

# CompeteColumbus



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## A VISION FOR ACHIEVING ECONOMIC GROWTH

CompeteColumbus is a privately funded, privately run non-profit economic development organization with a mission: Expand upon Columbus's current foundation and boost innovation and competitiveness in the Columbus region, by working proactively to upgrade the quality of life and the business environment.

Formed jointly by the Columbus Chamber and The Columbus Partnership, CompeteColumbus was the result of an intensive study of the Columbus region completed by Michael Porter of the Monitor Group. This study concluded that while Columbus enjoys a strong base of businesses, a nationally ranked research university, and a well educated workforce committed to the community; a unique opportunity exists to expand upon these assets resulting in significant growth for the Columbus region. A comprehensive survey of business, educational, and governmental leaders within the community asserted that our city would benefit greatly from a call to action.

## A vision backed by a road map for success within the region.

CompeteColumbus is led by a Board of Directors representative of leaders throughout the region from the private sector, government, university and civic organizations, and is supported by working groups comprised of members charged with supporting and implementing the group's vision. The working groups are private-sector led and staffed by experienced, independent consultants.

### Achieving the Vision: A Cluster Based Approach

Economic growth is generated by a number of interlinked factors, including the expansion of existing companies, the attraction and creation of new companies, the migration of people both as consumers and workers, and the presence of physical and intellectual assets.

CompeteColumbus works with the private and public sectors to address all of these factors through a cluster-based economic development approach. A cluster based approach is one in which we choose to organize the economic community into active clusters to allow companies and institutions to better collaborate on common challenges and opportunities. This results in a high quality business environment which embraces innovation and increases competitiveness within the marketplace. Growth within a cluster results in increased demand for industries that support and supply those clusters.



**CompeteColumbus is focused on expanding the following four existing active clusters within the region and enjoying resulting growth within all industries that support and supply them:**



- **Automotive:** Motor Vehicle Design, Motor Vehicle Assembly, Automotive Parts, Motors and Generators, and Automotive and Electrical Components  
*Goal: To build greater breadth and depth in Central Ohio within these industries to further establish the region as a premiere destination for auto manufacturers, suppliers, and research facilities.*



- **Logistics and Distribution:** Merchandise Wholesaling, Food Products Wholesaling, Apparel and Accessories Wholesaling, Durable Manufactured Goods, Catalog and Mail Order  
*Goal: To build upon the regions assets. Upgrade the business environment to further establish Columbus a “destination of choice” for logistics and distribution companies across all elements of the value chain.*



- **Personalized Medical Services:** Diagnostic and Therapeutic Informatics, Personalized Medical Products and Solutions  
*Goal: To establish Columbus as a leading center in the development of a new comprehensive, Patientcentric and predictive system of health management by integrating components of health care delivery to the individual through technology*



- **Tourism, Entertainment and Arts:** Business Conventions, Leisure Travel/Quality of Life  
*Goal: To develop a focused strategy to build up and coordinate the industry’s services and attractions for the benefit of Columbus’ visitors and residents*

**Achieving these goals across four wide-ranging industry clusters will help all segments of the central Ohio economy.**

### **CompeteColumbus: A Call to Action**

CompeteColumbus, The Columbus Partnership and the Columbus Chamber are committed to an economic development initiative in the region that will position Columbus as an industry leader in a number of growth industries.

**CompeteColumbus’ vision is clear: To boost innovation and competitiveness in the Columbus region, by working proactively to upgrade the quality of life and of the business environment.**

The CompeteColumbus cluster based approach provides a wide ranging industry focus, measurable goals to track progress, and ensures that the entire Columbus region enjoys resulting economic development. Community support is imperative to making these goals achievable. Columbus has its vision, the region has a roadmap to success, and the goals are clear.

For more information please or call (614) 225-6940 or visit us on the web at <http://www.CompeteColumbus.com>.