PROFILE: COLUMBUS

THE NEW MIDWEST

Bipartisan, collaborative and a beacon for a resurgent economy, Ohio's capital is the city others want to be.
Ohio's prosperous, progressive capital city is finally getting the attention it deserves.

By Craig Lovelace

Columbus is the city everybody has heard of but few people know much about. Overshadowed by Cleveland and Cincinnati during much of its first 300 years, Ohio's capital city and its 11-county region are finally enjoying the national limelight, popping up regularly on "Best" lists, naming the country's best hospitals, safest cities, most-wired cities and the best for business opportunities, tech jobs and working mothers, to name but a few. The accolades have revealed a community that has benefited remarkably from good demographics, good strategy and good luck.

"This is a young city, cool, vibrant and fun," says Mayor Michael B. Coleman, who is serving his fourth consecutive term as the city's chief executive. "The whole city is in the beginning of a renaissance."

Coleman has had much to be happy about in recent years. Serious public and private capital investments have been made across the collective 5,955 square miles of Franklin, Delaware, Fairfield, Knox, Licking, Logan, Madison, Marion, Morrow, Pickaway and Union counties known as Central Ohio. It seems that every other day another new company announces it is investing in the region or an existing business outlines plans to expand its Columbus operations. In total, the region has garnered more than $3 billion in economic development projects since 2010.

The region's flagship university, Ohio State, has earmarked more than $2 billion for construction projects, $1.2 billion of which is allocated to The Ohio State University Wexner Medical Center expansion project that includes the Arthur G. James Cancer Hospital and the Richard J. Solove Research Institute and Critical Care Center. The 21-story hospital will be completed in 2014.

Nationwide Children's Hospital, one of the best pediatric hospitals in the country, already dedicated nearly $800 million to its own expansion, which included a new main hospital and more research space—the largest pediatric expansion project in U.S. history.

Outside the city, automaker Honda plans to spend $800 million expanding several of its 10 Ohio operations, including those in Union, Logan and Shelby counties that will bring 1,500 jobs to the area.

Nationwide Realty, the real estate affiliate of parent company Nationwide Insurance, has spent $600 million turning land that once housed a state penitentiary into a gleaming entertainment, office and residential area called the Arena District. It's home to Nationwide Arena, where the NHL Columbus Blue Jackets play and to Huntington Park, a ballpark built in 2009 at a cost of $70 million and home to the Columbus Clippers, the Triple-A minor league team of the Cleveland Indians.

"The Midwest in general can suffer somewhat from being too dull, but Columbus is turning a lot of heads around with its vitality," says Michael Dalby, president and CEO of the Columbus Chamber of Commerce.

Columbus' vibrant Downtown added 5,500 apartments and condominiums and also two showcase parks: Columbus Commons and Scioto Mile. The two parks have spurred...
Jeni Britton Bauer
owner, Jeni's Splendid Ice Creams

HOME: Upper Arlington. “One thing is for sure, wherever I live, I will never be far from Downtown.”

MUST-SEE: North Market, American Whistle Corporation, Ohio State’s Thompson Library, King Arts Complex, Worthington Farmers Market, Ohio Roller Girls.

WHAT TO EAT IN TOWN:
- The hand-ladled ricotta and greens at Third & Holley (“the ricotta is made while you wait with Snowville Creamery whole milk”) and also Cap City Fine Diner’s Ohio nachos: “kettle chips made with Alfredo, Maytag blue cheese and chives. They’re so good that other restaurants in town have put them on their menus.”

MORE RECOMMENDATIONS:
The bahn mi at Mi Li Café and the corn cake with pulled pork, topped with a milky and tangy corn salsa from Sweet Carrot food truck. “It’s richer than Dabby Warbucks, but worth the corn.”

TRAVEL TIP: “Come here for Pride weekend. It’s the best!”

Another $100 million in new investment in the RiverSouth District where both are located and have also drawn scores of visitors (1 million visitors alone to Columbus Commons last year).

Five months ago, Hilton Columbus Downtown opened in the hip Short North neighborhood. The $40 million, 532-room hotel should help attract bigger conventions to the region, creating jobs and pumping more cash into city coffers and merchant registers.

