



## Legislation Text

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**File #:** 1486-2014, **Version:** 1

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**Background:** This legislation authorizes the Director of the Department of Development to enter into contract with the Columbus College of Art & Design (CCAD) for the continuation of the MindMarket Incubator Program. CCAD, founded in 1879 as the Columbus Art School, is one of the oldest and largest private art and design colleges in the United States. CCAD has been working diligently to build its presence in the business and arts community. The MindMarket Incubator Program was envisioned as a result of a need and desire to integrate the CCAD curriculum with the formation of a “business hub” to better prepare students for successful business and entrepreneurial lives after graduation. It serves as the institutional supporter of small and start-up creative businesses. Its mission is to support and foster the creation of new businesses in art & design industries, as well as to deliver entrepreneurship education to current students, alumni, and the Columbus creative community. The CCAD MindMarket Incubator assists emerging companies and entrepreneurs in gaining access to capital. The incubator creates a dynamic environment that supports the growth of artistic entrepreneurs in the creation, growth, and operation of their creative businesses. A range of general services can be accessed through membership in the CCAD MindMarket Incubator Program. Entrepreneurs receive tailored educational resources and access to strategic partners including investors, potential customers, vendors, legal counsel and capital partners.

As part of the formal structure of the CCAD MindMarket Incubator Program, a mentoring council serves as advisors and business mentors to the program. The CCAD MindMarket Incubator Mentoring Council’s involvement is to work with the CCAD MindMarket Director to provide expert advice to incubator tenants in their general operations. The Incubator Mentoring Council is comprised of seasoned professionals from the business, creative, legal and financial communities. As an additional part of the formal structure of the MindMarket Incubator Program, an advisory board comprised of professionals serves as advisors to the overall program. The board provides input and advice regarding the strategic direction of the incubator, serves as ambassadors in the community, and assists the CCAD MindMarket Incubator Program in achieving its overall goals and objectives.

Columbus City Council on May 13, 2013, per Ordinance 1081-2013, provided funding for the creation of the Mind Market Incubator Program. Nearly 1,000 CCAD students have engaged in Mind Market Activities. Through its Design Agency, Thought Lab, and Enterprises HUB, the CCAD MindMarket has contributed to our local economy by supporting local creative and business communities.

**Emergency Designation:** Emergency legislation is requested in order to prevent an interruption of program services.

**Fiscal Impact:** This legislation authorizes the appropriation and expenditure of \$100,000 from the Jobs Growth Fund for this purpose.

To authorize the Director of Development to enter into contract with the Columbus College of Art & Design for the purpose of supporting the MindMarket Incubator Program; to authorize the appropriation and expenditure of \$100,000.00 from the Jobs Growth Fund; and to declare an emergency. (\$100,000.00)

**WHEREAS,** the Columbus College of Art & Design has created the MindMarket Incubator Program for small and start-up creative businesses; and

**WHEREAS**, Columbus City Council provided funded in 2013 for the startup of the Mind Market Incubator Program; and

**WHEREAS**, nearly 1,000 students have engaged in Mind Market Activities since the start of the program; and

**WHEREAS**, the MindMarket Incubator Program will support and foster the creation of new businesses in art & design industries, as well as deliver entrepreneur education to current students, alumni, and the Columbus creative communities; and

**WHEREAS**, entrepreneurs of the program will receive tailored educational resources and access to strategic partners including investors, potential customers, vendors, legal counsel and capital partners; and

**WHEREAS**, educational programming will include personal entrepreneurial strategy, building a business plan, operational plan and legal structure for a small business, market research, branding, access to capital and sales & presentation skills; and

**WHEREAS**, the City of Columbus, the Department of Development, and the Economic Development Division wishes to assist the Columbus College of Art & Design and is desirous of entering into contract for the purpose of continuing the CCAD MindMarket Incubator Program; and

**WHEREAS**, an emergency exists in the usual daily operation of the Department of Development, in that it is immediately necessary to enter into contract with the Columbus College of Art & Design to continue supporting the MindMarket Incubator Program to prevent an interruption of program services, thereby preserving the public health, peace, property, safety and welfare; **Now, Therefore,**

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:**

**SECTION 1.** That the Director of the Department of Development is hereby authorized to enter into contract with the Columbus College of Art & Design for the purpose of supporting the MindMarket Incubator Program.

**SECTION 2.** That from the unappropriated monies in the Job Growth Fund, Fund 015, and from all monies estimated to come into said Fund from any and all sources for the period ending December 31, 2014, the sum of \$100,000 is hereby appropriated to the Department of Development, Division 44-02, Object Level One-03, Object Level Three-3337, OCA Code 440215.

**SECTION 3.** That for the purpose stated in Section 1, the expenditure of \$100,000 or so much thereof as may be necessary, be and is hereby authorized to be expended from the Development Department, Economic Development Division, Division 44-02, Job Growth Fund, Fund 015, Object Level One 03, Object Level Three 3337, OCA Code 440215.

**SECTION 4.** That the funds necessary to carry out the purpose of this ordinance are hereby deemed appropriated.

**SECTION 5.** That the award of this contract meets the procurement provisions of Chapter 329.15 of the Columbus City Code, 1959.

**SECTION 6.** That for the reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after passage and approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.