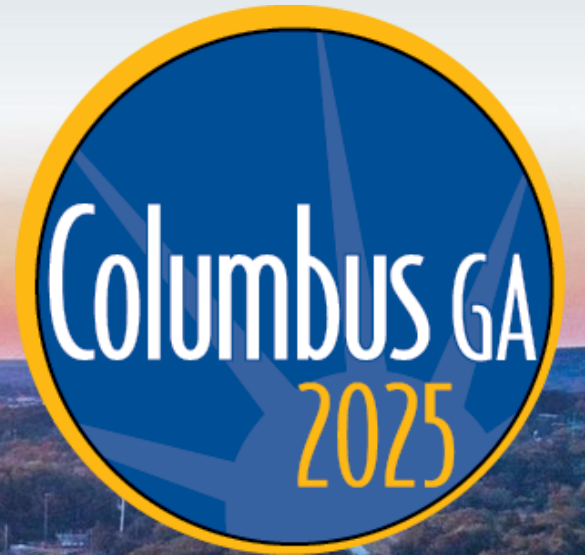


**JOBS**

**TALENT**

**PLACE**



**STRATEGY 2022-2025**





Columbus GA  
2025

**Columbus 2025** is a collaborative community and economic development strategic framework that focuses our community's efforts on **jobs, talent, and place** for **more competitive and prosperous region by 2025.**

Our framework constructs a new level of collaboration for how we will **increase prosperity, reduce poverty, and enhance quality of life** for decades to come.

# COLUMBUS 2025 LEADERSHIP & CAMPAIGN COMMITTEE



**BETSY COVINGTON**  
*President & CEO*  
Community Foundation of  
the Chattahoochee Valley



**AUDREY TILLMAN**  
*EVP & General Counsel*  
Aflac



**HEATH SCHONDELMAYER**  
*Market President*  
Synovus



**ANNE BROWN**  
*Physician Recruiter*  
Piedmont Columbus  
Regional



**RODNEY CLOSE**  
*President & CEO*  
Boys and Girls Clubs of the  
Chattahoochee Valley



**PACE HALTER**  
*President & COO*  
W.C. Bradley Real Estate



**FRED MAGLIONE**  
*CEO*  
OmegaFi



**JERALD MITCHELL**  
*President and CEO*  
Greater Columbus GA  
Chamber of Commerce



**BEN MOSER**  
*President and CEO*  
United Way of the  
Chattahoochee Valley



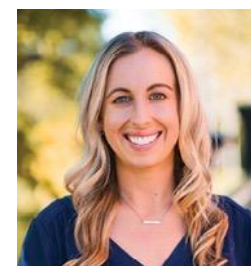
**WARREN STEELE**  
*Retired Senior Vice  
President*  
US Marketing, Aflac



**MARTHA ANN TODD**  
*President*  
Columbus Technical  
College



**JIMMY YANCEY**  
*Retired*  
Synovus



**BECCA ZAJAC**  
*Executive Director*  
Dragonfly Trail Network

# Regional Prosperity Initiative Findings

POPULATION  
GROWTH

58

OUT OF 61  
MSAs IN THE  
SOUTHEAST

BUSINESS  
STARTUPS

10<sup>TH</sup>

% OF  
EMPLOYMENT IN  
FIRMS LESS THAN  
5 YEARS OLD

POVERTY

21%

WELL ABOVE  
STATE AVERAGE

EDUCATIONAL  
ATTAINMENT

21%

LOWEST % OF  
BACHELOR'S  
DEGREES

9 BENCHMARK CITIES: HUNTSVILLE, AUGUSTA, CHATTANOOGA, SAVANNAH, MONTGOMERY,  
GREENVILLE, CLARKSVILLE TN, FAYETTEVILLE AK & FAYETTEVILLE NC

# COLUMBUS 2025 ACTION AREAS

## COHESIVE IMAGE & IDENTITY

Promotes the Columbus Region as a unified community brand as an amazing place to live, work, visit, and play

#WeDoAmazing



## TARGETED ECONOMIC GROWTH

Fosters greater economic mobility by supporting new and expanding businesses and public-private community investment

