



## **Diversity Bridge – Embracing the Diversity of the Columbus Region**

It's a fact: When opportunity and jobs are created for minority businesses, the Greater Columbus community thrives.

Columbus is home to an increasingly diverse community. In partnership with the City of Columbus, Columbus State and Nationwide Insurance, the Columbus Chamber launched an initiative to cultivate the growth of minority and women-owned businesses in Columbus. Diversity Bridge, an initiative unveiled in 2007, is a direct outgrowth of a comprehensive strategic planning process that involved more than 180 diverse stakeholders including minority business owners, non-profit minority and women-owned businesses, business resource providers, local, state and federal government and the private sector.

From that planning, six primary needs were identified: a web portal, relationship building, access to decision makers, one-stop certification, growth strategies and access to capital. The web portal was priority number one because of the potential impact on the rest of the identified needs.

The most attractive aspect of the portal is the common minority business certification form. This automatic form will reduce the burden on minority business owners of completing multiple certification applications. Diversitybridge.com, also includes a minority business directory; bid and contract postings; and listing of relevant events and programming.

For more information about Diversity Bridge, contact [Michael\\_gordon@columbus.org](mailto:Michael_gordon@columbus.org).