBOD Company, Inc. anticipates retaining and relocating 79 existing full-time permanent positions with an associated annual payroll of approximately \$8,407,464 and expects to create 463 new full-time permanent positions with an associated annual payroll of approximately \$38.8 million.

| Position Title | Number of New Jobs | Average Hourly Rate | Average Annual Salary | Total Estimated Payroll for New Positions |
|-----------------------|---------------------------|----------------------------|------------------------------|--|
| Data Science | 11 | \$57.69 | \$120,000.00 | \$1,320,000.00 |
| Actuary | 22 | \$40.87 | \$85,000.00 | \$1,870,000.00 |
| Engineering | 189 | \$51.92 | \$108,000.00 | \$20,412,000.00 |
| Product | 45 | \$52.88 | \$110,000.00 | \$4,950,000.00 |
| Administration | 7 | \$36.06 | \$75,000.00 | \$525,000.00 |
| Marketing | 25 | \$36.06 | \$75,000.00 | \$1,875,000.00 |
| Design | 23 | \$43.27 | \$90,000.00 | \$2,070,000.00 |
| HR | 7 | \$33.65 | \$70,000.00 | \$490,000.00 |
| Finance | 12 | \$45.67 | \$95,000.00 | \$1,140,000.00 |
| Customer Service | 122 | \$16.63 | \$34,600.00 | \$4,221,200.00 |
| TOTAL | 463 | | | \$38,873,200 |

IBOD Company, Inc. offers their full-time employees the following benefits:

- Paid holidays
- Paid vacation/personal days
- Vacation pay
- 401(k) retirement plan
- Annual bonus
- Medical/dental insurance
- Disability pay
- Training & education benefits

The proposed project site is located at 80 E. Rich Street, Columbus, Ohio 43215 and is accessible by public transportation (Central Ohio Transit Authority).

VI. REQUESTED PUBLIC PARTICIPATION

The Department of Development recommends a Downtown Office Incentive in an amount equal to fifty percent (50%) of the City of Columbus income tax withheld on the Columbus payroll of new employees for a term of up to five (5) consecutive years.

VII. NEW TAX IMPACT AND ANNUAL SUMMARY

| NEW REVENUE SUMMARY | | |
|--|-----------------------|-----------------------|
| Revenue | Average Annual | 5-year Summary |
| A. New City Income Tax Revenue | \$970,000 | \$4,850,000 |
| Incentive | Average Annual | 5-year Summary |
| B. Proposed Incentive is equal to fifty percent (50%) of New Employee withholdings | \$485,000 | \$2,425,000 |
| Total | Average Annual | 5-year Summary |
| C. Net Value to City (i.e., A. - B.) | \$485,000 | \$2,425,000 |

VIII. TAX BENEFIT

The recommended Downtown Office Incentive could yield cash payments totaling approximately \$2,425,000 for IBOD Company, Inc. over the incentive term of up to five (5) consecutive years.

IX. AREA IMPACT/GREEN INITIATIVES

IBOD Company, Inc. has a contract with a vendor to provide a recycling program for general office waste.