Now people from outside of Ohio are starting to pay attention to Columbus, says Gay Worley, president and CEO of the Columbus Downtown Development Corporation/Capital South. “We’ve had a lot of visitors asking about our success, and, yes, we’re becoming a model.”

The Secret Sauce

Geography, demographics and a dogged perseverance are driving Columbus’ growth.

At least that’s how Dr. E. Gordon Gee, Ohio State’s president, sees it. “If today is a world of ideas,” Gee says, “then few communities are situated to take advantage of the knowledge economy as much as we are.”

Not only is Columbus home to the largest land grant university in the country, but it is the seat of state government and home to Battelle Memorial Institute, the world’s largest independent scientific research center.

Gee rightly calls this “sheer luck,” but says that the region’s business, education and public sector leaders are now synchronizing their economic development efforts better than they ever have. “What we are seeing is a unique confluence of business, industry, government and university research,” he says.

The mayor concurs. “We have made economic development the No. 1 focus of our community,” he says.

When the city’s purse strings got squeezed by the 2008 financial crisis, Coleman persuaded business leaders to back a 2009 ballot measure seeking to raise the income tax rate. His request came at the height of national opposition to taxes in general, but Coleman argued that it was necessary to avert deep budget cuts that would threaten residents’ quality of life.

The mayor opened up the city’s books to private sector representatives, arguing that a tax hike would be an investment in the community where their employees lived and where they had grown their business.

It helped that in Franklin County, where Columbus is situated, Democrats control City Hall as well as the county commissioners’ office, while the private sector tips Republican, giving neither side much room to argue. It also helps that the region’s economy is diverse, with no one industry representing more than 20 percent of total employment, making it more difficult for a single company to call the shots.

Consider the six Fortune 500 companies with headquarters in the Columbus region:

"WE HAVE MADE ECONOMIC DEVELOPMENT THE NO. 1 FOCUS OF OUR COMMUNITY."

—MAYOR MICHAEL B. COLEMAN

insurance giant Nationwide, retailers Limited Brands and Big Lots, pharmaceuticals distributor Cardinal Health, specialty materials company Momentive and utility American Electric Power.

Add to this mix many thriving small businesses and several major fashion brands (Abercrombie & Fitch, DSW and Express all have headquarters in the region in addition to
Limited Brands) and you have quite a diverse and prosperous base from which to grow an economy.

Jeni’s Splendid Ice Creams is one of the more inspiring entrepreneurial successes coming out of Columbus. The line of ice creams, frozen yogurts and sorbets created from quality ingredients (grass-grazed cream) in unusual flavor combinations (goat cheese with red cherries, peanut butter with cinnamon) started as one retail store in Columbus’ North Market in 2002 and has grown into a national brand with serious foodie cred.

Founder, owner and creative director Jeni Britton Bauer’s frozen treats are now found in retail stores and restaurants around the region and in 750 grocery stores throughout the country. With an online business, retail bakery and catering and distribution services that employ 300 people, business is very good, and Britton Bauer doubts it would have been possible anywhere else.

“The barrier to entry is so much lower here, and since we are within a day’s drive to 60 percent of the population of the country, you can do a lot of business from here,” she says. “For being a relatively low-profile city, we have a huge impact on the world—from the businesses that are started or based here to the products developed here to education and the arts.”

Britton Bauer grew up in Columbus but moved to Miami in 1994, only to realize what she left behind. “I missed the kindness, collaboration and helpfulness of Columbus residents, so I hightailed it back,” she says. “When the mayor talks about Columbus having swagger, there is a twinkle in his eye because he knows we’re getting away with something. We push boundaries and make discoveries right under the radar.”

Columbus has the advantage of a workforce that is younger and better educated than the national average. Some 150,000 students are enrolled in the region’s 54 colleges and universities. “They are crawling all over the region, and when companies come here to investigate what we have to offer, that’s the number that we talk about,” says Kenny McDonald, CEO of Columbus 2020, the public-private partnership that formed in 2010 with the task of marshalling the region’s economic development efforts and benchmarking its strengths.

Columbus 2020 is focused on attracting more research and development jobs to the region with the goal of creating 150,000 net jobs by 2020 and also increasing per capita income by 30 percent. One huge step was taken toward both goals when IBM announced in November that it would build an advanced analytics center in Columbus, a move that will generate 300 jobs over three years.

