

Columbus Metropolitan Club

Crowdfunding Boom or Bust is topic for first forum at Boat House

Fundable, Kickstarter, Indiegogo, Crowdfunder, GoFundMe and other such websites are part of a growing list of crowdfunding portals.

The next Columbus Metropolitan Club forum, scheduled for Tuesday, April 5, will focus on crowdfunding, the relatively recent concept of raising money online. Panelists include Susan Post, reporter with Metropreneur, Kate Djupe, owner/operator of The Commissary, Ryan McManus, founder and chief creative officer at ContentVia and Christopher Hawker, founder & CEO of Trident Design.

According to Entrepreneur.

com, there are more than 1,250 websites that raised \$30 billion in 2015. Crowdfunding websites are attractive for new businesses, small businesses looking to expand and artistic projects such as movies or books.

In addition, some non-profit organizations have found some success raising money via these sites and some individual and families in need have received charitable donations.

Business owners also have used crowdfunding as an alternative to a traditional bank loan, explained CMC forum speaker Susan Post. She said she has found some surprising



Post



Djupe



McManus



Hawker

results when researching the topic for Metropreneur last fall. Post said she found that the more successful campaigns offered their investors something

in return as opposed to charitable pleas. For some businesses, particularly start-ups, crowdfunding has provided a lifeline, she said.

Business start-ups consider crowdfunding when a traditional bank loan is unattainable, but, just throwing information on to a website will not

automatically have dollars flow in, according to Post's research. Post and the other CMC panelists will discuss how to support the use of a crowdfunding campaign to steer attention to a site to support the business or cause.

"Make your own decisions, do your research," recommends Post. People should be careful about what and who they are funding. Post confirms that people are more likely to invest in something that really interests them.

CMC officials noted that this event will mark the first CMC forum in the new location at the Boat House.

– Calendar of Events –

This Week

Wednesday, March 30

The Art and Business of Tourism

Featuring **Mary Cusick**, director of Ohio Tourism, **Andy Doehrel**, president & CEO of the Ohio Chamber of Commerce and moderated by **Jo Ingles** from Ohio Public Radio and Television.

Sponsored by Ohio History Connection
In partnership with Experience Columbus and Ohio Travel Association

Upcoming

CMC moves to the Boat House in April

Tuesday, April 5

Crowdfunding Boom or Bust

Featuring **Susan Post**, reporter with the Metropreneur, **Kate Djupe**, owner/operator of The Commissary, **Ryan McManus**, founder and chief creative officer at ContentVia, **Christopher Hawker**, founder and CEO of Trident Design

Tuesday, April 12

CMC 40th Bonus Event

Dr. Lori's Antiques Appraisal Comedy Show

At Franklin Park Conservatory's new Wells Barn
7:00 p.m. dessert and cash bar
In partnership with Goodwill Columbus and Grandview Mercantile
With Support from Franklin Park Conservatory
Sponsored by 40th Celebration Honorary Founders
Dispatch Media Group, American Electric Power and WBNS-10TV

Wednesday, April 13

Life After Prison:

Integration Strengthen Community

Featuring **Denise Robinson**, president & CEO, alvis and other panelists TBA
In partnership with Human Service Chamber of Franklin County

Wednesday, April 20

BEST of COLUMBUS: Collaborations that Strengthen US Recipe for Revitalization

Feturing **Lee Fisher**, CEO of CEOs for Cities, **Steve Schoeny**, director of the Department of Development for the City of Columbus
Sponsored by 4th Celebration Honorary Founders, Dispatch Media Group, American Electric Power and WBNS-10TV

Wednesday, April 27

Columbus on the Path to Bikes

Featuring **Kerstin Carr**, director of planning and environment for MORPC, **Jenifer Gallagher**, director of public service for the City of Columbus, moderated by **Catherine Girves**, executive director of Yay Bikes!
Sponsored by MORPC

Tuesday, May 17

CMC Members First Event

Dirty Dancing

Join CMC members and guests at opening night at "Dirty Dancing" at the Ohio Theatre with a pre-performance reception sponsored by PNC Bank
Main Floor seats and Reception \$80

CMC members invited to Welcome at Boat House



In celebration of the move to the Boat House for weekly CMC forums, CMC members and a guest are invited to celebrate at happy hour on Thursday, April 7 from 5:00 pm to 7:00 pm. Complimentary appetizers will be available with the cash bar which will offer reduced happy hour prices.

