

IMPLEMENTATION MATRIX: TARGETED ECONOMIC GROWTH

#	Recommendation	Y	Potential Lead Implementer(s)	Potential Implementation Partners	Potential Funding Sources	Funding Notes
Objective 2.1: Grow and Expand Existing Businesses						
2.1.1	Formalize a collaborative business retention and expansion (BRE) program to ensure conditions are optimal for existing firms to thrive.	1	PPP	BIZ; MfC	PPP	Cost associated with coordinating and implementing a BRE program is primarily staff time; annual cost estimates provided in the Budget section include expenditures associated with: software licenses that support existing business surveys, relationship management, and data collection and reporting, technology and marketing, etc.
2.1.2	Launch a pilot "economic gardening" program to help second-stage firms grow in Greater Columbus.	2	PPP	BIZ, ELF	PPP	Startup and annual cost estimates for an Edward Lowe Foundation-assisted program is provided in the Budget section
New Firms and Investment						
2.2.1	Develop an updated comprehensive economic development marketing program.	1	PPP	ADC; CWW; GDEcD; GOV; GP; LU	PPP	The "Economic development marketing" item in the Budget section accounts for outbound events, public relations, a limited amount of paid media/advertisement, travel; and the development and maintenance of web and print resources; inbound marketing events are shown as a separate line item

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Objective 2.3: Pursue Special Opportunities for Growth and Diversification						
2.3.1	Continue to pursue the development of an +B21 additional hotel adjacent to the Columbus Georgia Convention and Trade Center.	1	CGC; CVB; PPP	DEV; UC	PPP	The primary cost of pursuing a hotel development can be incorporated into the economic development recruitment function of the public-private partnership; depending on market conditions, local incentives (e.g. TAD financing) may be necessary to advance the actual development of a new hotel
2.3.2	Evaluate the viability of expanding cybersecurity research capacity in Greater Columbus.	2	CSU; PPP	BIZ; CIC; EO; GDEcD; PHIL; USG	PPP	Primary initial cost to the public-private partnership is time for staff coordination; costs and funders for any subsequent measures would vary depending on identified opportunities but would likely include significant contributions from corporate and other private funders
2.3.3	Explore possibilities to leverage the Columbus campus of the Mercer University School of Medicine.	1	MUSM; PPP	BIZ; CGC; EO; NA	PPP	Primary initial cost to the public-private partnership is time for staff coordination; costs and funders for any subsequent measures would vary depending on identified opportunities

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Objective 2.4: Advocate for Economic Growth						
2.4.1	Continue to lobby on behalf of Fort Benning through the appropriate state and federal channels.	1	GB	BIZ; CIAR; EO; GOV; PPP	GB	Activities can be incorporated into the existing Grow Benning program.
2.4.2	Work with all appropriate partners to identify near- and long-term opportunities for improving connectivity between Greater Columbus and major markets.	2	COC; PPP	ALDOT; EO; GDOT; GOV; RVRC	COC; PPP	The costs of any actual infrastructure projects will necessitate significant, federal, state and/or local investments; the public-private partnership can coordinate partners on identifying potential needs, which can then be incorporated into the Chamber's and other ongoing policy agendas
2.4.3	Ensure that the region's legislative agendas are aligned with strategic community and economic development needs.	1	COC	BIZ; EO; GOV; PPP	COC	Costs should be minimal as new strategic initiatives can be incorporated into the Chamber's existing policy agendas with the approval of Chamber leadership; other Chambers or organizations with policy agendas may also wish to align the strategy