ChooseColumbusGA.com



## TALENTED, EDUCATED PEOPLE

Attracts, retains, and develops top talent to strengthen our workforce pipeline

AmazingColumbusGA.com



## VIBRANT & CONNECTED PLACES

Enhances quality of life by creating vibrant and connected neighborhoods and corridors

VibrantandConnectedColumbus.com



## ENTERPRISING CULTURE

Fosters an enterprising spirit and innovative culture to support startups and create a thriving entrepreneur ecosystem

StartUPColga.com



## EQUITY & ECONOMIC MOBILITY

Ensures that our efforts lift up, endorse, and fund initiatives that enhance economic mobility and equity for all our citizens







A **REGIONAL PLAN** THAT  
INCLUDES COLUMBUS AND  
SURROUNDING COUNTIES WITH  
PROGRAMS AND INITIATIVES  
THAT ARE OPEN TO **ALL CITIZENS**  
WITH A FOCUS ON MOVING US  
ALL FORWARD, **TOGETHER.**





ENTERPRISING CULTURE

# STARTUP COLUMBUS



## STARTUP COLUMBUS

OPENED IN JUNE 2018

OPENED THE **INCUBATOR** ON  
FRONT AVENUE NOVEMBER 2020

106 PROGRAM **GRADUATES**

23 BUSINESSES **INCUBATED** IN  
2022

\$250k **INVESTED** INTO STARTERS  
SINCE 2020



COHESIVE IMAGE & IDENTITY  
**We Do Amazing.**



We do amazing.



**Jackson Spalding**  
 "PUTTING COLUMBUS ON THE MAP"

Columbus 2025 has engaged professional marketing and public relations firm, Jackson Spalding to tell our story, market our assets and increase our brand awareness.

**NEW RESIDENT RESEARCH**

**COMPETITIVE ANALYSIS: HUNTSVILLE, CHATTANOOGA, AUGUSTA & GREENVILLE**

**NEW TALENT ATTRACTION CAMPAIGN LAUNCHING 2023**





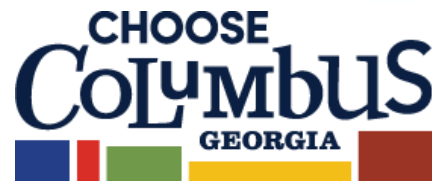
TARGETED ECONOMIC GROWTH  
**CHOOSE COLUMBUS, GA**

**WE MAKE PET FOOD  
TASTE GREAT.™**

For over 30 years, AFB International has been providing pet food palatants that enrich the lives of pets and their people.



© 2019 AFB International



**We do amazing.**



## **AFB International comes to Columbus**

In August, AFB International, a global manufacturer of pet food ingredients, announced a new location in the Muscogee Technology Park.

**INVESTING \$79 MILLION IN A  
NEW FACILITY**

**100 NEW JOBS IN THE NEXT 5  
YEARS**

TALENTED, EDUCATED PEOPLE

# THE BASICS CHATTAHOOCHEE VALLEY

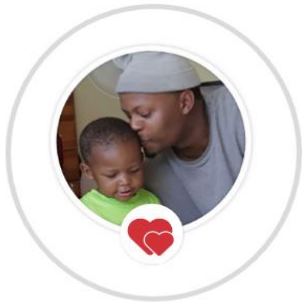


**GIVE EVERY CHILD A  
GREAT START IN LIFE  
WITH THE BASICS**

**80% OF BRAIN GROWTH  
HAPPENS BY AGE 3**

HOUSED AT UNITED WAY OF  
THE CV WITH A STAFF  
POSITION AND FUNDING

[CV.THEBASICS.ORG](http://CV.THEBASICS.ORG)



