



COLUMBIA CITY COUNCIL VISION STATEMENT

#ENVISIONCOLUMBIA

By 2036, Columbia has captured the new American dream. While embracing our 250-year rich history, we enthusiastically welcome the future. We are proud of our soul, our unique character, our diversity, and our human potential. We stand as a city for all people. As a center of commerce, technology, and education, we have defined our city as one full of vitality and inclusion with a charming and cosmopolitan feel. We will create our desired future. We will continue our success.



We Are Columbia

CITY COUNCIL VISION STATEMENT

SEVEN FOCUS AREAS

ATTRACTING & RETAINING TALENT

Columbia, South Carolina is the center of the global knowledge economy and the leading hub of insurance technology in the world. It is home to more corporate headquarters than any other city in the Southeast and home to the talented leaders and employees of those companies. Having sought innovative ways to nurture businesses over 20 years ago, Columbia today reflects progressive energy and highly desirable growth. It attracts business interests and investment from around the globe.

A laser-like focus on ensuring a business friendly environment has resulted in Columbia being the jewel of the south. Its results include the largest GDP of any city in South Carolina, the lowest unemployment, and a steady stream of talent that emerges from its colleges and universities. Columbia experiences a steady increase in its number of residents and businesses with disposable income. There is a low business vacancy rate and phenomenal growth throughout Columbia and the surrounding region. Columbia's thriving urban core serves as home to most of the state's cultural destinations with the core surrounded by vibrant neighborhoods and schools. Columbia's exciting riverfront is the envy of the Southeast.

PLANNING TOGETHER

Building on its history as the first planned capital city in America, Columbia continues its pace in defining what a great American city can be. Its planned underground grid showcases an integrated utility and City operating system. It preserves and treasures its natural resources and historic properties, evidenced by the City's multiple recognitions as one of the best planned, sustainable cities.

Columbia is well recognized as a genuinely authentic, well-planned city and continues to set the pace for America. The planning process features and protects a strong urban core, fully developed riverfront, great neighborhoods, well canopied streets, both large scale and pocket parks, well-connected modes of intermodal transportation, and an abundance of pedestrian and bike paths.

Regional government exists, offering superior, cost effective basic services to citizens and businesses with a well-balanced, growing tax base. The success of this new government is largely the result of engaged citizens and visionary leaders.

CONNECTING OUR COMMUNITY

With three beautiful rivers running through the heart of the City, three interstate highways that connect the region to over 75% of the American economy, and a historically designated and well-planned urban core, Columbia is recognized as the economic engine of the South. The City's laser-like focus on the delivery of sound and sustainable infrastructure, along with its best practices and cutting edge technology have enabled it to

manage and operate one of the largest and most modern utility systems in the South.

Columbia has integrated infrastructure delivery that is coupled with a vision of establishing itself as the most walkable city in America. The City thus provides its citizens with a green, high tech inter-modal transportation system that services and connects the entire metropolitan area. A superior network of 100 miles of bike and pedestrian friendly connectivity supports the healthy lifestyles of Columbia's citizens and visitors and has earned the community accolades for decades. The City's stunning tree canopy makes Columbia the longest consecutively recognized municipality by Tree City USA. The canopy camouflages an intricate network of smart technology, green infrastructure, and renewable energy sources that serve citizens and businesses, while promoting healthy living.

EMPOWERING OUR RESIDENTS

Columbia is an inclusive, caring, and compassionate city that embraces diversity. We provide a variety of services and resources that develop human potential and invest in the growth and development of all residents.

Our citizens live in safe, sustainable neighborhoods where children are thriving, learning, and having fun. Our residents are financially and physically healthy and lead peaceful and productive lives. Our citizens are invested in the community and empowered to live their fullest potential. Columbia prides itself on engaging its citizens and providing a high quality of life with endless possibilities.

