

FACT SHEET
Xvariable, Inc. dba Loop Returns
March 2020

I. STATEMENT OF PURPOSE – JOB CREATION

The Department of Development recommends a dual-rate Jobs Growth Incentive for a term of up to three (3) consecutive years in consideration of an investment of approximately \$200,000 and the creation of 40 net new full-time permanent positions at a headquarters operation.

II. PROJECT HISTORY

Founded in 2016, and headquartered in Columbus, Ohio Xvariable, Inc. dba Loop Returns (“**Loop**”) is a computer software company specializing in the returns and exchanges of retail merchandise. To date, the company’s product has processed more than two million returns for 200 of its own customers. Clients include Brookline, Allbirds, PuraVida, Shopify, and more. Loop provides complete returns automation, new product exchanges, and a fully-customized portal which simplifies the returns process for their client’s support team and customers.

Loop is proposing to invest a total project cost of approximately \$200,000 to build out their corporate headquarters, which includes \$175,000 in leasehold improvements and \$25,000 in furniture and fixtures to renovate an approximately 7,350 square-foot office space at 797 N. Wall St., Columbus, Ohio 43215, parcel number 010-009149 (“**Project Site**”), to accommodate its increased sales growth and to meet its consumer demands. The company will create 40 net new full-time permanent positions with an annual payroll of \$3,400,000 and retain 14 full-time permanent positions with an annual payroll of \$1,156,999 at the **Project Site**.

Loop is requesting a dual-rate Jobs Growth Incentive from the City of Columbus to assist with the aforementioned project.

III. PROJECT INVESTMENT

INVESTMENT TYPE	PROPOSED VALUE
Leasehold Improvements	\$175,000
Furniture & Fixtures	\$25,000
TOTAL INVESTMENT	\$200,000

IV. DECISION & TIMING

The project is expected to begin as soon as March 2020 with an anticipated completion date of June 2020.

V. EMPLOYMENT

The project is expected to retain 14 full-time permanent office positions with an estimated annual payroll of approximately \$1,156,999.

Position Title	Number of New Jobs	Average Hourly Rate	Average Annual Salary	Total Estimated Payroll for New Positions
Developers	15	\$43.27	\$90,000	\$1,350,000
Engineers	15	\$43.27	\$90,000	\$1,350,000
Sales	5	\$33.65	\$70,000	\$350,000
Help Desk	5	\$33.65	\$70,000	\$350,000
TOTALS	40			\$3,400,000

Total cumulative new payroll over the term of the Jobs Growth Incentive to Columbus will be approximately \$3,400,000.

Benefits provided to new employees begin upon date of hire, which includes the following:

- Paid Holidays
- Vacation Days
- Paid Vacation/Personal Days
- 401K Retirement Plan
- Medical/Dental Insurance
- Severance Policy

The proposed project site is located at 797 N. Wall St., Columbus, Ohio 43215, parcel number 010-009149 which is accessible by public transportation (COTA).

VI. REQUESTED PUBLIC PARTICIPATION

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 up to three (3) consecutive years.

Should Loop not be 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. NEW TAX IMPACT: ANNUAL & 3-YEAR SUMMARY

NEW REVENUE SUMMARY		
Revenue	Average Annual	3-year Summary
A. New City Income Tax Revenue	\$85,000	\$255,000
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 up to 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 up to three (3) consecutive years.	\$21,250 (at 25%) to \$25,500 (at 30%)	\$63,750 (at 25%) to \$76,500 (at 30%)
Total	Average Annual	3-year Summary
C. Net Value to City (i.e., A. - B.)	\$63,750 (at 25%) to \$59,500 (at 30%)	\$191,250 (at 25%) to \$178,500 (at 30%)

VIII. TAX BENEFIT

The recommended dual-rate Jobs Growth Incentive could yield cash payments totaling between approximately \$63,750 (at 25%) - \$76,000 (at 30%) for Loop over the incentive term of up to three (3) consecutive years.

IX. AREA IMPACT/GREEN INITIATIVES

Loop reduces waste and energy use through recycling, lighting, and electronic records systems.