

# 2020 STRATEGIC PLAN

WE ARE SHAPING OUR TOMORROW

# TODAY



JUMPING THE CURVE  
TO ENSURE A STRONG  
VITALITY FOR OUR CLUB'S FUTURE



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COLUMBIAN  
PLATINUM SOCIETY

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[columbianplatinumsociety.com](http://columbianplatinumsociety.com)





# PLATINUM SOCIETY

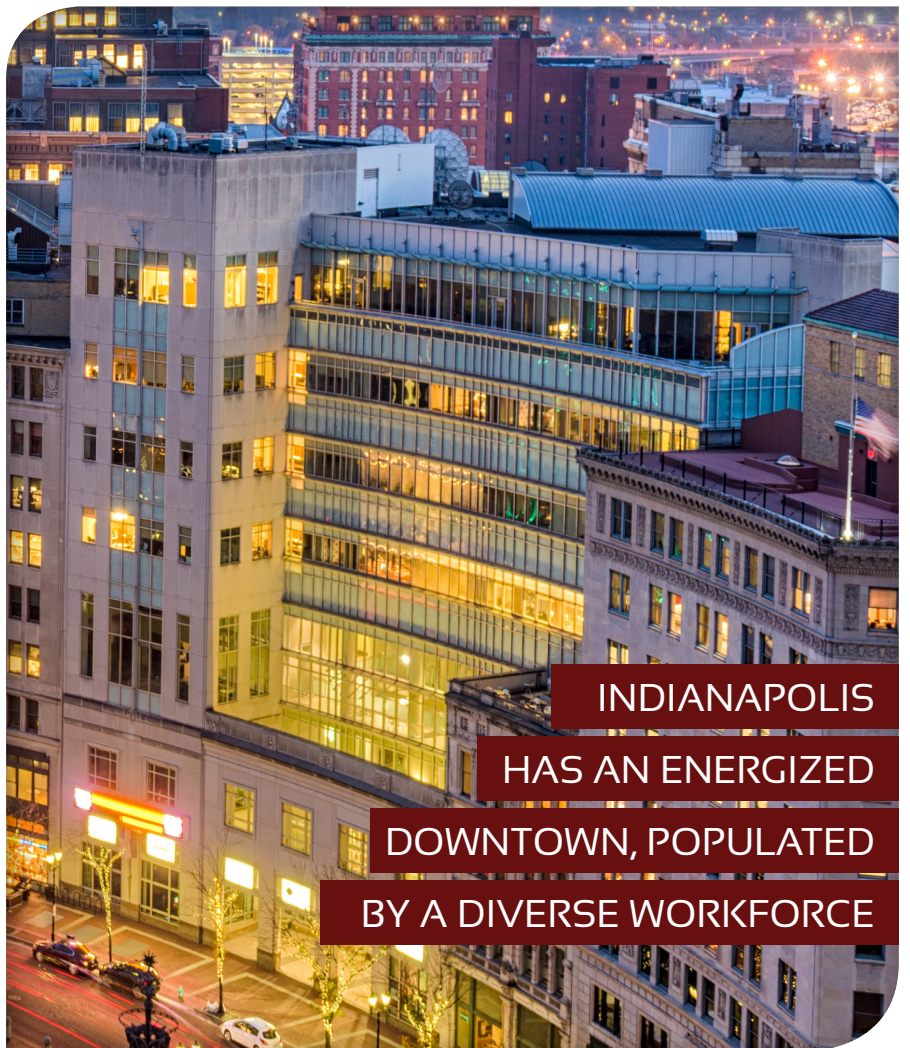
Dear Columbians,

**Columbia Club is and has been a voice of stature for 130 years.** Under the tutelage of strong leaders and loyal membership, our Club remains an inspiration for community leadership, civic engagement, personal development, and lifelong fellowship. **Today, however, our Club's resolve is being tested.**

**The Indianapolis downtown community is evolving from good to great.** Soon, 35,000 new residents will be occupying downtown apartments, condominiums, and homes. Office occupancy is reaching historic highs. Technology focused companies are arriving monthly. Plus a number of sports, business, and association organizations are seeking additional high-end hotels and expanded convention space. New businesses are now intentionally targeting our community for expansion, while unemployment is at an all-time low. As the average age of our workforce drops below age 42, independent workers will dominate those living, working and playing within the downtown community.

