

## IMPLEMENTATION MATRIX: A COHESIVE IMAGE AND IDENTITY

#	Recommendation	Y	Potential Lead Implementer(s)	Potential Implementation Partners	Potential Funding Sources	Funding Notes
<b>Objective 5.1: Establish a Unifying Community Brand</b>						
5.1.1	Research, define, and develop a community brand.	1	CVB; PPP	BIZ; GOV	Various public and private partners	Potential costs include development of the brand (including consultant fees, research, design, etc.) and associated publicity and rollout costs; potential funders should be determined by the existing diverse group assembled to oversee the development of the brand
<b>Objective 5.2: Promote Greater Columbus to External Audiences</b>						
5.2.1	Pursue a major earned media campaign to generate positive coverage of Greater Columbus in external media markets.	1	PPP	CVB; COC; GOV; HCC; PCRCC	PPP	Primary cost is an annual public relations contract outlined in the Budget section.
5.2.2	Support efforts to promote Greater Columbus through travel, tourism, and events.	1	CVB	COC; GOV; HCC; PCRCC; PPP	CVB	Funded through existing or enhanced CVB budgets.