

20

Mid-Year Milestones



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Businesses nationwide are facing new issues: a slowing economy, housing woes, a risk of recession, climbing energy costs, workforce needs and more. Perhaps more than ever, businesses need support and leadership.

Your Chamber is working for you.

From anticipating issues and designing programs to assist to advocating on the behalf of business, the Columbus Chamber is focused on the needs of business in the Columbus region. Of course we continue our commitment to the essential aspects of economic development — growing our region through business attraction.



Our mission.

The mission of the Columbus Chamber is to lead and support economic growth and development in our region. Every day, we work to attract and retain businesses in our region through aggressive marketing, outreach and retention programming. Through these activities, we discover what makes our community attractive to business and what in the region needs to be improved.

Earlier this year the Columbus Chamber issued its 2008 Action Plan, focused on four key priorities. (Visit www.columbus.org to download the document.) Now, we're reporting our progress to date and anticipated outcomes for the year.

What we do

1. Attract new business
2. Retain and expand businesses and cultivate start-ups

Strategies

1. Regional marketing: Generating awareness of the Columbus region's assets among those who decide where to locate a business.
2. Regionalism: Coordinating a regional approach to economic development and the management of prospects.
3. Asset development: Growing the region's assets, including workforce, infrastructure, business-friendly policies and quality of life.
4. Support for local business: Helping existing businesses grow and prosper by connecting them to new customers, marketing their company and reducing expenses.

Priorities

1. Grow the logistics industry
2. Support local businesses through Chamber membership value
3. Attract and retain a skilled workforce to meet business needs
4. Increase regionalism, our regional approach to economic development, to strengthen the power of business attraction

› **Strategy:** Regional marketing

Outcome: Increased awareness of the region for business location and expansion; more inquiries for regional partners

Remaining in 2008: Journalist tours, corporate calling, trade show participation, logistics Web site and materials

Initiative	Indicator	Goal	Mid-Year
Logistics branding <i>Marketing and messages to promote logistics assets</i>	Industry participation Marketing materials created Web site launched Local media coverage	Increased logistics-related inquiries	24-member Columbus Region Logistics Council established; committees formed Marketing and branding developed Participation in industry tradeshow complete Community educational visit to Norfolk, VA, conducted
National media relations <i>Promoting Columbus region assets to business decision makers through national media</i>	2 in-bound press tours Regional spokesperson guide Chicago media tour and young professionals event Proactive outreach	Increased awareness of Columbus	Spokesperson guide complete Coverage to date includes: <i>Desktop Engineering, Automotive Design and Production, Wall Street Journal, CNN Money, Why Japan</i>
Marketing (direct mail, advertising) <i>Targeting information about Columbus region assets to site selection consultants and business decision makers</i>	5,000 multiplier contacts Increased Web site usage Increased documents downloaded 2 corporate calling trips 4 trade shows attended 4 international mission trips	600 inquiries	1,500 contacts made (30% of goal) 293 inquiries (49% of goal) More than 3,000 visits to columbusregion.com; more than 3,000 document downloads 1 corporate calling trip (Norfolk, VA, with 5 regional partners) 2 tradeshows: IWLA, CoreNet 3 Israeli trips conducted, including City-led mission

› **Strategy:** Regionalism

Outcome: Jobs

Remaining in 2008: Business retention and expansion interviews, corporate calling, trade shows

Initiative	Indicator	Goal	Mid-Year
Regional partners <i>Collaboration with regional economic development professionals</i>	Participation – 100% in at least 3 training sessions – 50% participation in marketing collaborative – 75 leads distributed	Add 5 new public partners Increase strength of regional economic development	2 public partners added: Hilliard and City of London (40% of goal) 1 training conducted with 10 communities Marketing collaborative established; 100% participation 31 leads distributed
Attract jobs <i>Grow the region's economy by attracting new companies</i>	600 inquiries handled 75 prospects 25 company visits 5,000 multiplier contacts	1,500 jobs created or expanded 3,000 indirect jobs created	293 inquiries (49% of goal) 167 RFIs completed 972 direct jobs created (65% of goal) 2,146 indirect jobs (72% of goal) 46 prospects 17 client visits 375 multiplier contacts
Retain jobs <i>Growing the region's economy by retaining and expanding existing business</i>	150 companies in Business Retention Expansion survey	1,000 jobs retained	10 companies surveyed (6% of goal) 1,880 jobs retained (188% of goal)

› **Strategy:** Asset development

Outcome: Increased awareness of the region for business location and expansion; more inquiries for regional partners

Remaining in 2008: Logistics networking events, marketing of internship portal, Web-based young professionals connection

Initiative	Indicator	Goal	Mid-year
Logistics roadmap <i>Implementation of the strategy to grow the logistics industry</i>	Formation of Columbus Regional Logistics Council Logistics branding and marketing initiatives Networking event participation Funding for special activities	Increased inquiries from logistics and transportation companies Regional partnerships to support logistics growth	26% percent of prospects are logistics/transportation related
Internship portal <i>A Web-based connection for students and businesses to facilitate internship, building our workforce through the retention of graduates</i>	Marketing response from students, faculty, administration and business community Web site usage	Participation from 20 colleges/universities; 50 employers for 100 internship positions; establish benchmark	www.columbusinternships.com launched Resumes posted by 1,043 students from 36 colleges/universities, including 11 in the region (55% of goal) 51 businesses posted 77 internship positions (102% and 77% of goal)
Connecting young professionals <i>Attracting and retaining the future workforce</i>	Program participation Commission strategies Feedback and discussion	Involvement from 80% of young professional organizations	United 55 young professional organizations Informed more than 700 young professionals weekly about opportunities to get connected and empowered in our region
Supporting employee recruitment <i>Helping businesses promote Columbus to employee recruits</i>	Feedback from recruiting community Web site usage	Increased perception of region/number of relocates; ongoing dialogue with business community	More than 5,500 unique visitors to liveworkplaycolumbus.com. Average page views per visit: 4

