

**FACT SHEET
NOVEMBER 2016
DSW INC., DSW SHOE WAREHOUSE, INC.,
DSW INFORMATION TECHNOLOGY LLC,
DSW LEASED BUSINESS DIVISION LLC
BRAND CARD SERVICES LLC AND eTAILDIRECT LLC**

I. STATEMENT OF PURPOSE –Job Creation

The Department of Development recommends a Job Creation Tax Credit of fifty percent (55%) for a period of five (5) years for the purpose of creating new employment opportunity for the citizens of the City of Columbus.

II. PROJECT HISTORY

DSW Inc. is a leading branded footwear and accessories retailer that offers a wide selection of brand name and designer dress, casual and athletic footwear, and accessories for women, men and kids. The company was founded in 1991, opening its first DSW store in Dublin, Ohio. The company operates 481 stores in 42 states, the District of Columbia and Puerto Rico, as well as 386 leased departments for other retailers in the United States, making the company one of the fastest growing retailers. DSW Inc.’s headquarters, distribution and fulfillment operations are located in the Columbus International Air Center Business Park, Columbus, Ohio and include the following subsidiaries: DSW Inc., DSW Show Warehouse, Inc., DSW Information Technology LLC, DSW Leased Business Division LLC, Brand Card Services LLC and eTailDirect, LLC, collectively, and hereinafter referred to as “DSW”.

DSW is in the initial stages of implementing a robust growth strategy to increase its children’s shoes line, expand its store base, enhance its omni-channel capabilities, and broaden its global reach. To execute this strategic growth plan, DSW proposes to reconfigure its corporate headquarters at 810 DSW Drive, Columbus, Ohio 43219 and invest approximately \$3.6 million in building improvements on a vacant space consisting of approximately 82,000 square feet at 4314 East Fifth Avenue, Columbus, Ohio 43219, inside the Republic Airways repurposed hangar. DSW proposes to enter into a 5-year lease agreement on this vacant space, create 100 new full-time permanent positions with an estimated annual payroll of approximately \$8.32 million and retain the current 840 jobs with an annual payroll of approximately \$71.32 million as per the application (final retained job count will be effective as of December 31, 2016). With the additional space, DSW will be create a business park campus in three separate facilities (810 DSW Drive, 4150 and 4314 East Fifth Avenue, Columbus, Ohio 43219), to house the proposed new positions as well as the retained jobs.

DSW is requesting from the City of Columbus, a Job Creation Tax Credit to assist in the development of this project.

III. PROJECT INVESTMENT

Improvements to existing building	\$3,600,000
TOTAL INVESTMENT	\$3,600,000

IV. DECISION & TIMING

The project is scheduled to begin in November 2016 with a scheduled time of completion for January 2017, contingent upon Columbus City Council approval of the recommended tax incentive.

V. EMPLOYMENT

The project will create 100 new full-time permanent positions with an estimated annual payroll of \$8.32 million and retain 840 full-time jobs with an annual payroll of approximately \$71.32 million as per the application.

Position	Number of New Jobs	Hourly Rate	Annual Salary	Total Estimated Payroll for New Jobs
Merchandising	20	\$45.00	\$93,600	\$1,872,000
Marketing	15	\$50.00	\$104,000	\$1,560,000
IT	25	\$45.00	\$93,600	\$2,340,000
Customer Service	15	\$12.00	\$24,960	\$374,400
Accounting/Finance	10	\$40.00	\$83,200	\$832,000
Inventory Management	10	\$50.00	\$104,000	\$1,040,000
Store Operations	5	\$29.00	\$60,320	\$301,600
Total	100			\$8,320,000

Benefits provided to new employees of DSW begin 30 days after date of hire and include the following:

- Paid Holidays
- Vacation Pay
- Annual Bonus
- Severance Policy
- Disability Pay
- Paid Vacation/Personal Days
- 401K Retirement Plan
- Medical/Dental Insurance
- Employee Discounts
- Training & Education Benefits

The proposed project sites will be located at 4314 E. Fifth Avenue, 810 DSW Drive (the company's corporate headquarters), and 4150 E. Fifth Avenue, Columbus, Ohio 43219 and all are accessible by public transportation (COTA).

VI. REQUESTED PUBLIC PARTICIPATION

The Department of Development recommends a Job Creation Tax Credit equal to fifty-five percent (55%) of the amount of new employee city income tax withholding for five (5) consecutive years to DSW.

VII. NEW TAX IMPACT/ANNUAL AND 5-YEAR SUMMARY

Unabated Revenue	Average Annual	5-Year Summary
A. Income Tax Revenue from new employees	\$208,000	\$1,040,000

Abatement Impact	Average Annual	5-Year Summary
B. Projected 55%/5-year JCTC Credit	\$114,400	\$572,000
C. (A-B) Net Value to City	\$93,600	\$468,000

VIII. WORKFORCE DEVELOPMENT

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

IX. TAX BENEFIT

The recommended 55%/5-year Job Creation Tax Credit incentive could yield a tax savings of approximately \$572,000 for over the incentive period.

X. AREA IMPACT/GREEN INITIATIVES

DSW has installed LED lighting at its corporate headquarters and in several other facilities. The company has several paper, bottle and can recycling bins throughout its offices to encourage employees to participate in its recycling program.