

# CbusNEXT

The Future of Columbus Series • The Columbus Dispatch

**DMIG**  
DISPATCH MEDIA GROUP

a GateHouse Media® group

# FUTURE OF COLUMBUS

## FUTURE OF COLUMBUS 2017: What will Greater Columbus look like in 20 years?

**W**ith the help of local residents and experts, The Dispatch will look into a crystal ball of sorts to give readers an idea of what the place we call home may look like when the kindergartners of today graduate from college 20 years from now.

In an interactive component of this project, we'll ask those school children, their parents and their neighbors to weigh in with their ideas and suggestions in words, pictures and videos. We'll ask them two questions: What does Columbus need? And what will central Ohio look and feel like 20 years from now?

But this isn't all blue sky and crystal balls. Planners in all aspects of life already are working on more sophisticated plans for the future, and we will tap into those for a detailed look at what they foresee in some key areas outlined in this project overview.

The goal is to produce a monthly series that would be published starting in June and ending in December. (This will appear in print once a month but would be accessible at all times online in a growing package of stories.)

The monthly package of stories, photos and graphics would appear in its own stand-alone section starting in June 2017.

Technology weaves through many of these topical areas. The question of how we as a society address civility and community relations also cannot be overlooked.

And we'll look backward (and sideways) while looking forward. We will seek to provide historical context for these topic areas to show where we have come from, where we are now and where the experts say we are going. Using historical photos will help provide that context. The sideways look will be toward peer cities and how we compare to them.

It's a meaty subject, and one we're excited to start diving into.

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**T**he spirit of Columbus is all around us, and it has inspired many people to do some remarkable things to benefit central Ohioans.

This is a special place where people dream big, present bold ideas and do things that some say aren't possible. So where will all of that take us in the future? What will Columbus be in 20 years?

We want to tap those dreams and big ideas in a series we're calling ColumbusNEXT — CbusNEXT in the social media world. The goal is to show how the spirit of Columbus has molded this vibrant city and, as best we can, show where the spirit is leading us.

We want to harness the brainpower of experts and dreamers alike to look two decades into the future and consider what this place we call home will look and feel like in 20 years. We hope that ColumbusNEXT will inspire people to think boldly. We seek to empower dreamers to dream big and be part of sketching out what we become as a community.

In short, we want and need you to be part of this.

Do you see a city of self-driving cars? Better public transportation? Another sports team? What about revitalization of neighborhoods such as Franklinton? Will more people move Downtown? And how will the suburbs change?

In fact, we're looking for some people now who would be willing to be interviewed in two panels of as many as 10 people each about what they think their housing preferences will be in the year 2037. If you are a "millennial" (born 1982-2004) or a baby boomer (born 1946-64) interested in talking with Jim Weiker for a segment on neighborhoods and housing, send him an email at [jweiker@dispatch.com](mailto:jweiker@dispatch.com).

We have reached out to schools, because the children

## THE INSIDE STORY

# CbusNEXT: What will city be in 20 years?



**ALAN D. MILLER**

**G4** Sunday, April 23, 2017 | THE COLUMBUS DISPATCH •

### MILLER

Continued from G1

entering classrooms as kindergartners this fall will be fresh out of college or a few years into their apprenticeships in the year 2037. We want children to tell us what they see in their crystal balls, and we're eager to hear their stories and see the pictures they draw of ColumbusNEXT.

We realize that not all of you live in Columbus, but Columbus is the economic and cultural engine that drives this entire region. So even though you might live in Bexley or Canal Winchester or Worthington, your ideas matter. The same is true for those who live even farther from Broad and

High in Newark or Delaware or Marysville, because we are one big community and becoming more so every day.

This is a massive undertaking for the newsroom. Seven reporters and a number of editors, photographers, videographers and web producers already are working on this. You'll likely see them across the region throughout the rest of the year. And we will ask you in various other ways to express your thoughts and ideas as we roll out the series.

We will launch ColumbusNEXT in June as a monthly series in print and in a highly visual, interactive, always-accessible site online.

Most, if not all, of the installments will include a look back at where we have been as a community. We will

do that in part because this is a city composed largely of people from elsewhere. Many of us are immigrants from another part of the state, if not another part of the world, and many simply don't know how Columbus got to where it is today. It's important to know where you've been to truly appreciate how far you have come — and where the spirit might lead you.

Pick any point in time, and you can see the spirit of Columbus in people with bold ideas and initiatives.

