

we are Columbus

ColumbusChamber
goahead

First-Quarter Highlights

Listed below are highlights of activities by strategy for the first quarter of 2008.

Market the assets of the region

Generate awareness of the Columbus Region among those who decide where to locate a business.

- Developed branding for logistics attraction efforts.
- The Chamber and two regional partners participated in International Warehouse Logistics Association, a trade association of warehouse logistics providers.

Regional Asset Development

Develop regional assets, the “products” that make Columbus attractive, including workforce, infrastructure, business-friendly policies and quality of life.

- Finalized an internship portal to link college students and businesses: www.columbusinternships.com.
- Built www.liveworkplaycolumbus.com to assist companies as they recruit employees.
- Celebrated the opening of the Norfolk Southern Railroad intermodal yard at Rickenbacker International Airport, for which the Columbus Chamber advocated and secured public funding from the federal, state and local levels.

Regionalism

A regional approach to economic development that strengthens the power of business attraction.

- The City of Hilliard joined regional efforts to attract and retain new businesses.
- Participated in a city-sponsored international mission trip to Israel.
- Worked with the State of Ohio, City of Columbus, Franklin County, the Columbus Regional Airport Authority and business leaders to retain NetJets, Inc., the worldwide leader in private aviation, and its 1,800 local employees.
- Appointed a Columbus Region Logistics Council and formed working committees.

Support Local Business

Help existing businesses grow and prosper by connecting them to new customers, marketing their company and reducing expenses.

Note: Programming for Chamber members is not funded through your economic development investment, yet it does contribute to the overall expansion and retention of local businesses.

- Commissioned a Contacts 2 Contracts (C2C) Advisory Group comprised of small business owners and corporate procurement officers.
- Developed marketing collateral for targeted programs, C2C and Diversity Bridge; continued outreach to business community on both programs.

Below is a scorecard of jobs attracted, expanded or retained through the support of the Columbus Chamber.

Jobs	Year to date	2008 Goal
Prospects	37 (49% of goal)	75
Jobs: new locates	107 (14% of goal)	750
Jobs: jobs expanded	825 (110% of goal)	750
Jobs: retained	1880 (188% of goal)	1000

Financials

Expense Budget

The Chamber's budget of \$6 million supports initiatives to attract, retain and expand businesses. Investment in the Columbus Regional Growth Fund supports a \$2.5 million economic development budget. Following is an allocation of the Chamber budget:

- **Regional Asset Development 39%**

Develop regional assets: The "products" that make Columbus attractive, including workforce, infrastructure, business-friendly policies and quality of life.

- **Support Local Business 34%**

Help existing businesses grow and prosper by connecting them to new customers, marketing their company and reducing expenses.

- **Market the Assets of the Region 11%**

Generate awareness of the Columbus Region among those who decide where to locate a business.

- **Regionalism 16%**

A regional approach to economic development that strengthens the power of business attraction.



The Columbus Chamber leads and supports economic growth and development in the Greater Columbus community.

Key priorities

The Columbus Chamber continues its aggressive focus to attract new business to the region, retain and expand business and cultivate start-up companies. In addition to the implementation of traditional strategies to attract and retain businesses in the region, the Chamber is focused on the following priorities in 2008:

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

Details about the Chamber's 2008 strategies, goals and indicators of success are published in the 2008 Columbus Chamber Action Plan, available online at www.columbus.org.

Your investment

Investment in the Columbus Regional Growth Fund supports economic development initiatives led by the Chamber (including regional asset development, regional marketing and regionalism noted above) and long-term growth strategies developed by CompeteColumbus. The Chamber launched a new two-year investment campaign that will raise \$5 million, \$2.5 million annually, to support these initiatives.

ColumbusChamber
goahead

37 North High Street
Columbus, Ohio 43215
614.221.1321 phone
614.221.1408 fax
www.columbus.org