

**FACT SHEET  
NOVEMBER 2015  
CHUTE GERDEMAN, INC.**

**I. STATEMENT OF PURPOSE – JOB CREATION**

The Department of Development recommends a Jobs Growth Incentive of twenty-five percent (25%) for a period of up to five (5) years in consideration of an investment of approximately \$197,000 related to leasehold improvements, the retention of 66 full-time permanent positions, and the creation of 41 new full-time permanent positions.

**II. PROJECT HISTORY**

Chute Gerdeman is a global leader in retail innovation, insight and design. Founded in 1989 by visionary leaders Elle Chute and Denny Gerdeman, Chute Gerdeman has created and transformed customer experiences for hundreds of the world’s top restaurant, retail, and hospitality brands.

Chute Gerdeman is proposing to expand operations at their existing corporate headquarters located at 455 South Ludlow Alley, Columbus, Ohio 43215 in the Brewery District. Chute Gerdeman, in partnership with their building owner, will renovate and equip approximately 4,000 square feet of currently vacant office space on the 2<sup>nd</sup> and 4<sup>th</sup> floors of the project site, construct an outdoor patio addition, construct a parking garage on the west end of the building to accommodate additional parking needs, and renovate the firm’s existing 19,200-square-foot offices. The company will invest approximately \$197,000 related to leasehold improvements with the remainder of the real property improvements being paid for by the property owner. Chute Gerdeman will retain 66 full-time permanent positions with an annual payroll of approximately \$5,145,218 and create 41 new full-time permanent positions with a new annual payroll of approximately \$2,519,190.

Chute Gerdeman, Inc. is requesting a Jobs Growth Incentive from the City of Columbus to assist in the expansion of its corporate headquarters.

**III. PROJECT INVESTMENT**

<b>INVESTMENT TYPE</b>	<b>PROPOSED VALUE</b>
LEASEHOLD IMPROVEMENTS ONLY	\$197,000
<b>TOTAL INVESTMENT</b>	<b>\$197,000</b>

**IV. DECISION & TIMING**

The project is expected to begin as early as March, 2016 with an anticipated completion date of July, 2016, pending Columbus City Council approval of the recommended tax incentive.

**V. EMPLOYMENT**

The project will retain 66 full-time permanent positions with an annual payroll of approximately \$5,145,218 and create 41 new full-time permanent positions with a new annual payroll of approximately \$2,519,190.

<b>Position Title</b>	<b>Number of New Jobs</b>	<b>Average Hourly Rate</b>	<b>Average Annual Salary</b>	<b>Total Estimated Payroll for New Positions</b>
Design Studio	34	\$28.00	\$58,240	\$1,980,160
Sales/Marketing	2	\$41.00	\$85,280	\$170,560
Project/Client Management	2	\$38.65	\$80,392	\$160,784
Strategy	2	\$39.85	\$82,888	\$165,776
Back Office (Finance, HR, IT, Admin)	1	\$20.15	\$41,912	\$41,912
<b>TOTAL</b>	<b>41</b>			<b>\$2,519,192</b>

Chute Gerdeman, 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
- Severance policy
- Disability pay
- Pension profit sharing plan
- Training & education benefits

The proposed project site has access to nearby public transportation (Central Ohio Transit Authority).

**VI. REQUESTED PUBLIC PARTICIPATION**

The Department of Development recommends a Jobs Growth Incentive equal to twenty-five percent (25%) of the amount of new employee city income tax withholding for a term of up to five (5) years.

**VII. 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.

**VIII. NEW TAX IMPACT**

<b>NEW REVENUE SUMMARY</b>		
<b>Revenue</b>	<b>Average Annual</b>	<b>5-year Summary</b>
A. New City Income Tax Revenue	\$62,980	\$314,900
<b>Incentive</b>	<b>Average Annual</b>	<b>5-year Summary</b>
B. Proposed Incentive is equal to twenty-five percent (25%) of New Employee withholdings	\$15,745	\$78,725
<b>Total</b>	<b>Average Annual</b>	<b>5-year Summary</b>
C. Net Value to City (i.e., A. - B.)	\$47,235	\$236,175

**IX. TAX BENEFIT**

The recommended Jobs Growth Incentive could yield cash payments totaling approximately \$78,725 for Chute Gerdeman, Inc. over the incentive term of up to five (5) years.

**X. AREA IMPACT/GREEN INITIATIVES**

Chute Gerdeman has implemented a company-wide recycling program and has focused on becoming “paperless” with many of their contracts and documents.