

2024 STATE OF THE REGION

Connecting Communities: Building the Future of Housing and Transportation

Friday, March 15, 2024 | Hilton Columbus Downtown | 11:30 a.m. – 1:00 p.m.

WHO IS MORPC?

The Mid-Ohio Regional Planning Commission (MORPC) is Central Ohio's voice. As a regional council with more than 80 local governments and community partners, we provide nonpartisan data analysis, community resources and long-range planning. Together, we drive the future prosperity and sustainability of the Central Ohio region.

WHAT IS THE STATE OF THE REGION?

Each year, the State of the Region brings together more than 1,000 community leaders, elected officials, and industry experts from across the region. This time is used to celebrate our region's accomplishments and energize our leaders to take action on plans to guide our region into the future.

Prior State of the Region events have featured national and international experts in planning, transportation, technology, innovation, and higher education that have been bold, inspiring, and challenging. Previous speakers have included:

- **Charles Small**, *Deputy Assistant Secretary for Intergovernmental Affairs, United States Department of Transportation*
- **Andy Berke**, *Special Representative for Broadband for the National Telecommunications and Information Administration and former Mayor of Chattanooga, Tennessee*
- **Anthony Foxx**, *Former U.S. Secretary of Transportation under President Obama and Chief Policy Officer at LYFT*
- **Jennifer Keesmaat**, *Urban planner and former Chief City Planner for Toronto*
- **Anne Schwieger**, *Broadband and Digital Equity Advocate for the City of Boston*

MORPC's State of the Region has spurred initiatives that are at the forefront of shaping Central Ohio to be more inclusive, prosperous, and globally-conscious. Some examples from recent years include:

- Development of the Regional Data Advisory Committee and the adoption of the nation's first Regional Smart Streets Policy for improved digital infrastructure deployment.
- Engagement of government and business community partners to enhance transit and mobility options by providing free transit to all downtown workers, removing barriers to transportation access, alleviating parking burdens, and reducing carbon emissions from driving.
- Leveraging our population and economic forecasts to prepare adequate housing and mobility options to get ahead of population growth in demographic changes.
- Inspiring a more inclusive approach in governance and public engagement to ensure that all communities are informed, represented and involved in our planning efforts.
- Planning for future growth throughout the Central Ohio region by dedicating resources toward assisting communities in housing and development initiatives.



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

For more information about the State of the Region, visit morpc.org/sotr

2024 STATE OF THE REGION SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$25,000

- Exclusive Sponsor of MORPC's State of the Region
- Opportunity for a company executive to introduce keynote speaker
- Sponsor's video advertisement will be featured during the program
- Two (2) reserved tables (20 seats) to the State of the Region
- One (1) seat at Mid-Ohio Regional Planning Commission special guest table
- Full page article in MORPC's Columbus Business First insert
- Advertisement on event dedicated website page
- Leaders Listen: Survey Sponsor
 - Partnership with Measurement Resources Company and the Columbus Dispatch to conduct a survey to better understand the pulse of the residents of Central Ohio topics related to housing and transportation
 - Reveal survey results on stage during the State of the Region luncheon
- Invitation to attend private reception and dinner with MORPC Leadership, State of the Region Keynote Speakers(s), and local government officials
- Company name recognition in multi-media presentation during event, all event promotion including media interviews (and placement), website, emails, print, and social media
- Five (5) registrations to MORPC's Summit on Sustainability held in the Fall of 2024
- Opportunity to provide five (5) scholarships for college students to attend the State of the Region

PREMIER SPONSOR: \$15,000

- Invitation to attend private reception and dinner with MORPC Leadership, State of the Region Keynote Speakers(s), and local government officials
- One (1) reserved table (10 seats) + 5 open seating tickets to the State of the Region
- One (1) seat at Mid-Ohio Regional Planning Commission special guest table
- Half page ad in MORPC's Columbus Business First insert
- Advertisement on event dedicated website page
- Company name recognition in multi-media presentation during event, all event promotion including media interviews (and placement), website, emails, print, and social media
- Three (3) registrations to MORPC's Summit on Sustainability held in the Fall of 2024
- Opportunity to provide three (3) scholarships for college students to attend the State of the Region

CONNECTING SPONSOR: \$7,500

- Invitation to attend private reception and dinner with MORPC Leadership, State of the Region Keynote Speakers(s), and local government officials
- One (1) reserved table (10 seats) to the State of the Region
- One (1) seat at Mid-Ohio Regional Planning Commission special guest table
- Advertisement on event dedicated website page
- Company name recognition in multi-media presentation during event, all event promotion including media interviews (and placement), website, emails, print, and social media
- Opportunity to provide one (1) scholarship for a college student to attend the State of the Region

SUPPORTING SPONSOR: \$3,500

- One (1) reserved table (10 seats) to the State of the Region
- Company name recognition in multi-media presentation during event, all event promotion including media interviews (and placement), website, emails, print, and social media
- Company logo in MORPC's Columbus Business First insert