I was reminded of this last week when the Columbus Foundation honored legal scholar, civil rights attorney and author Michelle Alexander with its annual "Spirit of Columbus" award. She received it for her work to bring social justice through

the expression of "uncomfortable truths," as she describes the difficult conversations around such topics as racial profiling that we must have as a community.

Others who have been moved by the spirit of Columbus envisioned a vibrant arts community where seedy bars and rundown buildings once dominated the landscape in the Short North. A handful of others saw an arena — actually an entire entertainment, commercial and residential district — where a crumbling, vacant prison once stood.

Still others saw thousands of people living in Downtown condos where once the buildings emptied and sidewalks rolled up at 5 p.m. each day.

The late Jerrie Mock was among those with the spirit. The Columbus Foundation's

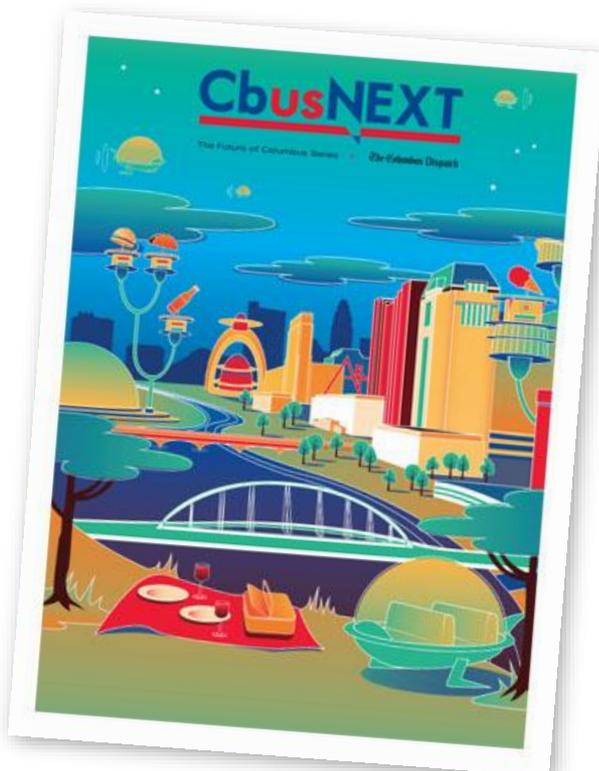
award is named for her — the mother from Bexley who at age 38 became the first woman to fly solo around the world in 1964 in a plane she called the Spirit of Columbus.

Her can-do spirit of adventure; her persistence and perseverance in the face of nay-sayers; and her risk-taking despite all odds is of a kind that many have harnessed to lift this city to new heights.

So, what's next Columbus? We can't wait for you to tell us so that we can share the hopes and dreams of what we can be.

Send thoughts and suggestions to [cbusnext@dispatch.com](mailto:cbusnext@dispatch.com).

*Alan D. Miller is editor of The Dispatch.*  
[amiller@dispatch.com](mailto:amiller@dispatch.com)  
[@dispatcheditor](mailto:@dispatcheditor)



DECEMBER 22

NOVEMBER 24

OCTOBER 27

SEPTEMBER 22

AUGUST 25

JULY 28

JUNE 23

## Steady growth:

Demographers project significant growth in the Greater Columbus population during the coming decades. We dissect those projections, break down current demographics and look at projections for trends, including greater diversity and more education. We also look at where all of these people will live. Which communities are expected to grow the most, and where? How will changes in immigration and diversity play into this? We'll include the Smart Cities initiative and a look at transportation systems of the future. And we'll ask: What's the city's image to outsiders?

### Main Story:

What are the growth projections for Columbus? How do city leaders see the city changing in the next 20 years? Look at the numbers and the city's plans/predictions and reaction to them. Will there be enough people and resources to care for the growing number of older people?

### Second story:

What are the plans for transportation? Driverless cars and buses are on the list, but what else?

### Ted Decker column:

Dream big for the future.

### Sidebar:

Will we see a huge growth in the immigrant population over the next 20 years? Who will they be — and how will they influence Columbus?

### Possible sidebar:

Do we have the water resources to serve a significant growth burst in an essentially landlocked area that relies on reservoirs?