› **Strategy:** Support for local business

Outcome: Business retention; business growth; Chamber membership growth

Remaining in 2008: New sales team on-boarding, additional Contacts to Contracts matchmaking events, continued marketing of Diversity Bridge

Initiative	Indicator	Goal	Mid-year
Contacts to Contracts <i>Connecting small and mid-size businesses to larger business procurement opportunities</i>	Number of corporations listed on Number of service providers listed on site Web site usage	10 participating corporations 75 participating small businesses 20 bid opportunities generated	4 participating corporations (40% of goal) 45 small businesses (60% of goal) First matchmaker forum scheduled in July
Diversity Bridge <i>Support for minority- and women-owned businesses</i>	Streamlined process created for start-ups Use of one-stop Web portal Development of one-stop certification process	25 participating corporations 150 participating minority/women-owned businesses 25 bid matches completed 80% stakeholder satisfaction	Portal launched (diversitybridge.com) 13 participating corporations (52% of goal); 20 nonprofit organizations 231 participating minority/women owned businesses (152% of goal)
Membership <i>Helping Chamber members grow and prosper through connections to resources, information and people</i>	\$200,000 event sponsorship Growth in affinity programs Event attendance	480 new members 90% retention 80% membership satisfaction 6,400 event attendees	Membership survey completed \$176,487 sponsorship revenue 163 new members (34% of goal) 90% retention 4,208 event attendees (65% of goal)

› Economic Development Focus

Contributions to the Columbus Regional Growth Fund support economic development initiatives led by the Chamber and long-term growth strategies developed by CompeteColumbus. This year, the Chamber launched a two-year investment campaign that will raise \$5 million, \$2.5 million annually, to support these initiatives.

Columbus Regional Growth Fund status

GOAL	MID-YEAR
\$2.5 million annual investment	\$1.6 million total \$1.1 million cash received \$512,840 commitments 64% of goal
200 total investors 85 new investors	107 total investors 42 new investors 50% of goal

Key Results

GROW THE LOGISTICS INDUSTRY

- Implementing the logistics roadmap for economic growth by involving more than 30 industry leaders in the Columbus Region Logistics Council.
- Advocating on behalf of the industry including Norfolk Southern’s intermodal terminal, COTA’s commitment to extend service to the Rickenbacker area, CSX’s commitment to build an intermodal yard in south Columbus, and Governor Strickland’s Ohio Jobs Stimulus Package that provides \$100 million for logistics projects.
- Led a delegation of Columbus region economic development professionals on a corporate calling trip to the Virginia Port Authority in Norfolk. The purpose of the visit was to share information about Columbus region logistics and leverage Norfolk Southern’s new intermodal terminal at Rickenbacker, which will connect to the Port of Virginia through the Heartland Corridor, a Norfolk Southern rail line that will run between the port of Hampton Roads, Virginia, and Chicago. The Heartland Corridor, expected to be completed in 2010, will increase rail capacity by raising vertical clearances in 28 tunnels along the corridor.

SUPPORT LOCAL BUSINESSES THROUGH CHAMBER MEMBERSHIP VALUE

- Launched diversitybridge.com, a one-stop portal that provides resources and opportunities for the women- and minority-owned (MBE) business communities.
- Developed Contacts to Contracts database to facilitate matchmaking between small and large businesses for procurement opportunities.

ATTRACT AND RETAIN A SKILLED WORKFORCE TO MEET BUSINESS NEEDS

- Populated and marketed liveworkplaycolumbus.com, a Web site that provides relocation assistance for businesses as they recruit potential new employees. The site has generated traffic internationally, including more than 5,500 unique visits.
- Launched columbusinternships.com, a portal that links college students and businesses to encourage internship opportunities. Provided training for more than 100 businesses that do not have an internship program.

INCREASE REGIONALISM, OUR REGIONAL APPROACH TO ECONOMIC DEVELOPMENT, TO STRENGTHEN THE POWER OF BUSINESS ATTRACTION

- Collaborated with key state and local leaders to retain NetJets. In March, NetJets and its affiliate FlightSafety International announced a major expansion of both companies’ operations in Columbus that will create 810 new jobs and retain just over 2,000 jobs.
- Participated with a delegation of Central Ohio officials in an Israeli mission trip as part of the Chamber’s continued strategy in Israeli-business development. Israel is home to world-class research institutions and has more than 3,500 high-tech companies and the highest number of new start-ups outside the U.S.

DEVELOP LONG-TERM GROWTH STRATEGIES

- Completed the development of long-term growth strategies for the automotive industry, building on previous efforts in logistics now being implemented by the Chamber.
- Moving the tourism, entertainment and arts industry forward through an initiative to improve the college student experience in Columbus. Phase one, research and strategy, is completed.
- Engaging key industry leadership in initiating the development of business cluster strategies in additional areas.

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WE'RE MOVING!

In September the Columbus Chamber
is moving to 150 South Front Street.
Watch your mail for more details.