

**FACT SHEET
APRIL 2009
CLEAR SALEING, INC.**

I. STATEMENT OF PURPOSE- Job Creation & Retention

The Department of Development recommends a Job Creation Tax Credit Incentive of 65% for a period of 8 years for the purpose of retaining 14 jobs and creating 60 new positions within the City of Columbus.

II. PROJECT HISTORY

Founded in 2006, Clear Saleing, Inc. (Clear Saleing) is a leading technology provider to the online advertising market. Through its patent-pending technology and portfolio management platform, Clear Saleing provides Internet retailers and direct marketers with one of the only accurate ways to measure, compare and optimize profit across their online advertising portfolio. Clear Saleing's Advertising Analytics technology provides deep insight into virtually any online advertising campaign, including pay-per-click, shopping comparison engines, banners and email campaigns, and delivers targeted recommendations for improved opportunities. Clear Saleing's web-based service provides online advertisers with scarcely available performance visibility, accountability and transparency for their entire Internet advertising sources. Clear Saleing's customers include American Greetings, Brulant, Safe Auto, Stanley Steemer and Nationwide.

The proposed project involves an expansion at Clear Saleing's current facility located at 1177 Olentangy River Road with the understanding the company will need different larger space within the City during the term of the agreement.

Clear Saleing is also considering the New York, New Jersey, and Connecticut area on the basis of access to customers, complementary business and talent pool, as potential sites for this expansion.

The State has approved a Job Creation Tax Credit of 45% for 6 years for Clear Saleing.

The company is requesting from the City of Columbus a Job Creation Tax Credit to assist in the development of this project.

III PROJECT INVESTMENT

Software Development Costs	\$642,600
TOTAL INVESTMENT	\$642,600

IV. DECISION & TIMING

The project would begin in Spring 2009 with a scheduled time of completion for December 31, 2012, contingent upon Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

Clear Saleing proposes to retain 14 employees with an annual salary of \$1 million and create 60 new full-time permanent positions with an annual payroll of \$4.5 million.

Position	Number of New Jobs	Hourly Rate	Annual Salary	Total Estimated Payroll for New Jobs
Senior Developers	11	\$48.00	\$100,000	\$1,100,000
CFO	1	\$72.00	\$150,000	\$150,000
Financial Analyst	4	\$24.00	\$50,000	\$200,000
Campaign/Account Manager	21	\$24.00	\$50,000	\$1,050,000
VP Sales	1	\$72.00	\$150,000	\$150,000
VP Marketing	1	\$60.00	\$125,000	\$125,000
Sales Executive	15	\$48.00	\$100,000	\$1,500,000
Marketing Analyst	6	\$19.00	\$40,000	\$240,000
TOTAL	60			\$4,515,000

Benefits provided to employees of Clear Saleing include:

- Paid Personal Days
- Paid Vacation
- 401k Retirement Plan
- Medical/Dental Insurance
- Annual Bonus
- Paid Holidays
- Severance/ Clear Saleing does not have a formal severance policy, but typically provides 30 days severance with company initiated termination.

The project is located at 1177 Olentangy River Road and is accessible by public transportation (COTA).

VI. REQUESTED PUBLIC PARTICIPATION

The Department of Development recommends a 65%/8 year Job Creation Tax Credit. Clear Saleing will enter into a First Source Agreement for new and replacement jobs if Columbus City Council approves the proposed tax incentive. Similar projects include Optimum Technology and Intellinetics, Inc.

VII. NEW TAX IMPACT/ANNUAL AND 8-YEAR SUMMARY

Unabated Revenue	Average Annual	8-Year Summary
A. Corporate Franchise Tax	\$58,500	\$468,000
B. Income Tax Revenue	\$90,000	\$720,000
C. Total Unabated Tax Impact (A+B)	\$148,500	\$1,188,000

Abatement Impact	Average Annual	8-Year Summary
D. Proposed 65%/8 year JCTC Credit	\$58,500	\$468,000
E. Total Unabated Revenue to City (C-D)	\$90,000	\$720,000

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.

IX. TAX BENEFIT

The recommended 65%/8 year Job Creation Tax Credit incentive could yield a tax savings of \$468,000 for Clear Saleing over the incentive period.

X. AREA IMPACT/GREEN INITIATIVE

No residential or commercial displacement will occur as a result of this project. Clear Saleing participates in “Green Initiative” in the form of a recycling program.