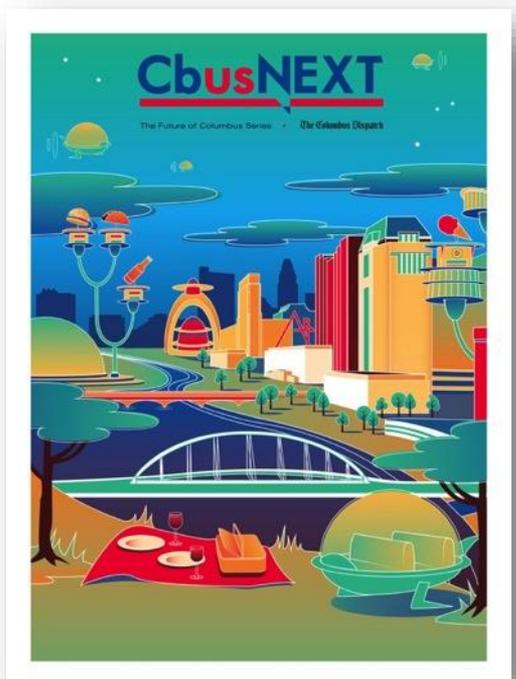
### Possible sidebar:

Looking back at predictions of the past. Were they on base at all?

### Graphic/sidebar:

We get predictions/hopes from city leaders, residents.

### Video/Web interactives



JUNE 23

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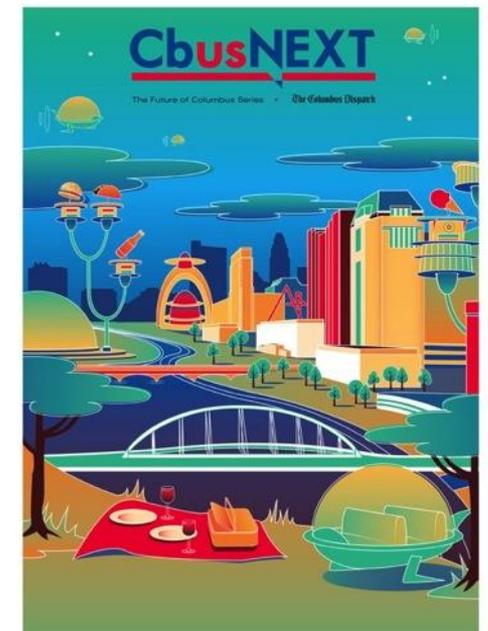
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JULY 28



## Where will baby boomers want to live?

As baby boomers grow into their 70s-90s, they'll be looking for good retirement-living options that reflect the same things they've gotten used to over their lifetimes: easy living and cool living. What kinds of options will be most attractive to them, and how many more retirement villages or other developments will be needed?

## Where will millennials want to live:

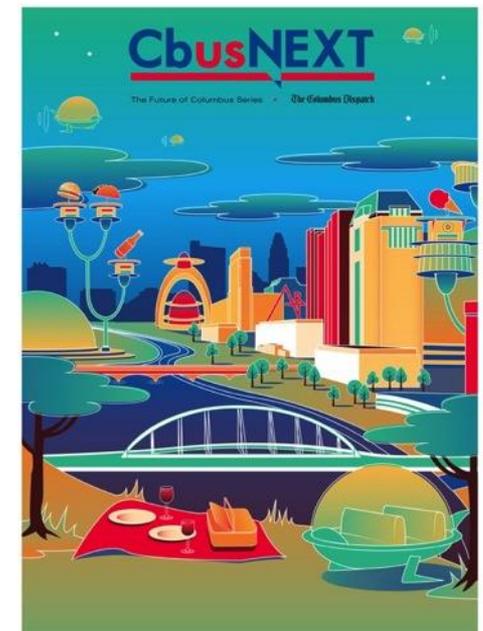
In 20 years, millennials will be in their 30s-50s, the prime range of family raising. Where will they want to live - the city, the country, the suburbs... or in new developments not even in the works yet? What housing will be their favorite? We take a look.

### **New tech:**

So much about how we live in our homes depends on the technology inside and outside. What will be not just new but *normal* 20 years from now? We look at everything "smart home," from door locks and green-energy upgrades, to self-propelled vacuums and washer-dryers in one machine, and any other forms of tech that will affect how our houses work for us.

### **Graphic:**

Examples of houses built since early 1900's to show how the modern home has evolved. Includes an online slide show component.



AUGUST 25

## Health and science:

We have a lot of smart people here working in the health and science fields. We will ask them to walk us into the future and look at how they expect to help us maintain our health and fitness. What new tools and scientific developments do they expect to see by the time they are ready to retire? When it comes to hospitals, what will they look and be like 20 years from now? What diseases or illnesses won't be issues any longer? Will 3-D printers turn out new organs for people in need?

