

Amy Edwards Taylor

EXPERIENCE

COLUMBUS DOWNTOWN DEVELOPMENT CORP./CAPITOL SOUTH

JANUARY 2007 – PRESENT

President June 2021 - present

Chief Operating Officer January 2007 – June 2021

- Direct the organization's day-to-day operating activities, including budgetary priorities, performance goals, allocation of resources and policy assessment for all major lines of business.
- Lead key development projects on behalf of the Board of Trustees and CEO, including 2022 Downtown Strategic Plan, project management, budget development and oversight, consultant selection/management, contract negotiations, media relations, fundraising strategy and execution and stakeholder relations for:
 - The Peninsula – Project Executive for the multi-million-dollar new redevelopment on 26 acres in Downtown Columbus
 - National Veterans Memorial & Museum –Project Executive for the concept, design, creative components, consultant oversight, fundraising, construction, operations, and governance. Opened to fanfare and national media coverage. (\$82 million project)
 - AMNH @ COSI – Project Executive for this historic partnership between the globally renown American Museum of National History and COSI. (\$13 million project)
 - Columbus Commons – Project Executive for the transformation of the former City Center Mall site to an award-winning urban park that hosts 250 events a year and draws one million visitors annually. (\$25 million project)
 - Scioto Greenways – Key staff for the advocacy, design and fundraising of this award-winning river restoration project that narrowed the Scioto River and created 33 acres of new greenspace and 1.5 miles of bike path connections. (\$36 million project)
 - Scioto Mile - Key staff for the design and fundraising for this award-winning riverfront park, providing a catalytic investment for an entire downtown neighborhood and drawing more than 1.5 million visitors annually (\$44 million project)
- Serve as spokesperson and chief communications strategist to successfully shape and deliver key messages to critical audiences such as media, policy makers and thought leaders.
- Created a comprehensive plan to operate, maintain and program the Columbus Commons park.

THE OHIO STATE UNIVERSITY, JOHN GLENN COLLEGE OF PUBLIC AFFAIRS

AUGUST 2013 – PRESENT

- Adjunct Faculty for the graduate-level course “Managing Public Organizations.”

FRANKLIN COUNTY, OHIO

MAY 2001 – JANUARY 2007

ADAMH, The Alcohol, Drug and Mental Health Board

August 2002 – January 2007

Vice President of Public Affairs

- Managed a property tax levy campaign (Nov. 2005) to raise \$600 million over 10 years, totaling nearly half of the organizational budget. The campaign won with 63% of the vote.
 - Executed a nationally award-winning communication strategies and campaign field and GOTV activities that overcame low name identification and organizational branding, increasing voter support by 26 percentage points from initial polling.
 - Oversaw funding strategies and managed a \$525,000 budget.
- Oversaw a \$500,000 PR budget, including a television ad campaign, which resulted in an increase of nine percentage points for positive name recognition, and an aggressive earned media strategy, which resulted in a 98% increase in media hits within one year.
- Led the effort to develop the 10-year strategic plan for the organization, utilizing a process to engage Provider membership, utilize market research tools and focus groups/polling.

- Co-Chaired the Youth Suicide Prevention Task Force, which led to a pilot program with Nationwide Children's Hospital to identify, screen and link students who suffer from depression and suicidal thoughts to treatment.

Board of Commissioners

May 2001 – August 2002

Director of Communications

- Served as chief spokesperson and communication counsel for the Board of Commissioners (Franklin County, Ohio: population: 1.1 million; county budget: \$1.2 billion) and oversaw the internal and external communications efforts for 14 County agencies.
- Oversaw a \$300,000 budget, managed direct reports and served on the senior management team
- Led the project to redesign and implement a new branding campaign, including the development and issuance of the Request for Proposals, the selection of the consultants and the management of the contract.

CITY OF DUBLIN

FEBRUARY 1998- MAY 2001

Community Relations Specialist

- Served as spokesperson for City Manager, City Council and Police Department.
- Wrote the Annual State of the City Address, including talking points and presentations for the Mayor, City Manager and senior staff to articulate their vision to the community.
- Created and implemented the Dublin Irish Festival media plan, increasing attendance by 25%.
- Executed and analyzed the Resident Satisfaction survey and an event economic impact study.

AMERICAN LUNG ASSOCIATION OF OHIO

JULY 1994- FEBRUARY 1998

Director of Public Relations

- Created a marketing plan for the Christmas Seal Campaign that led to a 20% increase in donations.
- Developed external and internal marketing collateral pieces including annual reports, quarterly newsletters and executive visibility programs.

EDUCATION:

THE OHIO STATE UNIVERSITY, Columbus, Ohio ♦ Master's in Public Administration

THE OHIO STATE UNIVERSITY, Columbus, Ohio ♦ Bachelor of Art in English and Political Science