In a region whose past economic development efforts were sometimes governed by parochialism and turf wars, the IBM center represents a new dynamic and strategy. It is especially good news since many consider advanced analytics a vastly underappreciated line of business that should swell into the billions of dollars.

“Analytics is a high-growth area where demand for talent is expected to outstrip supply for the foreseeable future,” says Mike Keller, executive vice president and chief information officer of Nationwide. “It is also an area that is rapidly evolving and one where few, if any, geographic regions have established a meaningful leadership position.”
FROM THE ARCHIVES

3 LOCAL LEGENDS

Three men who laid the foundation for the Columbus that thrives today.

WILLIAM "STAGECOACH KING" NEIL

Pioneer William Neil arrived in Columbus in 1818, six years after the city's birth. He was a rich man who made his money running stagecoaches, building a landmark hotel called the Neil House and later was heavily involved with railroads. By the time he died in 1870, Neil owned most of the land west of High Street to the Glengary River. Later some of this land would become home to one of the most dominant forces in the region: Ohio State University.

GORDON BATTELLE

Gordon Battelle was fascinated by the idea of linking science and research to solve problems encountered by industry. So when he died in 1923, Battelle left $1.5 million to create the type of facility he always dreamed about. Two years later when his mother died, she left another $1.5 million to make her son's dream a reality. When Battelle Memorial Institute opened in 1929, it paved the way for many important discoveries and commercial successes, including the first photocopy (later Xerox), cruise control and Selenium Blue shampoo. Today, the Battelle Institute, the world's largest independent research and development organization, conducts $620 million of annual R&D activity and is still headquartered in Columbus.

DAVE THOMAS

Dave Thomas was managing Kentucky Fried Chicken restaurants in Columbus when his boss, Phil Claus, sold the stores in 1968, leaving Thomas with about $680,000. Thomas cashed in another $1 million of his own KFC shares and a year later realized his dream of operating a burger restaurant. From that single Wendy's Old Fashioned Hamburgers on East Broad Street in downtown Columbus, Wendy's has become a fixture on the region's corporate scene and also one of the most recognizable fast-food brands in the country, boasting nearly 7,800 company-owned and franchised stores nationwide. Wendy's still maintains its headquarters in the city of Dublin, but the East Broad Street store closed in 2007.

COLUMBUS FORTUNE 1000

Columbus has the largest per capita concentration of Fortune 1000 HQs.

CIOs around the region see the potential in analytics and they lobby for the asset to be leveraged. The timing turned out to be right, Keller says, because IBM was already looking for a site to locate its center.

Technology today generates reams upon reams of information that companies mine and use for everything—from learning about customer buying habits to planning for future investments. IBM's center will be able to go deeper than what companies can do themselves, says Patty Morrison, executive vice president, customer shared services and chief information officer at Dublin-based Cardinal Health.

"I will tell you that when you manage these massive pools of data, the labor pool is incredibly tight," she says. "This ended up being a good marriage."

IBM's analytics center will add to a landscape that's already flush with IT and scientific-related enterprises and jobs. In addition to Ohio State and Battelle, Columbus is headquarters for Chemical Abstracts, which boasts the world's largest collection of information on chemicals and molecular science.

In Dublin, OCLC provides research and online computerized services for libraries around the world and employs 800 locally.

OCLC CEO Jay Jordan, who has been at the nonprofit's helm for 14 years, says IT has long had a strong presence in Central Ohio but efforts to get the message out have often fallen short. "We have got to tell our story better or we will get out-marketed by the fellows in New York and San Francisco," he says.

A large part of telling the story of Columbus is telling the story of Ohio State. There's no bigger player in advancing research and innovation throughout the region. It spends more than $870 million every year on research-related endeavors.

President Gee calls the university the region's main economic driver and there are certainly plenty of examples to substantiate his point, including the work being done at the top-ranked Fisher College of Business; Fisher College of Business and its partner, GE Capital, came together for the National Center for the Middle
Market on the Ohio State campus. An underserved area of research, the middle market also accounts for 45 million jobs in the United States, so the efforts here are poised to have considerable long-range implications for economic development.