Even today, neighboring streets are alive and energetic: from the early morning hours supporting commerce, until the late evening hours supporting a revitalized night life. **The result is an energized downtown, populated by a diverse workforce who are blending work and personal interests.**

Fortunately, market forces are responding. Renovation, new construction, and expanding gentrification abound within the Indianapolis community.



*Columbia Club would like to add seven new venues to the clubhouse. It is our goal to add extra value to your membership.*



***To remain relevant, viable and vibrant, Columbians must rethink membership.***

**Unfortunately, our Club is not keeping pace!** It seems that Columbia Club, like many private city clubs, is falling out of consideration within a developing community. Despite aggressive marketing, a declining membership reflects this trend as we experience an annual two percent attrition rate. While many downtown entertainment venues are profitable June through September, the Club's fiscal performance is not as lucrative.

**To remain relevant, viable and vibrant, Columbians must rethink membership.** A recent market study reveals that resurging opportunities do exist for us if we are willing to deliver unique services that better align with emerging lifestyles. **A parallel trends analysis identified several expanding membership options that collectively will position our Club to "jump the competitive curve"** thus, ensuring sustainability long term. While each of the seven offerings individually ignites membership interest, their combination revitalizes the unique to Columbian WOW.

**Your Board of Directors, along with committee leadership, have formulated a Strategic Plan that will deliver dynamic results by 2020.** This plan will expand membership benefits beyond the existing 6:00am to 6:00pm



weekday model, as well as embrace the evolving interest of a diversified workforce seeking unique professional and after-hours options.

This plan guarantees that what we have inherited from the generations of Columbians before us will continue to deliver member experiences that are memorable and purposeful.

**Please consider becoming a Charter Member of the Columbian Platinum Society with a donation to the Legacy Fund.** Together, we will provide game-changing, unique to Columbian venues within and atop our clubhouse. Together, we will ensure that lifelong experiences will continue beyond our generation. **Together, we will guarantee that our Club will remain relevant, viable, and vibrant as we collectively elevate membership experiences from good to great. We are asking you to please pay it forward and join other Columbians as a Charter Member of the Platinum Society.**

James Ittenbach  
Columbia Club Board President

FINANCIAL

# GOAL



WE ARE

SEEKING YOUR

SUPPORT

## Our Goal is to raise \$2,840,000

### Projected Funding Sources

# 65%

Columbia Club members who donate to the Legacy Fund one time, monthly, quarterly or annually over three years

# 35%

Targeted member sponsorship and term naming rights

Donations or member pledges collected during 2019 will adequately fund the “Core-Four” consisting of a wine vault & tasting room, co-working space, Platinum Lounge and the Health & Wellness Center men’s locker room expansion. Remaining dollars will be allocated to the infrastructure elements for the rooftop venues (stairs, plumbing, electrical).

With the “Core-Four” in place, momentum will carry into 2020 as the Club recruits 250 members to totally fund the seven venues.

#### Legacy Funding Cost Projections

|                           |             |
|---------------------------|-------------|
| Rooftop Bar               | \$1,000,000 |
| Cigar Laze                | \$400,000   |
| Outdoor Terrace           | \$400,000   |
| Infrastructure            | \$400,000   |
| Platinum Lounge           | \$250,000   |
| Co-Working Space          | \$200,000   |
| Health & Wellness Center  | \$95,000    |
| Wine Vault & Tasting Room | \$95,000    |

#### Extraneous Funding Projects

- Overnight Guest Rooms
- Wi-Fi



# 2020 STRATEGIC PLAN - OUR NINE GOALS



WINE VAULT & TASTING ROOM



MEN'S LOCKER ROOM EXPANSION



CO-WORKING SPACE



PLATINUM LOUNGE



CIGAR LAZE



ROOFTOP TERRACE



ROOFTOP BAR



OVERNIGHT GUEST ROOMS



WIFI TO FIBER

- THE CLUB'S GOAL IS TO COMPLETE THE RENOVATIONS AND EXPANSIONS BY 2020.



THANK YOU FOR YOUR  
SUPPORT

  
**COLUMBIAN  
PLATINUM SOCIETY**

Like the Columbians before you who formed the Harrison Marching Society, we invite you to be part of the Columbian Platinum Society, limited to 250 charter members. Charter members are Columbians who contribute \$7,500 or more to The Columbia Club Foundation Inc.'s Legacy Fund in support of the Columbia Club's 2020 Strategic Plan.

