

FACT SHEET
SEPTEMBER 2019
CANDID CARE CO.

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 \$850,000 and the creation of 150 new full-time permanent positions.

II. PROJECT HISTORY

Candid Care Co. (“Candid”) is an orthodontics company that gives customers the power to buy a clear orthodontist-created alignment plan online—at 65% less than traditional braces. Founded in 2017 by a team of startup veterans with experience across healthcare, hospitality, tech and finance, Candid provides customers the chance to get the smile they want, right at home.

Candid intends to lease, equip, and occupy an approximately 35,000-square-feet of office space in two buildings in the central business district. Its administrative and dental lab operations in Columbus will be located at 34 S. Third Street, Columbus, Ohio 43215 and 107 S. High Street, Columbus, Ohio 43215 (“Project Sites”). The establishment of operations in Columbus will allow Candid to expand customer care, administrative and lab services beyond their headquarters in New York.

Candid anticipates investing approximately \$850,000 – of which approximately \$100,000 will be related to real property improvements – to equip the Project Sites. Candid expects to create approximately 150 net new full-time permanent positions with an associated new annual payroll of approximately \$6,000,000.

Candid 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 and Equipment	\$750,000
Leasehold Improvements	\$100,000
TOTAL INVESTMENT	\$850,000

IV. DECISION & TIMING

Real property improvements are expected to begin as early as September 2019 with a scheduled time of completion of January 2020, contingent upon Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

Candid expects to create approximately 150 net new full-time permanent positions with an associated new annual payroll of approximately \$6,000,000 by December 31, 2021.

Position Title	Number of New Jobs	Average Hourly Rate	Average Annual Salary	Total Estimated Payroll for New Positions
General Manager	1	\$108.17	\$225,000	\$225,000
Managers	7	\$42.27	\$90,000	\$630,000
HR Business Partner	1	\$42.27	\$90,000	\$90,000
Lead Recruiter	1	\$40.87	\$85,000	\$85,000
Office Manager	1	\$20.38	\$42,400	\$42,400
Dental Assistant	5	\$19.00	\$39,520	\$197,600
Fulfillment Associate	10	\$15.00	\$31,200	\$312,000
Sales Representative	15	\$20.19	\$42,000	\$630,000
Insurance Associate	2	\$24.04	\$50,000	\$100,000
Finance Associate	2	\$24.04	\$50,000	\$100,000
Customer Support I	80	\$16.00	\$33,280	\$2,662,400
Customer Support II	15	\$17.00	\$35,360	\$530,400
Customer Support III	10	\$19.00	\$39,520	\$395,200
TOTAL	150			\$6,000,000

Candid offers their full-time employees the following benefits:

- Paid holidays
- Paid vacation/personal days
- Vacation pay
- Annual bonus
- Medical/dental insurance
- Employee Discounts
- Vision Insurance

The proposed project sites located at 34 S. Third Street, Columbus, Ohio 43215 and 107 S. High Street, Columbus, Ohio 43215 are 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	\$150,000	\$750,000
Incentive	Average Annual	5-year Summary
B. Proposed Incentive is equal to fifty percent (50%) of New Employee withholdings	\$75,000	\$375,000
Total	Average Annual	5-year Summary
C. Net Value to City (i.e., A. - B.)	\$75,000	\$375,000

VIII. TAX BENEFIT

The recommended Downtown Office Incentive could yield cash payments totaling approximately \$375,000 for Candid over the incentive term of up to five (5) consecutive years.

IX. AREA IMPACT/GREEN INITIATIVES

Candid recycles typical office waste (paper, packaging, bottle/cans, etc.).