"This move to the Boathouse is just one more in a long list of growth strategies CMC has experienced in our 40 years of history," said Mo Wright, CMC chair. "What an honor to lead the club during this important milestone year and what a great new venue we have selected as the home of CMC forums. I'm pleased to welcome all of our members and guests home to the boathouse," continued Wright.

This welcome event is sponsored by RAMA Consulting Group.

Photo by Tim Johnson

New era in local news was topic of March 23 forum



Photos by Rick Buchanan

Participating in the forum were Mo Wright, CMC Chair, Debby Rosenthal, CMC VP, speakers Kirk Davis, Mike Thompson, Bradley Harmon and Ray Paprocki.

The Columbus Metropolitan Club's March 23 program, The Newspaper is the News, featured Kirk Davis, CEO Gatehouse Media, Ray Paprocki, publisher and general manager of Dispatch Magazines, Brad Harmon, publisher of The Columbus Dispatch and was moderated by Mike Thompson, Chief Content Director - News and Public Affairs, WOSU Public Media.



Elfie DiBella and Steve Zonars had the chance to reconnect at the CMC forum.



Among those attending the forum were, left above, John Hartman, right above, Sarah Davie, and left, Marian Harris.

Moving to Mondays

Mondays are getting better! The Columbus Metropolitan Club and The Daily Reporter staff know that you eagerly await delivery of the Wednesday edition of this paper to see the news of the Columbus Metropolitan Club, but now the news from this page is moving to Monday.

"The move to Mondays gives our members and guests more time to register for events that same week. So moving up a couple days is great news," said Debby Rosenthal, vice president, member relations and marketing for CMC. This change also coincides with the move to the Boat House. The first Monday Daily Reporter with CMC news will be Monday, April 4.

RE-TWEETS FROM THE MARCH 23 CMC FORUM – @CMCFORUM



"Print is not dead. I believe in the power of print" --
@RayPaprocki1980 @cbusmetroclub #cbusforum
— Sara Lowenstien

Lively, informative discussion about print journalism
and the future of the Columbus Dispatch
— Kyle Anderson

Dispatch mag publisher Ray Paprocki says they have
a commitment to doing these 2 things really well:
Discovery and Explanation #cbusforum
Columbus Dispatch will hold community forums/
town halls to bring relevant content back to
community. #cbusforum
— Kelli Nowinsky

"I see many years ahead of publishing a newspaper
seven days a week"
- Kirk Davis CEO/Gatehouse Media #cbusforum
— Craig Friedman

CMC forums are held at the Athletic Club of Columbus, 136 East Broad Street, through March 30 and then forums will be at the Boat House at Confluence Park, 679 West Spring Street, Columbus, OH 43215.

Check-in for forums at is at 11:30 a.m. with lunch served at noon. The program concludes at 1:15 p.m. and guests are encouraged to continue the conversation in the lobby with coffee and cookies.

CMC members please note that the early-bird registration deadline has moved. The new deadline is Friday at midnight, prior to the standard Wednesday forum.

Pre-paid reservations are required. The price is \$23 for CMC members; \$33 for CMC members' guests; and \$45 for the general public.

Reservations can be made online at www.columbus-metroclub.org or by calling (614) 464-3220. Anyone requesting additional information may contact Jane Scott, President and CEO; Andrew Campbell, Vice President of Programming; Debby Rosenthal, Vice President of Member Relations and Marketing, or Lanie Cuthbert, Event Coordinator.