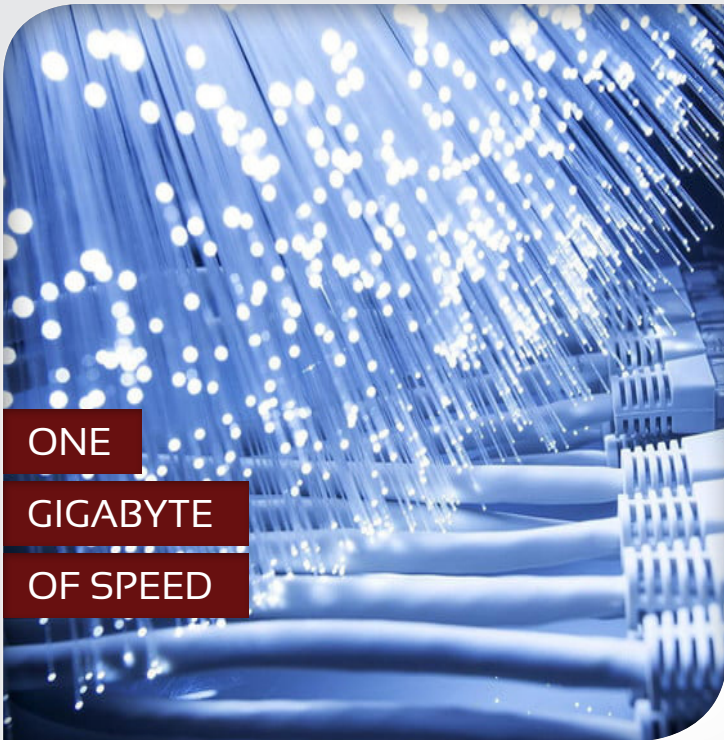


**CHARTER BENEFITS**

Beyond leaving a lasting legacy, Columbia Club is honored to bestow these preferred Founders privileges as our small token of appreciation for your loyalty and sustaining support of future Columbians.

- 1 Bronze Forever Commemorative Founders Plaque**
- 2 Platinum Membership ID Card**
- 3 Annual Founders Dinner**
- 4 Unlimited Access to Co-Working Space with a Complimentary Refreshment Center**
- 5 Priority Reservations**
- 6 Platinum Society Leather Portfolio**
- 7 Complimentary Valet Parking After 4:00pm**

# WI-FI TO FIBER



ONE  
GIGABYTE  
OF SPEED

● INCREASING WIRELESS ACCESS POINTS FROM 25 TO 90 THROUGHOUT THE CLUBHOUSE

In today's technology driven world, it is important to keep up! Columbia Club's reputation within the city as a haven for successful business professionals, requires that we

provide the tools necessary to keep our members connected personally and digitally. We all know that technology changes at a rapid pace, so the Club's proactive approach for this upgrade will include fiber optic lines installed throughout the clubhouse offering one gigabyte of speed. Previously, the Club had 25 megabytes, so this improvement will offer a significant increase in reliability and productivity when visiting your Club. The wireless infrastructure will also be upgraded to include 90 wireless access points around the Club when we previously had 25.

Five password protected access points will be dedicated to our Columbian community network. Columbians will have access to complimentary high-speed Wi-Fi, but there are also opportunities for the Club to make this available to overnight guests and private banquet and event meetings for an additional charge. This is an appealing element to attracting business that generates good revenue for our Club. Features will include video conferencing capabilities with digital streaming for corporate or social gatherings as well as secure high-speed Wi-Fi for the weekday business traveler enjoying our overnight rooms.

One dedicated line will host the Club's reservation system for restaurants and front desk services including with the website and mobile app.

INCREASED WI-FI WILL ALLOW FOR ADDITIONAL REVENUE OPPORTUNITIES FOR THE CLUB, VIA MEETING & EVENT SPACES AND HIGH SPEED OVERNIGHT GUEST ROOM CONNECTIVITY.



# OVERNIGHT GUEST ROOMS



The guest room accommodations at the Columbia Club are one of our key features. No room is exactly alike and that is one of the unique characteristics of our overnight rooms. However, we also know that as our beautiful building ages, so do the amenities and furnishings that overnight guests find when they choose their Club as their destination getaway.

We are pleased to announce that we have several plans in motion for ways that the Columbia Club can allocate funds toward the renovation of the overnight guest room accommodations. We will begin by allotting one percent of our service charge to a guest room renovation fund.

