

2009 ACTION PLAN





› To all businesses
in the Columbus region:

The challenges you face this year are real. We understand that. Your business plans have moved from quarterly review to monthly, weekly, and even daily. It's an uncertain time.

Nationally, it's a time of change. In Columbus, it's a time for determination, perseverance, and collaboration. We're a community that is open and accepting. Our diverse business sectors, people, and opinions serve us well.

As your Chamber, we're with you through your successes and challenges. We're here to support you and our community.

The following pages provide a high-level overview of the Chamber's key areas of focus. Our first priority is your business. Call on us as your partner.

Sincerely,

Dave Blom

President and CEO, OhioHealth

Chair, Columbus Chamber Board of Directors

Ty D. Marsh

President, Columbus Chamber

Your Chamber

The Columbus Chamber leads and supports economic growth and development in the Columbus region. We exist to generate economic growth opportunities for you.

Goals

Attract new business and jobs to the Columbus region

Retain and expand existing business and jobs

Unprecedented times

For many, this is the first time we've faced such economic uncertainty. In Columbus, we must take on this challenge as we do all others — with determination, directed energy, strategic focus, confidence, and support for one another. We will stay the course, leveraging our assets.

Support for the business community

Through interviews with local executives and business owners, and surveys of business, we gather information that helps us help you, individually and collectively. This information drives our programs, public policy initiatives, and more. As we continue to understand changing business needs, we're matching our programming to assist.

Of course, our fundamental programs remain intact:

- Helping businesses market their companies through event sponsorships, membership directory, and advertising
- Providing money-saving opportunities
- Connecting business and people for economic opportunity through Contacts to Contracts, Diversity Bridge, and networking
- Supporting workforce needs by attracting and retaining talent

Business attraction

We remain aggressive in the attraction of business and workforce too. Collaboration among 20 regional partners, regional marketing, and proactive lead generation is paying off. We're filling the pipeline with opportunities and working together to close the deal.

Our primary strategies include:

- Use of information and economic data to target industries and businesses
- Marketing the region through technology, public relations, targeted contacts, trade shows, corporate calling, and missions
- Regionalism, with 20 public-sector partners investing in the Chamber for economic development support and use of technology that encourages collaboration to respond to economic opportunities
- Focus on long-term growth industries identified by CompeteColumbus

Key areas of focus

Attract

new companies and jobs

Influence business decision-makers and site selection consultants through marketing and outreach. **Outcomes: regional growth, economic prosperity.**

Retain

and expand existing business

Provide Chamber members with information that helps their business; collect information that helps us understand business needs so we can address them through legislative and governmental advocacy, programs, and training, as well as connections for economic opportunities. **Outcomes: regional business retention, growth, and expansion.**

Build

capacity for growth

Ensure that the region is defining, creating and upgrading the critical components of workforce, infrastructure, business-friendly policies necessary to support and encourage growth in targeted industries and general business. **Outcomes: retention, expansion, and attraction of companies and workforce.**

Key Measurements

Below is a high-level view of the Chamber’s 2009 Action Plan. As always, the Chamber team works from detailed plans in each priority.

Priority	Strategy	Key Measurements
Attract new companies and jobs	<ul style="list-style-type: none"> Regional marketing Regional collaboration Prospect management 	<ul style="list-style-type: none"> Economic leads generated Number of expansions, jobs produced, investment made Awareness of the Columbus region as a business destination
Retain and expand existing business	<ul style="list-style-type: none"> Research and analysis of area businesses Program development and public policy positioning Business and member retention and expansion 	<ul style="list-style-type: none"> Retention of members New members Investment Program participation Jobs retained
Build capacity for growth	<ul style="list-style-type: none"> Grow the logistics industry Build workforce capacity Advocate for business-friendly public policy to support business 	<ul style="list-style-type: none"> Retention, expansion, and attraction of logistics-focused companies and employees Internship development Engagement of young professionals Enactment of the Chamber’s Public Policy Agenda

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