

**FACT SHEET
PEOPLETOMYSITE.COM, LLC DBA THE SHIPYARD
MARCH 2014**

I. STATEMENT OF PURPOSE – JOB CREATION

The Department of Development recommends a Columbus Downtown Office Incentive with PeopleToMySite.com, LLC, dba The Shipyard, for a tax incentive of fifty percent (50%) for a period of up to five (5) years in consideration of an investment of approximately \$200,000 related to the acquisition of stand-alone computers and leasehold improvements at a project location in downtown Columbus, the retention of 50 full-time permanent positions with an estimated annual payroll of approximately \$2.45 million, and the creation of 50 new full-time permanent positions with an estimated new annual payroll of approximately \$2.75 million.

II. PROJECT HISTORY

Incorporated in 2005, PeopleToMySite.com, LLC is a contemporary internet marketing solutions provider located in Columbus, Ohio. PeopleToMySite.com, LLC focuses on crafting high-end internet technology solutions aimed at driving business through the internet. The company specializes in helping marketers acquire and keep customers and was formed by Rick Milenthal, Chief Executive Officer, after he left Engauge Marketing (Columbus, Ohio) where he was executive chairman, after its sale to the Publicis Groupe SA. Two companies in which Mr. Milenthal invested, Fugent Inc. and PeopleToMySite.com, LLC, have become part of The Shipyard.

PeopleToMySite.com, LLC is proposing to extend their lease of approximately 10,000 sq. ft. of office space located at 580 North Fourth Street, Suite 500 Columbus, Ohio 43215 in order to more than double their existing workforce. The project involves a total investment of approximately \$200,000 related to the acquisition of stand-alone computers and leasehold improvements at the project location. The project will retain 50 full-time permanent positions with an estimated annual payroll of approximately \$2.45 million and create 50 new full-time permanent positions with an estimated new annual payroll of approximately \$2.75 million to meet customer demands.

PeopleToMySite.com, LLC is requesting a Columbus Downtown Office Incentive from the City of Columbus to assist in the expansion of operations in the downtown business district.

III. PROJECT INVESTMENT

INVESTMENT TYPE	PROPOSED VALUE
Stand-alone computers	\$100,000
Leasehold improvements	\$100,000
TOTAL INVESTMENT	\$200,000

DECISION & TIMING

The project will begin soon after Columbus City Council approval of the recommended tax incentive.

IV. EMPLOYMENT

The project will retain 50 full-time permanent positions with an estimated annual payroll of approximately \$2.45 million and create 50 new full-time permanent positions with an estimated new annual payroll of approximately \$2.75 million.

Position Title	Number of New Jobs	Average Hourly Rate	Average Annual Salary	Total Estimated Payroll for New Positions
Information Technology	40	\$24.04	\$50,000	\$2,000,000
Sales	5	\$36.06	\$75,000	\$375,000
Operations	5	\$36.06	\$75,000	\$375,000
TOTALS	50			\$2,750,000

PeopleToMySite.com, LLC offers their full-time employees the following benefits which begin approximately 14 days after hire:

- Paid Holidays
- Paid Vacation/Personal Days
- Vacation Pay
- Annual Bonus
- Medical/Dental Insurance
- Severance Policy
- Training & Education Benefits

The proposed project site is located at 580 North Fourth Street, Columbus, Ohio 43215 and is accessible by public transportation (Central Ohio Transit Authority).

V. REQUESTED PUBLIC PARTICIPATION

The Department of Development recommends a Columbus Downtown Office Incentive equal to fifty percent (50%) of the amount of new employee city income tax withholding for a term of up to five (5) years.

VI. 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.

VII. NEW TAX IMPACT AND ANNUAL SUMMARY

NEW REVENUE SUMMARY		
Revenue	Average Annual	5-year Summary
A. New City Income Tax Revenue	\$68,750	\$343,750
Incentive	Average Annual	5-year Summary
B. Proposed Incentive is equal to 50% of New Employee withholdings	\$34,375	\$171,875
Total	Average Annual	5-year Summary
C. Net Value to City (i.e., A. - B.)	\$34,375	\$171,875

VIII. TAX BENEFIT

The recommended Columbus Downtown Office Incentive could yield cash payments totaling approximately \$171,875 for PeopleToMySite.com, LLC over the incentive term of up to five (5) years.

IX. AREA IMPACT/GREEN INITIATIVES

PeopleToMySite.com, LLC participates in the recycling of paper, packaging, and garbage waste.