

COLUMBUS[★] 2020

Columbus, Ohio

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BACKGROUND

A confluence of events and negative economic indicators surfaced in 2009 causing public and private sector leaders to seriously assess how economic development and job creation is conducted in the central Ohio region. After researching the leading economic development programs and meeting personally with their leaders, the process began to incorporate these “Best Practices” from around the country and build and fund a first rate economic development organization to launch a bold 10 year economic growth initiative called Columbus 2020.

RESOURCE DEVELOPMENT GROUP ROLE AND RESULTS

The RDG team actively participated in the Transition Team’s six-month effort to build the new organization, plan of work, metrics and budget. A comprehensive regional assessment indicated the public and private sectors were willing to come together and fund the Columbus 2020 program at a projected level of \$6 million annually. RDG assembled a large Campaign Leadership Council comprised of 50 committed business leaders to build a broad investor team to fully fund the 2020 initiative. RDG Partners also spearheaded national searches and successfully recruited top professionals to fill both the Columbus2020! CEO and Columbus Chamber CEO positions.

A high intensity, 10 month campaign yielded pledges exceeding \$30 million over five years. RDG then designed and helped to implement a robust investor relations program to ensure proper communication and engagement opportunities.

LEGACY

For the first time ever, the eight-county Columbus region has a coordinated and fully integrated economic development strategy being executed by the 2020 staff of 20 dedicated professionals. Early activity levels and deal flow are very encouraging and the 2020 initiative is gaining substantial momentum after coming out of the gates in January 2010 with the funding necessary to finance a high impact effort.