It is our goal to have two overnight rooms renovated each quarter. The upgrades incorporate a plan to modernize the rooms while maintaining the boutique charm our guests have come to expect. Each bathroom will be enhanced with new tile, fixtures, countertops and color palettes. The overall décor of the room will be upgraded and feature new carpeting, furnishings and design.

We are fortunate to have a few Columbians recognize the importance of the overnight guest rooms as it pertains to our revenue streams. Several members have graciously stepped up to donate funds to get this process started. A few rooms on the 6th floor have been earmarked to be our “spec” rooms so we can showcase the upgrades to fellow Columbians. Renderings are currently in the works to help share the vision for our completed project.

If you have an interest in spearheading a room renovation project, we encourage you to connect with Jim Rentschler, General Manager, who can discuss more about naming rights and plaque recognition on the guest room doors.

One other avenue that will allocate funds toward the room remodeling project is the transaction fee. Members who enjoy any Club services over \$20.00 during a single visit will be billed \$1.00 and non-members will be charged \$2.00. The money collected will be directed to the overnight room renovation fund to raise the necessary capital dollars to upgrade our overnight guest rooms for the enjoyment of all future visitors.



TREASURED

CLUB AMENITY

# ROOFTOP TERRACE



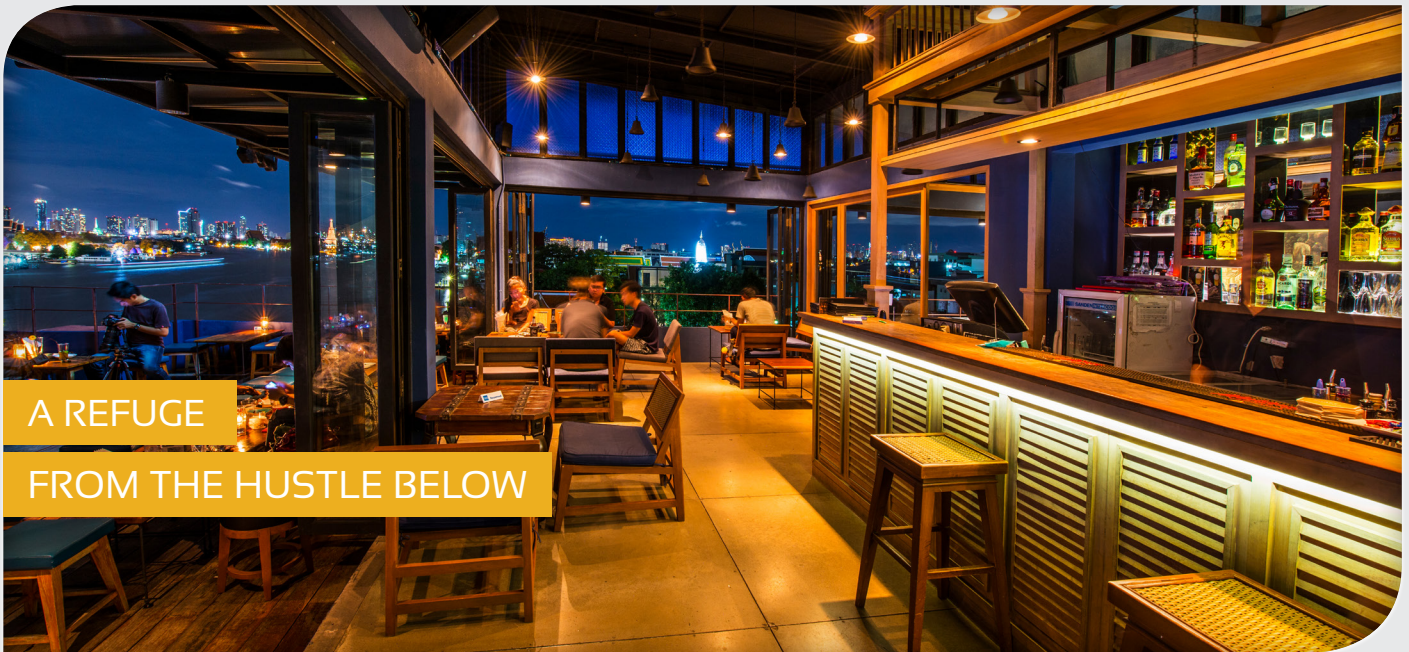
A contemporary and trendy concept, and one that can certainly be a reality for Columbians. Rooftop spaces are popular settings that have appeal for social gatherings with spectacular views.

