



**Business Location Facts**  
 Labor & Economic Development Committee

District # 9, Councilwoman Ward-Pugh

**Corporate Information:** White Clay Consulting, Inc.  
 1515 Story Avenue  
 Louisville, KY 40206

**Category:**  
 Expansion

**Metro Location:** Same as above

**Web Site:**  
 www.whiteclay.com

**Business/Project Description:** White Clay Consulting, Inc. is a software development and banking consulting firm based in Louisville, Kentucky. Founded in 2006, White Clay works with regional banks to help them improve client relationship management and corporate performance tracking. White Clay currently employs 13 full-time staff in Kentucky, with additional employees in North Carolina and Michigan. White Clay plans to expand their current Louisville headquarters with the construction of an 8,000 square foot building on a recently acquired parcel. They anticipate working with 3 or 4 new clients in the coming years and the new employees will be necessary to meet the needs that will create.

**Primary Incentive Requested:**  KBI  KEIA  OTHER(s)

**Local Participation:** Recommended local occupational tax participation level is **1%**

**KEDFA Readings**

**Preliminary Approval Date:** May 30, 2013  
**Projected Final Approval Date:** Expected May 2014  
**Projected Activation Date:** Expected 2Q2015

**Investment and Employment:**

Existing Local Employment: **11** Total Square Footage: **17,165 SF**  
 Jobs to be created at activation: **30** Ultimate Investment: **\$1,850,000**  
 Average F/T Salary: **\$72,800** New Payroll at activation: **\$2,184,000**

**Local Annual Economic Impact at Activation (year one of credits):**

	<b>Jefferson County Direct Impact</b>	<b>Direct + Indirect + Induced Impact</b>
<b>Projected tax revenues</b>	\$73,607	\$125,750
<b>*0.75% KBI Contribution</b>	\$21,840	\$21,840
<b>Net benefit to Jefferson County (Local new taxes, less 1% KBI occupational tax contribution)</b>	\$51,767	\$103,910

\*State to Local Ratio is 75/25 – KY contributes 3%; Louisville contributes 1%.