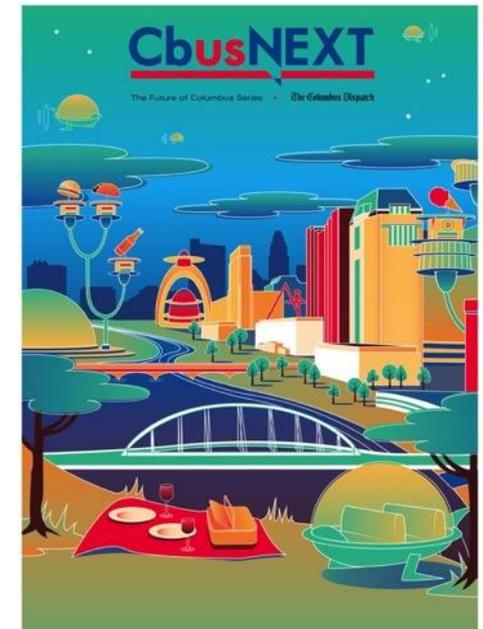


### Graphic/sidebar:

Predictions and hopes from city leaders and residents.

### Video/web interactives:

We'll try to gain access to some research labs showing technology being developed; visit hospitals with the latest equipment now and ask where we are headed.



SEPTEMBER 22



## Education:

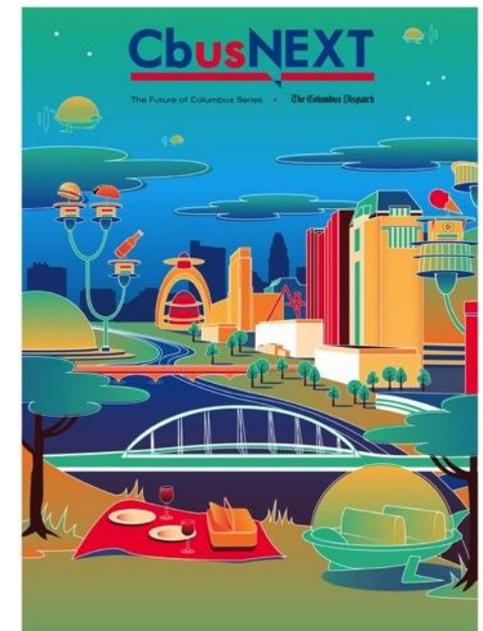
How will teaching and learning change as the years unfold? What do experts in the field say about books, computers and brick-and-mortar schools? What do students say about their hopes and visions for learning in the future? What skill sets will high-school and college graduates need in 2037 to be successful and productive? And are schools prepared to teach those things? Will there be a greater focus on two-year certificates than on four-year colleges?



### Graphic/sidebar:

We get predictions and hopes from city leaders and residents.

Video/web  
interactives



OCTOBER 27



## Arts, Culture and Sports :

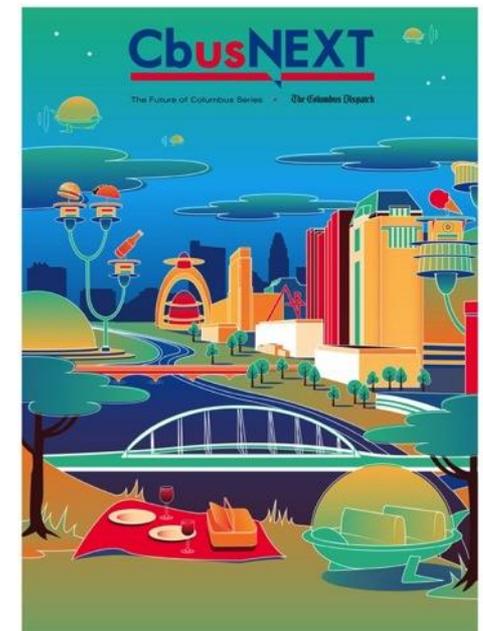
We look at quality of life amenities in central Ohio and wonder: What will our parks and recreation facilities look like two decades from now? What will our museums and theaters of the future include? How will we entertain ourselves? How many championships will the Buckeyes win in the next 20 years? When will the Blue Jackets win the Stanley Cup? Will we score another big-league franchise, and if so, in which sport? The NBA, perhaps?



### Graphic/sidebar:

We get predictions and hopes from city leaders and residents.

