



## **Campaign Backgrounder**

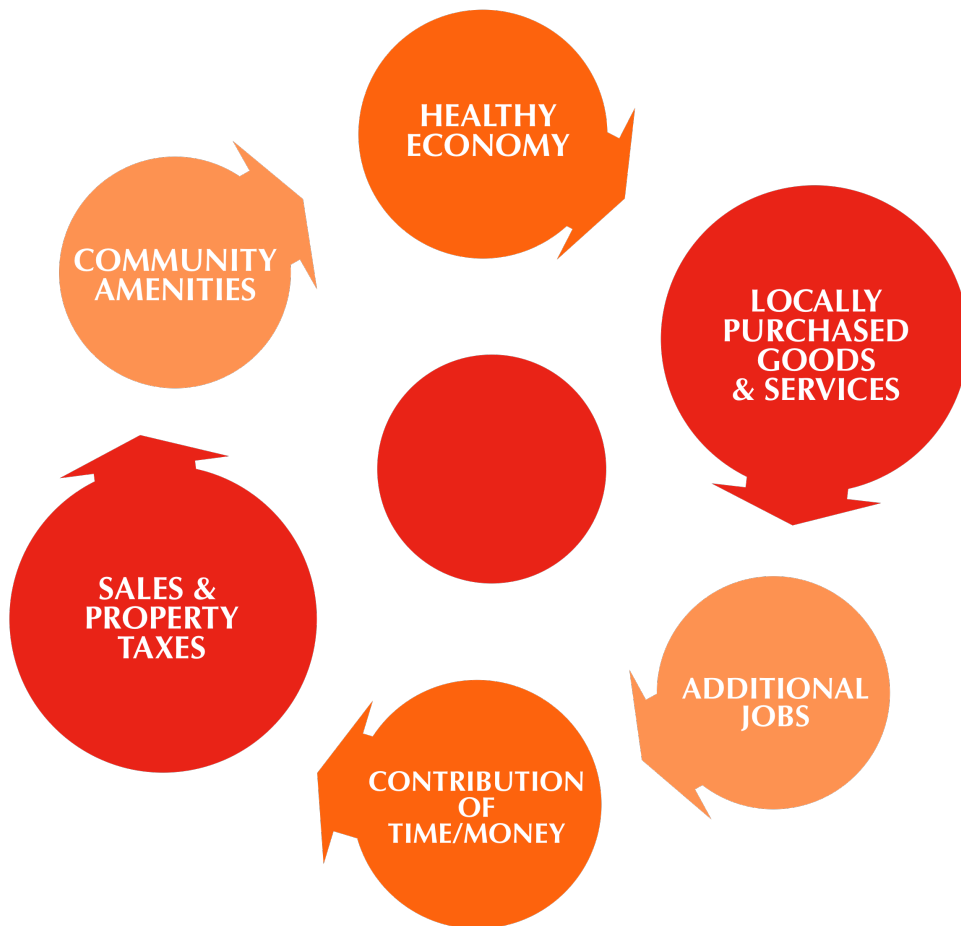
The Columbia Chamber of Commerce has been promoting and protecting the interests of its member businesses and the quality of life in Columbia since 1905. As organizations in Columbia and the surrounding region strive for improvement of the overall health of the community, the area's economic health emerges as a key component, and commerce and economic development are at the core of this effort. To promote the future economic health of Columbia, the community must generate attractive job opportunities for its citizens and attractive business opportunities for employers.

### **The Campaign**

The Columbia Chamber of Commerce has developed a new campaign to support the economic development and vitality of our community. **"It's Your Business"** is the Chamber's effort to communicate the benefits of, and highlight the sources that supply, a healthy economy in our community. **"It's Your Business"** will profile local citizens and their view of what attributes are important in their community including their story of business growth.

## It's Everyone's Business

A vital economy affects everyone who lives and works in the community and, therefore, is EVERYONE'S business – this campaign works to support that. The amenities residents enjoy (e.g. parks, trails, good schools) are dependent upon a solid tax base, which funds our healthy economy and quality of life. A healthy economy allows Columbians to purchase goods and services, which allow businesses to create additional jobs, contribute money and time to charity, and pay taxes, which, in turn fund those amenities Columbia residents enjoy.



## **Objectives**

**“It’s Your Business”** seeks to support the following five objectives:

1. Raise awareness of the benefits of a healthy economy in Columbia
2. Connect the idea that job creation is the underpinning element of a healthy economy
3. Brand Columbia as a “business friendly” community
4. Promote doing business and buying locally
5. Actively support regional efforts to attract new or expanding businesses to the area in concert with REDI, CORE, CAJF, Centennial Investors and others

## **Make it Your Business!**

If you have any questions regarding participation in the campaign or if you have additional great ideas on how it can be promoted in our community, please contact Emily Poore at 874-1132 or [epoore@ColumbiaMoChamber.com](mailto:epoore@ColumbiaMoChamber.com).