“Our goal has always been to transcend geography,” says Christine Poon, dean of the Fisher College of Business. “If you have an idea that is a compelling one—that can draw national and international attention—then you will draw vast interest to the region.”

Ohio State researchers already partner with private-sector interests across a variety of fields, including clean energy, personalized medicine, specialty materials, health care, food innovation and design. Collaboration of this type serves all parties well.

“The lack of basic research dollars at companies and the wealth of expertise and research facilities at our universities create a transformative opportunity for problems to be solved and breakthrough ideas to be generated,” says Brian Cummings, vice president of technology investment and knowledge transfer at Ohio State.

A variety of other entities aid scientific research and entrepreneurial start-ups across the region, including TechColumbus, Edison Technology Centers, Ohio Supercomputer Center and SciTech, an Ohio State–affiliated scientific research park.

The region’s creative and technology class is showcased at the 3,000-acre New Albany Business Park. Divided into campuses, it brings together tenants such as Abercrombie & Fitch, Discover Financial Services, Jus-

"FOR BEING A RELATIVELY LOW-PROFILE CITY, WE HAVE A HUGE IMPACT ON THE WORLD."
—JENI BRITTON BAUER
JENI'S SPLENDID ICE CREAMS

THERE ARE NO PARADES FOR MEDIOCRITY.

There are no monuments to empty suits.

Here, what we celebrate is passion. Innovation. Action. And good old-fashioned hard work.

Right here in Ohio, we’re making things better. Faster. Smarter.

In the past year alone, Ohio businesses have created more jobs than almost every other state in the country.

And jobs don’t just change things. They change everything.


Lives.

See how people and businesses are succeeding in Ohio at ThriveInOhio.com.

Ohio
By a stroke of luck, a table opens in the balcony of the North Market. It’s before noon on a Friday, and the market is already bustling with families, friends, and office workers taking a break.

Bowls brimming with steaming Vietnamese noodle soup sail past. A woman eagerly flips open a container to reveal a bright Greek salad and warm slices of chicken shawarma.

Downstairs, shoppers reach for thick, hand-twisted pretzels. People slow down to draw in deep breaths of Polish pierogi, Indian curries, and hunks of barbecued brisket.

A soon-to-be devotee of Jeni’s Splendid Ice Creams is lured by offers of free samples. A butcher at Bluecreek Farm Meats is trimming what will be someone’s enviable dinner. This is the heart of Columbus, a place where flavors and faces from all over the world meet in nearly 30 specialty stands selling fresh and prepared foods, gifts, flowers, produce, and cool drinks.

The 137-year-old North Market tells a story about where Columbus has been—and an even better one about where it is headed. It’s a perfect place to start a journey through the city’s neighborhoods, each with distinct flavors, sights and ways to have fun.

Around the corner from the market is The Short North, the center of the city’s arts scene and the neighborhood that stays up later than the rest. A turn south takes you to the Arena District—hockey and baseball territory—and to Downtown, where the city just gave its riverfront a stunning makeover. A couple of miles south of The Short North is German Village, where brick streets and sidewalks pay homage to the neighborhood’s history.

The Short North

The lighted arches that stretch across a 14-block length of High Street are way of knowing you’re in The Short North. The nonstop line of bars and clubs, restaurants and shops is another. Hard to believe, but...
COSI, one of the country’s top-ranked science museums. There’s the famed Columbus Zoo and Aquarium, which attracts 200 million visitors annually.

This year, there is also the President’s Cup, which will be held October 3-6 at Dublin’s Muirfield Village Golf Club, a course that was designed by Columbus native and PGA legend Jack Nicklaus and has been the home course for the annual Nicklaus-hosted Memorial Tournament for 37 years.

Landing the International President’s Cup competition, which generates $50 million in revenue and is viewed in 600 million households, is a big coup for Columbus. “This really puts the region on an international platform,” says the Memorial Tournament executive director Dan Sullivan.

Doug Kridler, CEO of The Columbus Foundation, whose $1.5 billion in assets make it the seventh-largest community foundation in the nation, has his own theory on why Columbus is suddenly such an enviable place to live and work. “There is an emotional bond here, a pride of place that a number of communities have lost,” he says. “This is a community that is becoming.”