**1. Maximize Love, Manage  
Stress**



**2. Talk, Sing, and Point**



**3. Count, Group, and  
Compare**



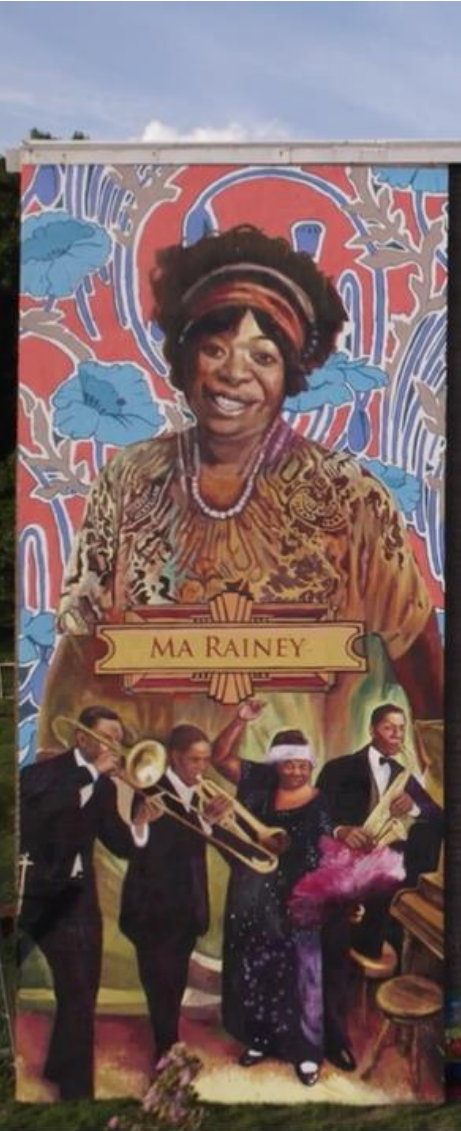
**4. Explore through  
Movement and Play**



**5. Read and Discuss  
Stories**



VIBRANT AND CONNECTED PLACES  
**MURAL PROJECT**



**A.J. McCLUNG  
MURAL AT YMCA**  
UNVEILED JUNE 2022

**NEW PAINTED  
SPACES PROJECT**

**Painted Spaces** seeks to commission community-inspired murals in areas that have limited access to public art.

**5 NEW MURALS COMPLETED  
BY SPRING 2023**

# WHY COLUMBUS 2025 NOW?



## Regional Population Growth

Our population **growth** is flat. The Columbus MSA grew by less than 1% from 2016 to 2021.

Cities such as Augusta, Chattanooga, and Greenville are projecting 3% - 6% growth by 2026. The Columbus MSA projects continued flat growth in the same time frame but, **our plan will move the needle.**



## Talent

We compete with larger cities **for talent.**

Columbus has what prospective residents want, but we currently are asking them to **do their own research to find us.**



## Economic Development

We've been fortunate to have Ft. Benning, Aflac, Synovus, TSYS, W.C. Bradley Company, and Pratt & Whitney to boost our local economy. Now we must position ourselves for **what's next**.

Now that we have the stories to tell, **generating awareness offers the most promising pathway to growth.**

**We must tell our story to attract the talent we need to grow jobs and increase prosperity, reduce poverty, and enhance our quality of life.**





# Create jobs and attract capital investment.

We will create the **best economic development program in the state** by harnessing technology and innovation to position the Columbus Region as a top destination for businesses in our target industry sectors.

- Create a thriving entrepreneur ecosystem.
- Enhance traditional economic development.
- Combat generational poverty and its effects on our community.

**GOAL: Add 6,000 new direct and indirect jobs resulting in approximately \$300M in new annual payroll.**

# JOBS



# TALENT

## Attract and retain talent to grow our population and build our sustainable workforce.

Talent and education are top drivers for increasing prosperity and reducing poverty and are key to our region's growth. Our results-oriented approaches will **identify, attract, and retain the sustainable workforce necessary to drive our economy into the future.**

**GOAL: Population growth of 4% by 2026.**

The current Columbus MSA population is 321,900. If we grow by 12,876 residents with an average annual income of \$56,781, we can add \$731M into our economy.





