

**FACT SHEET
SEPTEMBER 2016
HUCKBERRY, INC.**

I. STATEMENT OF PURPOSE – JOB CREATION

The Department of Development recommends a dual-rate Jobs Growth Incentive for a term of three (3) consecutive years in consideration of an investment of approximately \$100,000 and the creation of 158 new full-time permanent positions.

II. PROJECT HISTORY

Huckberry, Inc. (“Huckberry”) is an e-commerce retailer of men’s clothing, housewares, and camping gear launched in 2010 and headquartered in San Francisco, California. Huckberry is an online shop and journal that inspires more active, adventurous, and stylish lives through members-only sales and original story-telling. Huckberry Co-Founders take pride that the brand, “is equal parts store, magazine, and inspiration”.

Huckberry is proposing to relocate a large portion of their warehousing, and related business operation, into an existing distribution center located at 6600 Donn Eisele Road, Suite #2 Columbus, Ohio 43217 where the company will lease approximately 62,500 square feet. Administrative/headquarter operations will remain in San Francisco. The project involves a total investment of approximately \$100,000 related to the acquisition of machinery/equipment and furniture/fixtures, and leasehold improvements.

Huckberry anticipates creating 158 new full-time permanent positions in support of this project with an associated new annual payroll of approximately \$5,226,520. The new positions include warehouse and customer service positions.

Huckberry, Inc. is requesting a dual-rate Jobs Growth Incentive from the City of Columbus to assist in the establishment of its operations.

III. PROJECT INVESTMENT

INVESTMENT TYPE	PROPOSED VALUE
Machinery & Equipment	\$10,000
Furniture & Fixtures	\$70,000
Information Technology	\$10,000
Leasehold Improvements Only	\$10,000
TOTAL INVESTMENT	\$100,000

IV. DECISION & TIMING

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

V. EMPLOYMENT

The project is expected to create 158 new full-time permanent positions with a new annual payroll of approximately \$5,226,520.

Position Title	Number of New Jobs	Average Hourly Rate	Average Annual Salary	Total Estimated Payroll for New Positions
Warehouse Manager	12	\$23.00	\$47,840	\$574,080
Warehouse Associate	125	\$15.05	\$31,304	\$3,913,000
Customer Service Manager	6	\$23.00	\$47,840	\$287,040
Customer Service Associate	15	\$14.50	\$30,160	\$452,400
TOTAL	158			\$5,226,520

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

- Paid holidays
- Paid vacation/personal days
- Medical/dental insurance
- Employee discounts

Benefits are not expected to be offered to temporary employees – which are *not* included in this incentive. 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 three (3) consecutive years.

The Department of Development recommends a dual-rate Jobs Growth Incentive in an amount equal to (i) twenty-five percent (25%) of the City of Columbus income tax withheld on the Columbus payroll of new employees and (ii) thirty percent (30%) of the City of Columbus income tax withheld on the Columbus payroll of new employees, who are also City of Columbus residents at the end of each calendar year, both for a term of three (3) consecutive years.

If Huckberry is not able to sufficiently document residency for an employee associated with this project during a calendar year of the term of the agreement, the default rate of

the Jobs Growth Incentive to be applied that calendar year for that new employee shall be twenty-five percent (25%).

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

NEW REVENUE SUMMARY		
Revenue	Average Annual	3-year Summary
A. New City Income Tax Revenue	\$130,663	\$391,989
Incentive	Average Annual	3-year Summary
B. Proposed Incentive is equal to: (i) twenty-five percent (25%) of the City of Columbus income tax withheld on the Columbus payroll of new employees for a term of three (3) consecutive years; and (ii) thirty percent (30%) of the City of Columbus income tax withheld on the Columbus payroll of new employees, who are also City of Columbus residents at the end of each calendar year, for a term of three (3) consecutive years.	\$32,665 (at 25%) to \$39,198 (at 30%)	\$97,995 (at 25%) to \$117,594 (at 30%)
Total	Average Annual	3-year Summary
C. Net Value to City (i.e., A. - B.)	\$97,998 (at 25%) to \$91,465 (at 30%)	\$293,994 (at 25%) to \$274,395 (at 30%)

IX. TAX BENEFIT

The recommended dual-rate Jobs Growth Incentive could yield cash payments totaling between approximately \$97,995 (at 25%) – \$117,594 (at 30%) for Huckberry, Inc. over the incentive term of three (3) consecutive years.

X. AREA IMPACT/GREEN INITIATIVES

Huckberry, Inc. does not expect to adopt any green initiatives or recycling programs at this time.