Clockwise top left: Cameron Mitchell’s restaurant M; Columbus Crew; Tiger Woods at the Memorial Tournament.

Smarter travels.
Arriving daily.

Welcome to a destination where parking is affordable, Wi-Fi is free, and power outlets are everywhere.

Welcome to Port Columbus International Airport. You have arrived.

FLYCOLUMBUS.COM
MY COLUMBUS

Jack Hanna

Director emeritus, Columbus Zoo and Aquarium

LOCAL ROOTS: The Knoxville native moved to Columbus to seek medical treatment for his daughter and assumed the zoo director’s post in 1976. He makes more than 200 appearances a year and hosts two TV shows, Jack’s Wild and Jack Hanna’s Wild Countdown.

HOME: The Columbus Zoo! Last year, Hanna and his wife, Suzi, moved into an old farmhouse on zoo property descending from the nearby Dublin home where they lived for 20 years.

WHERE YOU’LL FIND HIM: At COSI, the city’s nationally ranked science museum, and at the Wilds, a wildlife conservation preserve on 10,000 acres of reclaimed coal mining land in southeast Ohio. “There’s no other place like it in the world.”

MUST-SEES: The Scioto Mile in Downtown Columbus. The Hocking Hills, an hour outside the city.

COLUMBUS LOVE: “It’s pretty simple what makes Columbus such a great place to live. It’s the people. It’s not the Battles, the Nationwide or the Huntington complex buildings, but the people inside of those buildings who get together and talk about how to make everything better.”

none of this existed 30 years ago when artists began moving into a gritty neighborhood where they saw potential.

Get a feel for those roots by joining in the monthly Gallery Hop. It started in 1984 with two galleries. Today, the event, still held the first Saturday of each month, can draw thousands of people to the Short North to see fresh art and to meet the creative people behind it. It’s a night to stay out late—galleries don’t close until 10 p.m. and restaurants and bars remain packed long after.

The new Hilton Columbus Downtown pays homage to The Short North’s art heritage by filling the hotel with works by local artists (there’s even art on the ceilings of every guest room). The hotel’s restaurant, Galerie Bar & Bistro, is generating buzz for its food but also its good looks; the dining room sits in the center of a dramatic glass-ceilinged atrium.

With headquarters for Limited Brands, Express and Abercrombie & Fitch, plus a major fashion college, Columbus snag a lot of fashion talent. One result: terrific boutiques. Check out the clothing and accessories at Rowe, which has a reputation for being ahead of the curve. At Substance, where the motto is “The clothes you keep,” visit the second-floor studio that sells (often one of a kind) garments and accessories by local designers.

Feather your nest with a stop at any of the district’s dozen or so home décor shops. Bungalow nails a sophisticated farmhouse aesthetic (think knobby wood, glass pieces in organic shapes, loads of texture), while Grid Furnishings sells thoughtfully selected American-crafted furniture to satisfy your midcentury cravings.

As in New York and Chicago, a cocktail revolution is under way in Columbus. A handful of talented mixologists have set a new standard for drinks in the past few years, creating their own bitters, mixers and tonic waters. You edge to sip the results. In The Short North, imbibe at Mouton, where vintage cocktails and the new creations inspired by them are on an ever-evolving menu.

Cocktails are a smooth transition to dinner at Rigsby’s Kitchen, where the Italian-inspired food is complemented by a handful of drinks based on bitter-sweet Italian liqueurs called “amaro.” The restaurant opened for business in 1986, but it certainly doesn’t act its age. Seasonal salads and seafood dishes are standouts, though it’s tough to find a weak spot on the menu. Even the risotto comes just as it should—still slowly spreading across the bottom of the bowl.

For something quite new, visit The Pearl, the newest creation from prolific restaurateur Cameron Mitchell and the latest place in Columbus to try the gastropub label on for size. Go if this appeals: Tavern food elevated by a chef’s skills, heady cocktails and a beer list organized like a wine list. It’s too soon for this to be a scientific observation, but chances are excellent the hottest 12 seats in the place will be in the Oyster Room. Good luck.

Downtown

After years of suburbs-bound movement, Columbus’ revitalized Downtown is enjoying an influx of new residents, businesses and marquee public spaces. Now it’s suddenly cool to hang out in the neighborhood.