Video/web interactives



NOVEMBER 24



## Economy and Leadership:

What will the future of business in Columbus look like? And who will lead it? Will it become the incubator city that some hoped for when they saw Columbus start-up CoverMyMeds sell for \$1.5 billion? Will manufacturing grow, or will it be replaced by tech and service jobs? Where will the jobs be, both physically and in terms of business sector? What does the workplace of tomorrow look like? We explore all of these topics with experts and those in the workforce today. With the strong presence of online shopping, what will the retail scene look like in 20 years? How are retailers adapting to the changes?



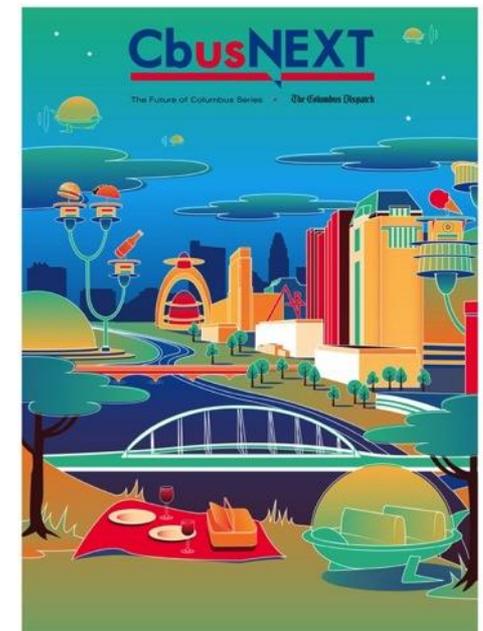
### Secondary story:

Who will emerge as Columbus' new civic and business leaders?

### Graphic/sidebar:

We get predictions and hopes from city leaders and residents.

### Video/Web interactives



DECEMBER 22



## Dreams for the future:

We conclude the series with the hopes and dreams of our readers. We asked them, including school children, about their ideas for the future. Now, we present to our readers what they have said about the future of Greater Columbus. How do they think society will change? We feature them (in video and print) and their ideas — and perhaps even their drawings and illustrations — in a dream book for 2037.



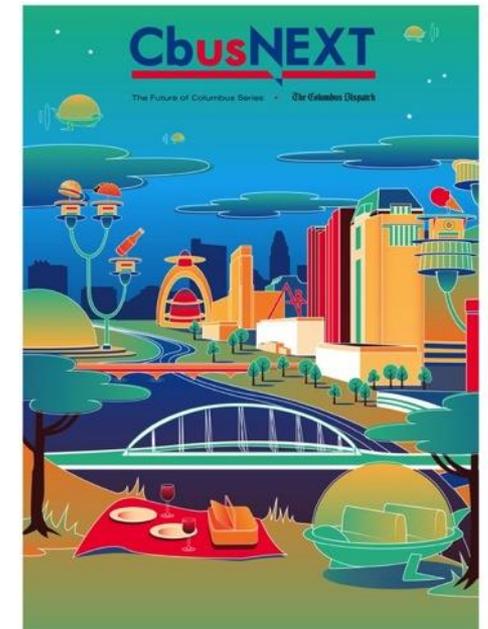
### Secondary story:

What are the next big neighborhoods in Columbus?

What do neighborhoods want to see?

### Video/Web interactives:

Feature a summary video of people telling us about their dreams for the future.



# How can your business be a part of The Future



## THE FUTURE OF ENERGY

# IGS

ENERGY  
SOLAR  
GENERATION  
CNG SERVICES

[IGSEnergy.com](http://IGSEnergy.com)

**Our Beliefs**  
We are focused on the promise of the future, fully grounded in the realities of the present. As that future comes into focus, the energy needs of consumers will change. But, our commitment to finding better ways to meet those needs never will. We are driven by a set of core beliefs that shape our behavior and guide our efforts.

We believe in an energy-independent United States, powered by domestically-produced, environmentally-responsible resources.

We believe in the value of developing alternative sources and uses of energy.

We believe in free markets, where competition, transparency and accountability drive innovation and efficiency.

We believe in the individual consumer who will play a vital role in shaping the future of energy.

Scott White  
President & CEO / IGS ENERGY



"With Star Citizen, we do 15 to 25 builds every day. We're talking tremendous amounts of data. Fortunately, our fiber network is absolutely stellar."

Chris Roberts, CEO  
Cloud Imperium Games  
Client since 2012

PC gaming is serious business. To compete, you need a robust network and IT infrastructure. We help clients like Cloud Imperium Games get that edge—with a winning mix of data, voice, video and cloud solutions, all delivered over a nationwide fiber network. Game on.

