



COLUMBUS CHAMBER OF COMMERCE Q4 REPORT 2015





The Columbus Chamber's CEO Insights program is an exclusive event featuring the best-of-the-best in Central Ohio, as business leaders from around the region sit down to discuss their story in front of a live audience.

In December, we were proud to host Cameron Mitchell, President & Founder of Cameron Mitchell Restaurants for our final CEO Insights of 2015. Born and raised in Upper Arlington, Cameron Mitchell gave insight into what has truly become his dish-rags to riches story. Recently named "CEO of the Year" by Columbus CEO Magazine, he sat down with WBNS-10TV's Kristyn Hartman for an intimate conversation, with an audience of 138 Chamber members. From how to manage an irresistible company, to what lies ahead for the Cameron Mitchell legacy, it was an excellent capstone conversation to finish out our 2015 CEO Insights series.

MARKETING UPDATES


Team Member Testimonial


"Dilara Casey and Liz Dickey have been instrumental in our company's growth in Columbus."

John Russo, CEO, CrowdMachine Media

Q4 EVENTS OVERVIEW



 **3,468** Fans
40,259 Impressions


 **16,513** Followers
312,100 Impressions


 CEO Insights (10/7)
114 Attendees

 Govt. Affairs Roundtable (10/29)
14 Attendees

 **1,203** Followers


 **3,087** Followers

 Govt. Affairs Roundtable (11/5)
14 Attendees


 CRLC Quarterly Event (11/11)
83 Attendees


 **cbuzz Updates**
7 Episodes launched

 **Press Coverage**
18 Articles
8 Publications

 Member Orientation (11/19)
24 Attendees

 CEO Insights (12/2)
138 Attendees

 **E Communications**
49 Emails Sent
7,461 Subscribers
30.06% Avg. Open Rate

 Govt. Affairs Roundtable (12/10)
20 Attendees



GOVERNMENT RELATIONS

In Q4, the Columbus Chamber Government Relations Team held 3 roundtables, connecting local businesses with government leaders at the local and state levels. Our team also worked with legislators to ensure legislation that passed was friendly to Chamber businesses.

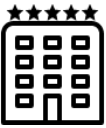
LEGISLATIVE VICTORIES



Federal Transportation Bill: The first long-term transportation funding bill to pass since 2005, this provides funding stability and consistency to ensure our infrastructure matches businesses' needs. It also reauthorizes the Export-Import Bank, a vital resource for Central Ohio businesses.



SB 208 Income Tax Fix: SB 208 remedies errors in the biennial budget that would have unnecessarily increased taxes for small business.



Hotel/Motel Legislation: We worked with Columbus City Council to ensure that the new permit did not overly burden upstanding lodging properties nor set an unfair precedent for other industries. We successfully lobbied for the removal of a required "letter of good standing," which would have increased compliance costs.

MEMBER ROUNDTABLES



Stephen Buehrer
Administrator, Ohio
Bureau of Worker's
Compensation



Matt McAuliffe
Chief of Staff, Ohio
Department of
Transportation



Zach Klein
President, Columbus
City Council

GOVERNMENT INSIDER



2 Issues
38% Avg. Open Rate

MEMBERSHIP UPDATES



389
one-on-one
meetings



36
connections
and intros



1296
advisement
requests



48
new
members

Team Member Testimonial

“Our Columbus Chamber Membership and the partnership with Haley Sherman was a tremendous help in planning and promoting our open house. She brought numerous ideas and suggestions to the table and was an integral part of the event.”

Ilaria Rawlins, First Financial Bank



30
visibility
requests



54
research
requests



12
gov. relations
requests



10
talent
requests



TALENT & WORKFORCE

Talent Pulse



2 Issues
33% Average Open Rate

Initiatives in Progress



Economic Development 411 for Educators



Development of proprietary Talent Mapping & Matching Tool

Notable Events



Engaged 246 juniors & seniors at Beechcroft High School Career Day



Joined 100 attendees at Tolles Tech RAMTEC grand opening



Presented Internship Work Plan to 35 attendees at New Albany HR Council Breakfast



IT Pathways Roundtable with 14 professionals & educators



Advised 10 members with talent connections



Connected 15 Ohio State students with Rev1 Ventures for site visit

LOGISTICS

The Columbus Region Logistics Council connected 3 shippers (*Wendy's, Bob Evans, and Boar's Head Brand*) with 6 Ohio State University Masters of Business Logistics Engineering students for the first-ever Cold Chain Freight Collaboration Project.



Project Results

As part of the Columbus Region Logistics Council's advocacy mission, this project was able to successfully connect emerging talent with the local business environment.

The student team identified opportunities for the three shippers to reduce the number of miles and round trips traveled by implementing consistent freight consolidation resulting in opportunities for real \$ savings.

COLUMBUS REGION LOGISTICS COUNCIL (CRLC) MEMBER DASHBOARD



124
CRLC Member businesses



1
CRLC Event: Transportation Forecast 2016



40+
Member facing meetings



10
CRLC newsletters
25% Avg. Open Rate