Start with a visit to Milestone 229, preferably on the patio, for a jaw-dropping view of the Columbus skyline and a satisfying meal. The restaurant and the gleaming riverfront walkway that leads to it are only about two years old, but residents have embraced them fervently.

The Scioto Mile invites visitors to walk slowly, linger on a swinging bench and view some of the city’s most striking architecture up close. Head across the river, via the brand-new Rich Street Bridge (a great place to snap photos of the skyline), for an adventure at COSI, Columbus’ celebrated science and discovery museum. Growups and kids alike will get a thrill from its hands-on exhibits that explore gadgets, the human body, outer space, ocean life and more.

Stay at the Westin Columbus, known in its former life as the Great Southern Fireproof Hotel and Oper House. It’s a grand red brick building that faces High Street and is still
COLUMBUS HOT SPOTS
Hip, affordable, family-friendly Columbus is no longer only the home of the Ohio State Buckeyes. It's full of cutting-edge restaurants, urban markets, chic boutiques, and loads of places to see and experience great art.

MY COLUMBUS
Archie Griffin
Former NFL running back and the only two-time Heisman Trophy winner

LOCAL ROOTS: The Columbus native, president and CEO of The Ohio State University Alumni Association, lives in Westerville. "It has one of the things I love: great golf courses."

WHERE YOU'LL FIND HIM: At Lakes Golf & Country Club, Scioto Country Club and Double Eagle. "I also picked up hiking three years ago, participating in Pelotonia, an annual bike ride in Central Ohio that supports cancer research."

RECOMMENDATION: Thurman Cafe's Thurmanator burger. "I can't say I've ever eaten one and I am not sure I could finish one, but it sure sounds good."

WHY HERE: "There's a lively pulse to Columbus that drives it and makes it an interesting place to live. While we no doubt have become more metropolitan, we've maintained our small-town sensibilities."

connected to that opera house—the Southern Theatre, one of the city's most coveted and acoustically pleasing venues. In the hotel, visit Thrubber's Bar, named after humorist and Columbus native James Thurber, and nosh on their version of "snacks."

The former flagship Lazarus department store, shuttered and then renovated for office and retail space, houses the wonderful OSU Urban Arts Space, which exhibits work from student, professional and outsider artists. The inviting gallery emphasizes education and outreach, providing free programs, exhibitions and events for the public year-round.

Columbus' largest performing-arts companies dance and act onstage in stunning venues throughout Downtown. BalletMet, the city's professional ballet company, performs most often at the Ohio Theatre, a former Loew's movie palace that was saved in the 1960s from demolition by persistent preservationists. It's still a showpiece and a prominent landmark across the street from the Ohio Statehouse. The theater also hosts most of the performances of the Columbus Symphony Orchestra and many of the touring Broadway shows that visit town. The Palace Theatre, another gem, brings in similar events.

Lovers of live theater should check the schedule of CATCO, which produces theater for grownups and kids throughout the year. The company recently staged Avenue Q and

116 MARCH 2013 COLUMBUSMAG.COM
4 ESSENTIAL STOPS
These are too good to miss—so don't.

COLUMBUS ZOO AND AQUARIUM / ZOONBEZI BAY
Any Columbus visit should include a trip to one of the country's most acclaimed zoos, home to wildlife expert Jack Hanna. Lessor known is the zoo-owned Zoonbezi Bay, a wildly popular respite from summer heat that has pools and water slides galore. Rent a private cabana, where you'll be treated to personal food and beverage service—and never have to reserve your spot in the sun with a beach towel.

FRANKLIN PARK CONSERVATORY & BOTANICAL GARDENS
Inside, even in the coldest and hottest months, the foliage here is colorful and amazing. The Blooms and Butterflies show, open through September, is a particular delight: kids will love getting eye-level with just-hatched butterflies. Inside the Pacific Island Water Garden, watch butterflies roam freely amid lush greenery. Hold still and they'll land on your finger or arm.

WEXNER CENTER FOR THE ARTS
The category-defying Wex is always on the cutting edge, showcasing all manner of contemporary art—painting, photography, music, dance, theater and film—as well as the artists behind the works. Grab lunch at The Lexicon, where John and Kimberly Skaggs create healthful, flavorful food. From soups to rice bowls, and serve locally roasted coffee and muffins with oversized tops.

