



Strategy/Metric	Starting Figure	Latest Figure	Source
Core Indicators			
Population growth	314,029 (2014)	308,755 (2016)	CPE
Labor force	127,103 (2014)	124,046 (2016)	BLS
Average annual wage	\$39,058 (2014)	\$41,120 (2016)	BLS
Per capita income	\$36,683 (2014)	\$38,313 (2016)	BEA
Median household income	\$42,669 (2014)	\$43,412 (2016)	ACS
Poverty rate	20.4% (2014)	19.7% (2016)	SAIPE
Child Poverty Rate	29.6% (2014)	27.6% (2016)	SAIPE
Targeted Economic Growth			
Total employment	147,957 (2015)	147,084 (2017)	EMSI
Total private sector employment	101,251 (2015)	101,239 (2017)	EMSI
Jobs from recruitment efforts	483 (2016)	260 (2017)	COC
Capital investment from recruitment efforts	\$6.2 MM (2016)	\$37.6 MM (2017)	COC
Jobs from Business Retention and Expansion (BRE) efforts	386 (2016)	594 (2017)	COC
Capital investment from Business Retention and Expansion (BRE) efforts	\$117.6 MM (2016)	\$414.5 MM (2017)	COC
An Enterprising Culture			
% of workers who are self-employed	4.4% (2015)	4.3% (2017)	EMSI
Employment in firms less than five years old	9.3% (2014Q1)	12.0% (2016Q1)	QWI
Small business loan originations	3,092 (2013)	3,513 (2016)	FFIEC; CRA
Talented, Educated People			
% of 3- and 4-year olds enrolled in Pre-K	51.0% (2014)	52.1% (2016)	ACS
Public HS graduation rate	84.6% (2015)	87.8% (2017)	GOSA
Public HS 9-12 dropout rate	2.2% (2015)	2.3% (2017)	GOSA
% of public HS grads enrolling in postsecondary	58.8% (2014)*	65.3% (2017)**	GOSA
% of public HS grads completing postsecondary coursework	58.5% (2014)*	69.9% (2017)***	GOSA
AA+ attainment rate	31.8% (2014)	35.1% (2016)	ACS
BA+ attainment rate	23.9% (2014)	25.6% (2016)	ACS
% of adults 25+ without HS diploma or equivalent	14.6% (2014)	12.6% (2016)	ACS
BA+ attainment rate for in-migrants	26.5% (2014)	28.6% (2016)	ACS
A Cohesive Image and Identity			
Development of updated community brand identity	N/A	100% Completed (2017)	CVB
Adoption of community brand identity by local partners	N/A	Adopted by local partners including Columbus Convention & Visitors Bureau, Development Authority of Columbus and Columbus Consolidated Government. (2018)	CVB
Social media engagement w/ brand identity	N/A	50% Completed (2018)	CVB
Coverage generated through earned media campaign	N/A	\$60,000+ of earned media and 250,000+ impressions (2017)	CVB
Annual visitors to Greater Columbus	1.7 MM (FY2014)	1.9 MM (FY2017)	CVB
Number of conventions, trade shows, and other inbound events	357 Meetings Held (FY2016)	440 Meetings Held (FY2017)	CVB
	245,000 Attendees (FY2016)	267,278 Attendees (FY2017)	CVB
	89,205 Room Nights (FY2016)	102,931 Room Nights (FY2017)	CVB
	\$39 MM Economic Impact (FY2016)	\$48.9 MM Economic Impact (FY2017)	CVB
Vibrant and Connected Places			
Direct & leveraged capital investment from TADs/redev. programs	There are no investments from TADs/redevelopment programs at this time		Various/PPP
Total housing units in Uptown Columbus & other key districts	Track locally and report progress	Track locally and report progress	Various/PPP
Total S.F. of retail in Uptown Columbus & other key districts	Track locally and report progress	Track locally and report progress	Various/PPP
Capital investment in Uptown Columbus & other key districts	Uptown: \$1.9 MM (2016)**** Midtown: \$59.0 MM (2016)**** Other Key Districts: Track locally and report progress	Uptown: \$1.5 MM (2017)**** Midtown: \$5.7 MM (2017)**** Other Key Districts: Track locally and report progress	Various/PPP
Linear miles of bicycle and pedestrian infrastructure developed	Approximately 50 miles within the past 15 years, including projects under construction.		Various/PPP
Capital investment in bicycle and pedestrian infrastructure	Approximately \$27 MM within the past 15 years, including projects under construction.		Various/PPP
Average Walk score of Uptown Columbus and other key districts	24 (2015)	26 (2018)	Walkscore
Annual unlinked transit trips per resident	4.9 (Jun 2014)	4.8 (2016)	NTD

Note: Wages and income not adjusted for inflation; all indicators were updated with the most recent data available. In some cases, previous years' estimates were adjusted based on new data.

* Class of 2010, ** Class of 2015, *** Class of 2013

**** Based on Building Permit Value Data

SCORE CARD