[enterprise.spectrum.com](http://enterprise.spectrum.com)

**Spectrum**  
ENTERPRISE

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ONE LUCKY FAN WILL WIN TWO LEXUS LOUNGE SEASON TICKETS, A BREITLING WATCH & \$5,000 IN CASH!

# CBUS NEXT 2027

**What will Transportation & Housing look like in 20 years?**



**THE FUTURE OF COLUMBUS**

Monthly Features and Archived Stories

**About the series**



What Readers & Visitors will see in the coming months

**Columbus CEOs talk about THE FUTURE OF COLUMBUS**



Insight from Central Ohio Top CEOs

**Future of Columbus Directory**

An interactive directory of Central Ohio businesses



Monthly Features from Business & Community Leaders



MEYERS JEWELERS CHEPMAN **DISPATCH**  
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# CBUS NEXT 2027

Insight from Central Ohio Top CEOs



**Columbus CEOs talk about THE FUTURE OF COLUMBUS**



MEYERS JEWELERS GERMAN LEXUS OF COLUMBUS & DAYTON THE COLUMBUS DISPATCH  
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# THE FUTURE OF ENERGY



# IGS<sup>®</sup>

ENERGY  
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President & CEO / IGS ENERGY

## IGSEnergy.com

# CBus NEXT / The Future of Columbus Series

## **7x FP Package Investment: \$4,725/ Month**

**Total Investment: \$33,075 / Total Value: \$64,600+**

- Advertiser CEO Insights page with dominating page photo (Links from Future Columbus Homepage)
- Share of Voice within the super leaderboard ad positions on all article pages within the Future Columbus Portal
- 600,000 impressions on Propel/DMG's #1 local network of sites for 7 months – driving traffic to website
- Sliding Billboard Ad: 2 days total on HP of Dispatch.com
- Digital Directory listing
- One (1) Full Page / Full Color Columbus Dispatch ROP Ad in each of 7 Future of Columbus Special Sections
- Print Directory listing (Advertiser's Logo, Company Name, Web Address)

## **7x HP Package Investment \$3,500 / Month**

**Total Investment: \$24,500 / Total Value: \$50,600+**

- Advertiser CEO Insights page with dominating page photo (Links from Future Columbus Homepage)
- Share of Voice within the super leaderboard ad positions on all article pages within the Future Columbus Portal
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# CBus NEXT / The Future of Columbus Series

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**3x FP Package Investment: \$7,200 / Month**

**Total Investment: \$21,600 / Total Value: \$24,600**

- Digital Directory Listing for 12 months
- 600,000 impressions on Propel/DMG's #1 local network of over 3 months – driving traffic to website
- One (1) Full Page / Full Color Columbus Dispatch ROP Ad in three (3) Future of Columbus Special Sections
- Print Directory listing (Advertiser's Logo, Company Name, Web Address)

**3x HP Package Investment: \$ 4,570 / Month**

**Total Investment: \$13,710 / Total Value: \$16,100**

- Digital Directory Listing for 12 months
- 400,000 impressions on Propel/DMG's #1 local network of over 3 months – driving traffic to website
- One (1) Half Page / Full Color Columbus Dispatch ROP Ad in three (3) Future of Columbus Special Sections
- Print Directory listing (Advertiser's Logo, Company Name, Web Address)

# CBus NEXT / The Future of Columbus Series

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## **1X Full Page / Digital Package:**

**Investment: \$6,200**

- One (1) Full Page / Full Color Columbus Dispatch ROP Ad in one (1) Future of Columbus Special Section
- Print Directory Listing (Logo, Company Name / Website (7 months)
- Online Directory Listing with link to advertiser's site: (12 months)

## **1X Half Page / Digital Package**

**Investment: \$3,600**

- One (1) Half Page / Full Color Columbus Dispatch ROP Ad in one (1) Future of Columbus Special Section
- Print Directory listing (Advertiser's Logo, Company Name, Web Address) (7 months)
- Online Directory Only Listing: \$50/month (12 months)

## **Directory Ad Units (7 Months Print / 12 months Digital)**

**Investment: \$1,800**

- Print Directory Listing (Logo, Company Name / Website (7 months)
- Online Directory Listing with link to advertiser's site: (12 months)

Print Specifications

Full-Page Image Area: 9.5" x 13.3"

Half-Page Image Area: 9.5" x 6.6"

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