COLUMBUS JAZZ ORCHESTRA
Columbus' small but passionate jazz scene is best experienced at the stunning Lincoln Theatre at a performance by the Columbus Jazz Orchestra. There's also live jazz at dive bar Dick's Den north of the OSU campus and in the restaurants, bars and clubs around the city. And if you love jazz organ, you know Tony Monaco. When the Columbus native is home, he plays Tuesday nights at the tiny Rumba Cafe.

Connected to Columbus
At AEP, we never forget the value electricity brings to our lives. That's why we work each day to deliver reliable electric service. We're AEP, connected to Columbus.
Clark Kellogg
NBA veteran, CBS Sports college basketball lead analyst.

HOME: "I grew up in a small suburb of Cleveland called East Cleveland and came to Columbus to play basketball at OSU. I knew nothing about Columbus before getting here."

TIP: "If you want doughnuts, Rosch's Bakery on the east side of Columbus, that's your spot. We live 30 minutes away from it and we make the trip."

COLUMBUS LOVE: "The variety of things to do here is appealing and surprising to people: the number of great golf courses, Amish country, CATCO Theatre, the Peggy McConnell Arts Center in Worthington."

Bengal Tiger at the Baghdad Zoo.

Let your mind wander for hours inside the Columbus Museum of Art, where the city's own impressive artistic heritage—Emerson Burkhart, Roy Lichtenstein and George Bellow's have local ties—shares a building with pieces by Claude Monet, Mary Cassatt, Edgar Degas and Pablo Picasso, among others. The museum excels at bringing visitors closer to art through smart interactive activities aimed at both kids and grownups. On display through May 26 is an exhibition depicting the evolution of modernist master Mark Rothko. It should not be missed.

Coffee is a minor obsession in Columbus right now, and Café Brioso is a big reason why. Stop at the coffee roaster and café for a pound of your favorite single-origin beans and a latte with a flower or heart etched in the froth. All the espresso drinks are good, but the honey latte is a special treat.

Grass Skirt Tiki Bar is the latest kitschy-edgy creation of Elizabeth Lessner, who also owns nearby Dirty Frank's Hot Dog Palace and the perpetually packed Surly Girl Saloon in The Short North. Try the Tiki-philic mai tai or Aha's Navy Grog #2 for a swift kick of rum and then soak it up with orders of Hawaii-inspired sliders called "Menchunes."

German Village and the Brewery District
From your plush bed in the German Village Guest House, the color and late-night antics of The Short North will seem much farther away than a couple of miles. The owners operate two buildings—one with individual rooms set up like a traditional bed and breakfast and another with apartment-like suites. Guests rave about the modern looks and amenities in this 19th-century house and about its location. From here, you can walk to any of the village's charming restaurants and shops.

One of the joys of walking around German Village is stumbling (sometimes quite literally; sidewalks can be bumpy) into a great business nestled among the homes. Don't miss Franklin Art Glass Studios, in operation since 1924. Here, artisans do custom work, teach classes in the art of stained glass and operate a small retail store filled with stained glass gifts.

Another great find is Helen Winnemore Craft opened in 1998 when hand-crafted work...
CALENDAR

WHEN TO GO

Time your Columbus visit with these great events.

1. THE MEMORIAL TOURNAMENT
   Jack Nicklaus founded this tournament in 1976 and it remains one of the most popular on the PGA Tour, drawing golf’s biggest names, including five-time winner Tiger Woods. May 27–June 2. Muirfield Village Golf Club. thememorialtournament.com

2. THE ARNOLD SPORTS FESTIVAL
   Thousands of athletes from a spectrum of sports (even Highland Games) compete at Arnold Schwarzenegger’s massive event. Feb. 28–March 3. arnoldsportsfestival.com

3. OHIO STATE FAIR

4. RED WHITE & BOOM
   Columbus celebrates Independence Day with a truly awesome display of fireworks over the Scioto River. Snap your perch near North Bank Park. July 3. redwhiteandboom.org

