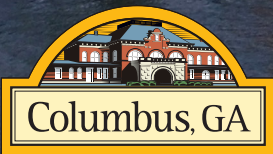


# Columbus 2025



CHAMBER OF COMMERCE  
*What progress has preserved.*

A VISION FOR A GREATER COLUMBUS GEORGIA



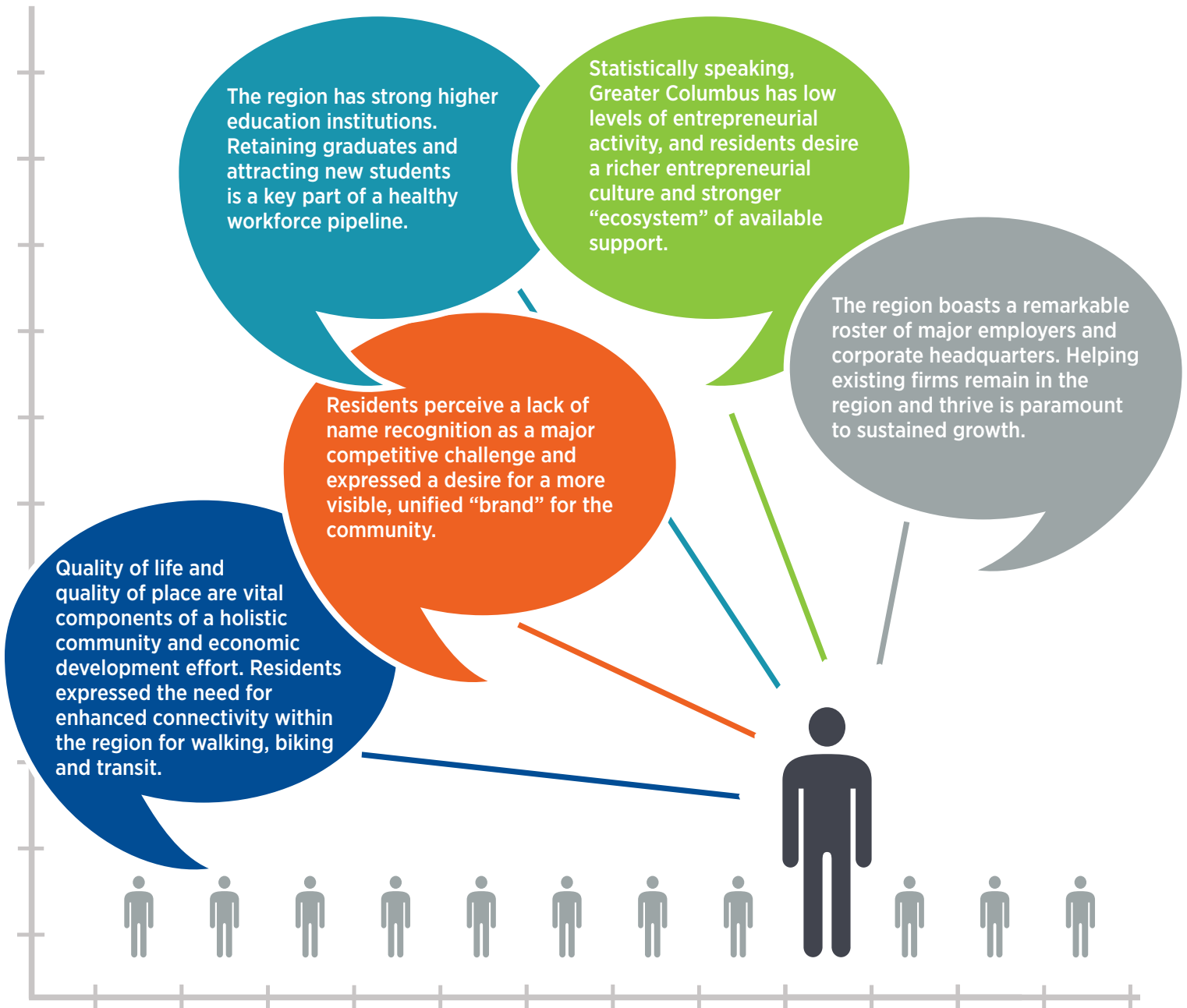
Launched in 2015, the Regional Prosperity Initiative brought together local public, private, and nonprofit leaders along with Market Street Services—a national economic, community and workforce development consulting firm—to analyze the competitiveness of Greater Columbus as a place to live, learn, work, visit and do business.

For 10 months, this diverse group collaborated, ultimately developing a comprehensive Community and Economic Development Strategy. The Strategy is intended to guide

Greater Columbus' public and private efforts to increase prosperity, reduce poverty and improve quality of life for a stronger, more vibrant region by 2025.