From premier educational institutions to strong neigh-

OUR FOCUS AREAS ARE EXPLAINED BELOW, AS THE DESIRED FUTURE STATES WE HOPE TO ACHIEVE BY 2036

borhoods and thriving businesses, the City is well known as an environment in which there are opportunities for all. We are home to state-of-the-art K-12 schools, a myriad of public and private institutions of higher learning, as well as a nationally ranked technical school system. All of these opportunities empower residents to transform their lives and inspire people, young and not so young, to achieve their dreams. Workforce development is a hallmark of the Columbia community, coupled with a focus on successfully leveraging public and private partnerships to ensure that all residents have the opportunity to obtain skilled, high paying jobs.

High level medical services, abundant recreational amenities, and a beautiful and safe natural environment allow citizens to live healthy and active lives.

ECONOMIC PROSPERITY | ENDLESS POSSIBILITIES

Columbia is a capital city of endless possibilities! A balance between fiscally responsible government and strategic investment has encouraged desirable private sector growth. The City has an internationally recognized business friendly environment that has produced a sustainable revenue stream to support reinvestment in our public infrastructure, schools, neighborhoods, and our arts and cultural community.

The City creates an atmosphere that generates rewarding employment opportunities for all. The state's flagship institution of higher learning, the University of South Carolina, along with our many high quality universities and colleges and world-class technical college system support abundant, well-focused job training. Our many core educational facilities have attracted high tech industry and innovative businesses that change the world.

ENHANCING COLUMBIA'S NEIGHBORHOODS

Columbia reflects neighborhoods that are filled with historic homes, museums, parks and natural resources. The City boasts safe, secure neighborhoods that are free from over-development and other consequences of growth. Housing exists for residents in

a variety of income categories and stages of life, including choices from traditional single-family homes with tree-lined streets to high-rise urban living. Our city is a seamless mix of neighborhoods with tree canopies that create a nurturing environment in which our citizens can prosper and grow. The City maintains a diverse mix of housing stock from urban development to family oriented neighborhoods with backyard cookouts.

The City protects and honors the uniqueness and character of its history. Columbia attracts employees and families that desire a safe, sustainable, and accessible community. It has distinguished itself by managing growth to protect and improve its valued quality of life. Sustainable development has been carefully blended into the City. Careful expansion and redevelopment have made Columbia a pedestrian-friendly, livable, social and economic center.

LEADING THE WAY IN INNOVATIVE & HIGH QUALITY MUNICIPAL SERVICES

Long considered a leader in municipal service delivery, the City of Columbia embraces new technologies and is committed to the highest level of customer care and constituent service for residents and visitors.

We operate in an environment that is business friendly to promote the growth of our small and large businesses. Our practices are solution-oriented. Our business processes have been streamlined to ensure an effective and efficient approach to address the needs of our business community.

Tools for citizen engagement are utilized to empower our residents to interact and access City services in an efficient, timely, and helpful manner. The City of Columbia's staff implements best practices that are on the cutting edge of municipal governance. The use of technology allows City staff to increase productivity and decrease response time in addressing customer requests and concerns.

FIVE GOALS

We will achieve these desired future states by focusing on the following goals:

GOAL #1

Grow opportunities for entrepreneurship, business development and a skilled workforce to achieve a healthy economy.

GOAL #2

Connect the City's neighborhoods and business districts through cohesive land use, infrastructure development, and transportation planning.

GOAL #3

Foster a healthy quality of life focusing on safety, culture, and recreation.

GOAL #4

Collaborate and partner with entities within the Midlands region to become the state's prime destination for residents, visitors, and businesses.

GOAL #5

Provide high quality municipal services, efficiently, effectively, and responsively.

COLUMBIA CITY COUNCIL



SEATED: Councilman Sam Davis, Mayor Stephen Benjamin and Councilwoman Tameika Isaac Devine

STANDING: Councilman Edward McDowell, Jr., Councilman Moe Baddourah, Councilman Howard Duvall, Jr. and Councilman Daniel Rickenmann