5. DUBLIN IRISH FESTIVAL
   The Lollapalooza of Irish music draws entertainers from across the globe to the suburb of Dublin for traditional and contemporary Celtic music and dance. Aug. 2–4. Coffman Park. dublinirishfestival.org

6. ROCK ON THE RANGE
   Soundgarden, Alice in Chains, Smashing Pumpkins and Korn headline this year’s celebration of hard rock and heavy metal. May 17–19. Crew Stadium. rockontherange.com

7. COLUMBUS ARTS FESTIVAL
   More than 270 artists show their work in a dizzying array of media along the riverfront and Main Street bridge. Don’t miss the live entertainment and food from local chefs. June 7–9. columbusartsfestival.org

8. COMFEST
   At the famously free-wheeling CornFast, bands play rock, jazz, country rap, you name it. Grab fun foods from the vendors or from the city’s inventive food trucks. June 28–30. Goodale Park. comfest.com

SMART AND OPEN-MINDED THINKING. GREAT FOR A CLIENT. EVEN BETTER FOR A CITY.

Columbus is a true testament to what happens when bold thinking meets successful collaboration, which is why, as the marketing partners for the city, we’re so proud of our work with local leaders and of the role we’ve played in the city’s continued success. Working together, there’s no telling what we can achieve.

COLUMBUS
fahlgrenmortine.com
ologie.com
3 GREAT TOURS
Locals to call for the inside scoop.

COLUMBUS FOOD ADVENTURES
Explore Columbus' dynamic restaurants by cuisine (meat, desserts, taco truck) or by neighborhood (Short North, German Village) with this group's informative, entertaining tours of the local food scene. columbusfoodadventures.com

OHIO STADIUM TOURS
Yes, you can actually walk in Woody Hayes' footsteps... and also visit the press box, the swank Huntington Club and the Steinbrenner Band Center, home of The Best Damn Band in the Land. ohiostatebuckeyes.com

HISTORIC TAVERN TOURS
The Columbus Landmarks Foundation, a group dedicated to preserving Columbus' impressive architectural and cultural heritage, leads highly entertaining tours of the city's historic bars. Its Halloween ghost tours are also quite popular. columbuslandmarks.org

was hip the first time around. The shop—think of it as an analog Etsy—is still selling what it calls "usable, wearable art" from creative Americans.

Although not one inch of German Village has a cutting-edge vibe, the neighborhood is home to some of the city's most exciting and innovative places to eat and drink. Stop for brunch at Skillet, where chef Kevin Cuskey changes the menu nearly daily to keep up with what's fresh, local and available to his creative mind and hands.

Lowcountry food and fine dining marry happily at C. Michael's Bistro & Bar, tops in the city for its plush digs, service and for chef David Tetzloff's way with comforting foods. Harvest Pizzeria cranks out puffy, blistered pizzas that hover between chewy and crispy (the spicy yuma and the almond pesto are recommended). In good weather, the patio is a perfect perch between the restaurant and its smashing companion craft-cocktail bar, Curio.

Pistacia Vera is famous for its macarons—cloudlike meringue cookies hugging a sweet filling—but nothing in this tres Francais bakery disappoints. Other favorites include the dense, moist carameles; the French butter shortbread cookies that melt on the tongue and also the pâtés de fruits gelée candies that are made simply from fruit, pectin and an occasional liqueur.

West of German Village is the Brewery District, home to what was once a major industry in Columbus. Today, microbrewer-
ic es such as Seventh Son, Four String and Hoof Hearted are reviving the tradition throughout Columbus and the Brewery District is becoming a hot spot. You’ll want to drop by Double Happiness for the mysterious, clubby vibe and the soul-satisfying Japanese street food of Kenny Kim and Misako Ohba, who run Fresh Street inside the bar. They specialize in yakitori, addictive meat and vegetables grilled on skewers, served with minimal flair and big flavor. Bring your appetite and a willingness to try new things. Columbus Brewing Company helped drive the city’s last microbrew revival, and today it’s among the most respected and recognized. Its restaurant is popular with locals, who fill the dining room and large bar nearly every night. Not surprisingly, the flavorful menu is built to pair with CBC beers. After a day in the sun, the brewery’s IPA is the refreshing, slightly bitter respite you’ll crave.