Five key goals have been established, along with coordinating objectives, recommended strategies and metrics to quantify success. For the first time in many years, Greater Columbus will systematically address the full range of issues affecting the region's competitiveness, prosperity and quality of life. Meaningful progress requires investment from people like you. Join the movement toward a Greater Columbus Georgia.

# THE FINDINGS





## TARGETED ECONOMIC GROWTH

### KEY OBJECTIVES

- Grow existing businesses
- Attract new firms and investments
- Pursue special opportunities for growth and diversification
- Advocate for economic growth

### RECOMMENDED STRATEGIES

- Formalize a collaborative Business Retention and Expansion (BRE) program to ensure optimal conditions for existing firms to thrive
- Develop a comprehensive economic development marketing program

### SUCCESS METRICS

- Additional jobs and investment derived from BRE and marketing



## AN ENTERPRISING CULTURE

### KEY OBJECTIVES

- Strengthen the culture of entrepreneurship in Greater Columbus
- Expand resources to open a path to entrepreneurship for all residents

### RECOMMENDED STRATEGIES

- Develop a physical, flexible and professionally staffed center for entrepreneurial activities in a highly visible location

### SUCCESS METRICS

- Percentage of workers who are self-employed
- Non-farm proprietor income
- Employment in firms less than five years old



## TALENTED, EDUCATED PEOPLE

### KEY OBJECTIVES

- Align education and workforce systems
- Develop homegrown talent
- Retain best and brightest workers
- Attract talented individuals to Greater Columbus

### RECOMMENDED STRATEGIES

- Create cradle-to-career (C2C) partnerships to align education, training, business and social services in an effort to increase talent levels in Greater Columbus

### SUCCESS METRICS

- Percentage of 3- and 4-year-olds enrolled in Pre-K
- Percentage of public high school graduates enrolled in college
- Percentage of adults with a bachelor's degree or higher



## A COHESIVE IMAGE & IDENTITY

### KEY OBJECTIVES

- Establish a unified community brand
- Promote Greater Columbus to audiences outside the region

### RECOMMENDED STRATEGIES

- Research, define and develop a community brand
- Develop a marketing campaign to introduce the brand outside the region

### SUCCESS METRICS

- Successful development and adoption of an updated community brand identity
- Positive outside media coverage generated through an earned media campaign
- Number of annual visitors, conventions, trade shows and other events attracted to Greater Columbus



## VIBRANT & CONNECTED PLACES

### KEY OBJECTIVES

- Maximize the impact of the region's greatest natural resource: the Chattahoochee River
- Promote vibrant and attractive neighborhoods, corridors and activity centers
- Connect people and places with expanded opportunities for walking, biking and transit use

### RECOMMENDED STRATEGIES

- Collaborate across state lines to further promote activation of the Chattahoochee Riverfront through the region's core

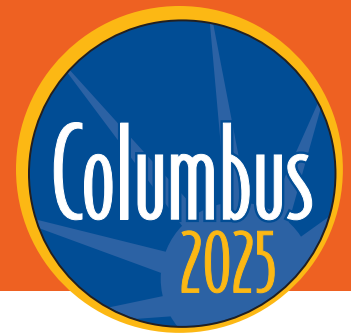
### SUCCESS METRICS

- New housing unit deliveries in Uptown and key districts
- Linear miles of bike/ped infrastructure improvements



# THE VISION

# HOW CAN YOU BE A PART OF THE SOLUTION?



## Columbus 2025: INVEST

An investment in the economic vitality of the region is an investment in your business and community. Columbus 2025 is the first point of contact for businesses interested in launching, relocating or expanding in the Greater Chattahoochee Valley region.

### YOUR SUPPORT

Your investment fuels Columbus 2025, an aggressive plan to grow and transform our community over the next several years. A minimum, three-year commitment of \$10,000 per year is encouraged to drive consistent and sustainable efforts to connect site, resources and people for business opportunity and growth.

### JOIN COLUMBUS 2025

For information regarding investment opportunities or to explore support for your endeavors, please visit [Columbus2025.com](http://Columbus2025.com) or call 706.327.1566.

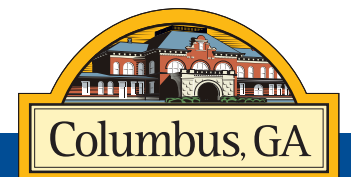
### Watch the Progress

## TRACK THE OVERALL SUCCESS METRICS



The measurement of the strategy's successes and challenges will steer future efforts and sustain momentum. In addition to the goal-based metrics described in the Vision, these core indicators will track the overall levels of prosperity and growth in Greater Columbus:

- Population growth
- Average annual wage
- Median household income
- Child poverty rate
- Total labor force
- Per capita income
- Poverty rate



1200 6th Avenue • Columbus, Georgia 31902  
1.800.360.8552 • 706.327.1566 • [columbusgachamber.com](http://columbusgachamber.com)

CHAMBER OF COMMERCE  
*What progress has preserved.*