

FACT SHEET
JULY 2014
CHRISTOPHER HAMRICK DBA BASECRAFT

I. STATEMENT OF PURPOSE – Job Creation

The Department of Development recommends a Downtown Office Incentive of fifty percent (50%) for three (3) years for the purpose of creating 30 new full-time permanent positions and retaining 6 full-time employees in the Downtown Business District.

II. PROJECT HISTORY

Founded in 2013 by Christopher Hamrick, Basecraft is a creative marketing agency that specializes in branding and marketing. The company is unique to the industry in that it encompasses all aspects of branding including website function and design as well as interior office design and packaging. Chris has played the lead role in re-imaging the entire footprint of The Ohio State University Wexner Medical Center, and helping DSW and Bath & Body Works elevate their brand experiences online. Chris earned his degree in Marketing and eBusiness from the University of Akron; afterwards, he spent a couple of years working with brands like Moen and Goodyear. He then went on to start his first agency, Hamrick Creative where he created experiences for Jeni's, Paradise Garage, Collier West, and more. In 2009, Chris sold Hamrick Creative and joined CareWorks Tech as their first Creative Director. After a three year tenure at CareWorks, he resigned to start Basecraft.

Basecraft is proposing to expand its corporate headquarters by investing \$110,000 in leasehold improvements, which includes machinery and equipment. The company will enter into a lease agreement for additional office space inside the Fifth Third Center consisting of approximately 3,000 square feet. Basecraft will retain 6 full-time jobs and create 30 new full-time permanent positions with an estimated annual payroll of approximately \$1.2 million to meet its increased sales growth and consumer demands.

Christopher Hamrick, dba Basecraft is requesting a 50%/3-year Downtown Office Incentive from the City of Columbus to assist in the expansion of its corporate headquarters located in the Downtown Business District.

III. PROJECT INVESTMENT

Machinery & Equipment	\$100,000
Leasehold Improvements	\$10,000
TOTAL INVESTMENT	\$110,000

IV. DECISION & TIMING

The project will begin in July, 2014 with a scheduled time of completion for December 2014, contingent upon Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

The project will create 30 new full-time permanent positions with an estimated annual payroll of approximately \$1.2 million and retain 6 full-time positions with an annual payroll of approximately \$234,000.

Position	Number of New Jobs	Hourly Rate	Annual Salary	Total Estimated Payroll for New Jobs
Creative/Customer Service	30	\$19.23	\$40,000	\$1,200,000
Total	30			\$1,200,000

Total payroll (retained and new) to Columbus will be approximately \$1.43 million.

Benefits provided to new employees begin upon hire date:

- Paid Holidays
- Vacation Pay
- Disability
- Medical/Dental Insurance
- Training & Education Benefits

The proposed expansion project will be located at 21 E. State Street, Suite 1850 Columbus, Ohio 43215, which is accessible by public transportation (COTA).

VI. REQUESTED PUBLIC PARTICIPATION

The Department of Development recommends a Downtown Office Incentive equal to fifty percent (50%) of the amount of new employee city income tax withholding for three (3) years.

VII. WORKFORCE DEVELOPMENT

Employers granted a tax incentive will meet with the Central Ohio Workforce Investment Corporation (COWIC) within 90 days to develop a relationship to assure continuing employment opportunities for Columbus residents who are unemployed or underemployed.

VIII. NEW TAX IMPACT/ANNUAL AND 3-YEAR SUMMARY

NEW REVENUE 3-YEAR SUMMARY		
Revenue	Average Annual	3-year Summary
A. New City Income Tax Revenue	\$30,000	\$90,000
Incentive	Average Annual	3-year Summary
B. Proposed Incentive is equal to 50% of New Employee withholding	\$15,000	\$45,000
Total	Average Annual	3-year Summary
C. (A-B) Net Value to City	\$15,000	\$45,000

IX. TAX BENEFIT

The recommended 50%/3-year Downtown Office Incentive could yield cash payments totaling \$45,000 to Basecraft over the incentive period.

X. AREA IMPACT/GREEN INITIATIVES

Although Basecraft does not have a formalized green initiative plan, the company continuously evaluates methods to eliminate waste.