# Put Columbus on the map with other top-tier southern cities.

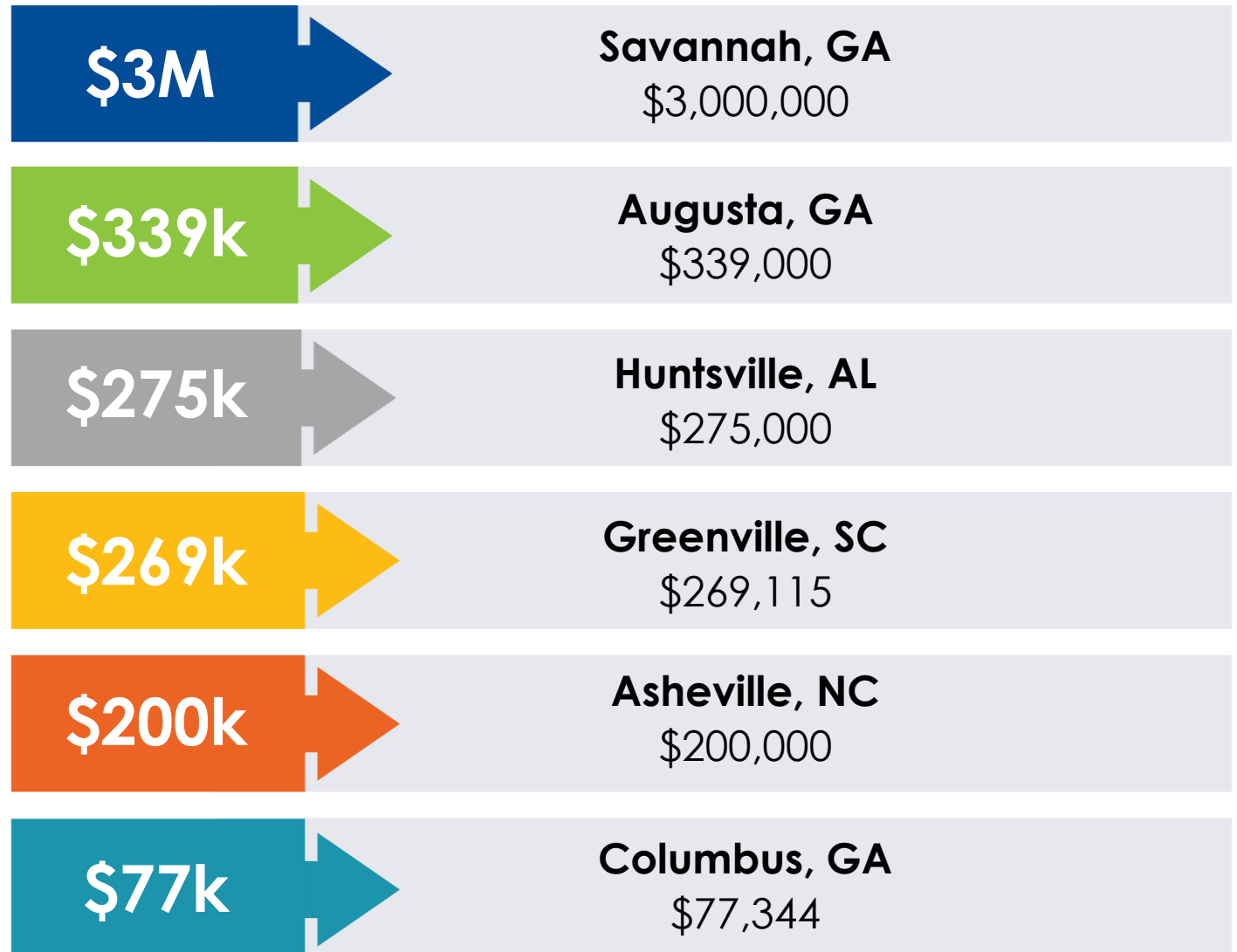
We have an amazing story. Let's tell it.

## GOALS:

1. Elevate the Columbus brand on a regional and national level
2. Increase the number of visitors
3. Attract new residents
4. Grow the number of conferences
5. Attract new businesses

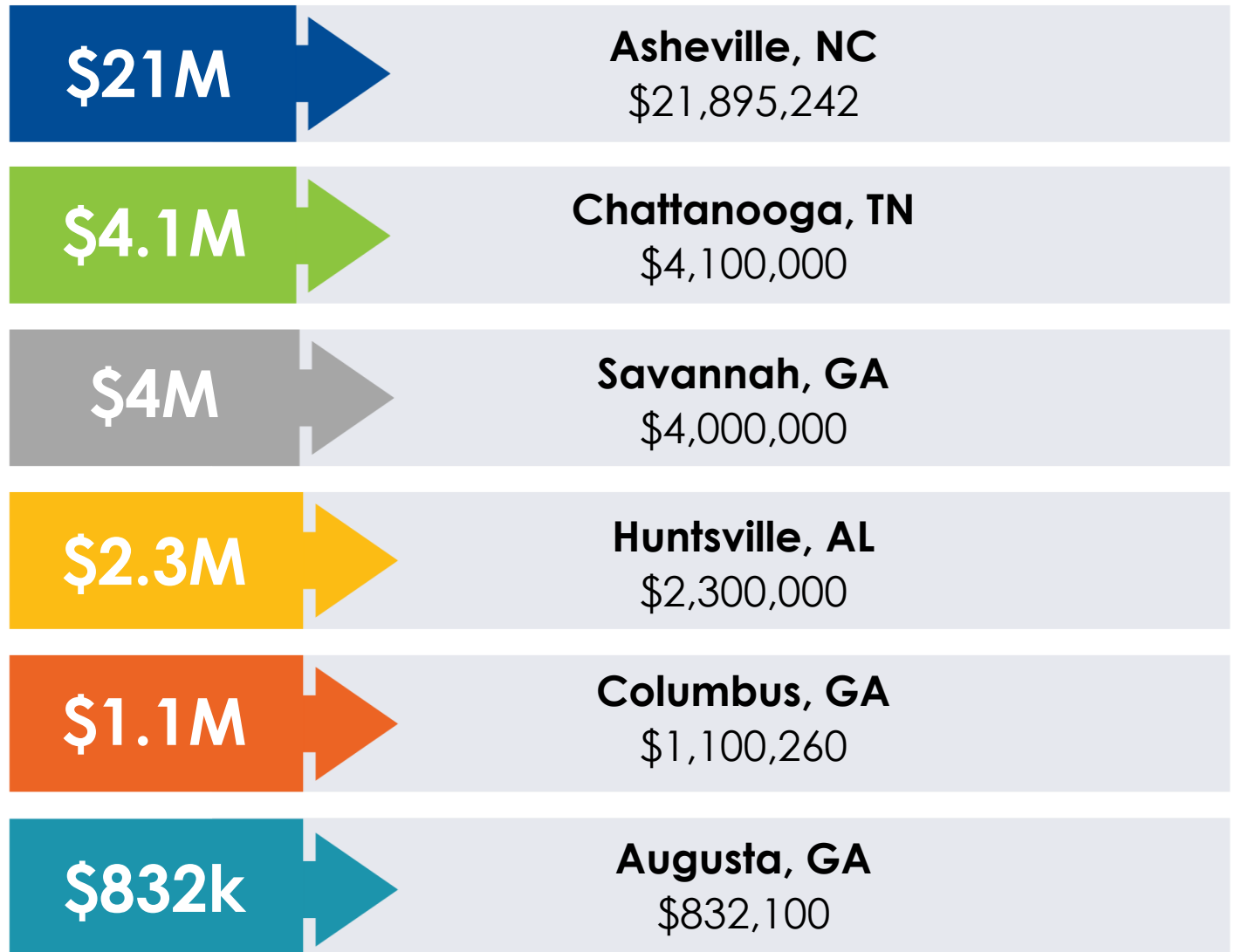
Elevate Columbus to the “best of” and “top city” lists such as **“Top Millennial-Friendly Cities,”** **“South’s Best Cities on the Rise,”** **“Top Places to Live in the South,”** and **“Best Cities to Live in Georgia.”**

# Annual Economic Development Marketing Spend





# Annual Visitors Bureau Marketing Spend



# COLLABORATIVE COMMUNITY INVESTMENT





# COLUMBUS 2025 BUDGET 2023-2025



## JOBS

Grow jobs and capital investment in the region

**\$2,850,000**



## TALENT

Attract, retain, and develop talent

**\$2,400,000**



## PLACE

Promote the Columbus Region as an amazing place to live, work, visit, and do business

**\$4,800,000**



## COLUMBUS 2025

Develop Columbus 2025's Capacity

**\$950,000**

**Total Investment \$11,000,000**



COLUMBUS 2025 REPRESENTS AN  
OPPORTUNITY FOR INVESTMENT  
IN A FOCUSED EFFORT ON **JOBS,**  
**TALENT** AND **PLACE** TO  
TRANSFORM OUR COMMUNITY  
FOR  
2030, 2040, AND BEYOND



# THANK YOU