The rooftop terrace will seat 50+ members and their guests showcasing a unique bird's eye view of downtown Indianapolis. The ambience of this classic outdoor venue will feature wicker furnishings, chic umbrella tables and a gas fireplace. Columbians will truly enjoy this view from the top.

A VIEW  
FROM THE TOP



# ROOFTOP BAR



A REFUGE  
FROM THE HUSTLE BELOW

Conversations over drinks. Time with fellow members. Enticing culinary creations. Cocktails outside as the city passes by below. A view from the top. Imagine a glass elevator, accessible from the fifth floor Platinum Lounge that will transport you and your guests up an additional seven floors to an open-air seating venue overlooking Monument Circle.

A restaurant will serve bistro style affair with the hopes of incorporating a wood fired pizza oven. Although most think this hidden treasure will only be

accessible for a few months out of the year, our plans also include a year-round bar that will seat up to 30+ Columbians and their guests.



# WINE VAULT

Columbia Club will have personalized wine lockers, allowing members of the Wine Society to store their private collections.



Attention to detail and top-class service are just a small part of the vision for the Wine Vault to be located on the second floor, replacing the Club's current Business Center. Whether you are looking to reserve an intimate wine tasting for two or host an elegant wine dinner, this space will offer a world of stunning possibilities that are guaranteed to make memorable experiences.

Upon entering this wine mecca, Columbians will encounter a glass encased wine cellar that will feature several temperature-controlled wine storage lockers displaying members private collections. Wine Society and Platinum Society members will have preferred reservations, but this unique space will be open to all Columbians interested in expanding their wine knowledge or simply sipping on a glass of champagne. We are excited to note that with today's technology features we will embrace opportunities to invite notable winemakers and renowned sommeliers to visit with us through interactive video based teleconferencing. The best wines are the ones we drink with friends.

• TASTING ROOM

LOOKING AHEAD TO

# ROOFTOP LAZE



This dedicated space will seek to offer a solution to Columbians who value the tradition and history of cigars. In some cases the tradition is passed from generation to generation, continuing the deep connection of cigar smoking and family, both in leisure and business. It is the importance of tradition and history that many cigar smokers embrace, which are at the core of Columbia Club's heritage, and speaks to the significance of having this private "smokers haven" for Columbians.

Located on the rooftop of the Columbia Club, we envision a year-round dedicated space that will cater to Columbians who savor

the opportunity to escape for a brief moment from the daily pressures and instead focus on how their cigar tastes, smells and is constructed. Upscale wicker lounge furnishings along with gas firepits will adorn this casual but contemporary space featuring both indoor and outdoor seating options that will offer views of the city and starlit nights.

This escape will feature a walk-in temperature-controlled humidor. Not only will the Club offer a menu of cigars, but members will have the opportunity to secure a personal cigar locker to store their private collections.



YEAR ROUND

INDOOR & OUTDOOR

SEATING

# CO-WORKING SPACE



With the Club's address in the heart of downtown Indianapolis, and a mindset of catering to entrepreneurs and business professionals, the idea of a new co-working space has evolved.

The 5th floor of the Clubhouse will become a dynamic environment for creativity, focus and connection.

This under-utilized space offers a solution to relocating and upgrading our Business Center amenities while expanding the services to include solutions for Columbians who may work from home, are independent contractors, or who find themselves in a profession that has them traveling from client to client.

While the Business Center, which will be equipped with several desktop computers, printer, fax and copier amenities will be complimentary to all Columbians, the co-working space will be an amenity available to Columbians on a fee-based structure, similar to renting a wine or fitness locker.

Co-working is a social gathering of a group of people who are still working independently, but who share values and who are



interested in the synergy that can happen from working alongside other people.

The first area of the co-working space will contain several private glass-encased working studios. Leave the door open for camaraderie with your fellow co-working space users or close it to avoid distractions. The next area will be designed to offer a small refreshment center and soft seating for those looking to be more comfortable in their work environment. The last room incorporated into the co-working space is a state-of-the-art teleconferencing center and conference room. Do you need to hold a deposition with a client in another state or conduct a sales meeting with your team located in different cities? Both teleconferencing and video conferencing services will be available. The flexibility of utilizing the teleconferencing allows participants the opportunity to get involved whether they are at a desktop phone or a mobile device. Whereas, video conferencing solutions combine the most important features of teleconferences – including the ability to easily join without setting up an account and keeping meetings simple and structured, since everyone is visible and audio-visual quality is crisp.

You focus on being successful and we'll focus on providing you with world-class resources to help you get to the finish line.

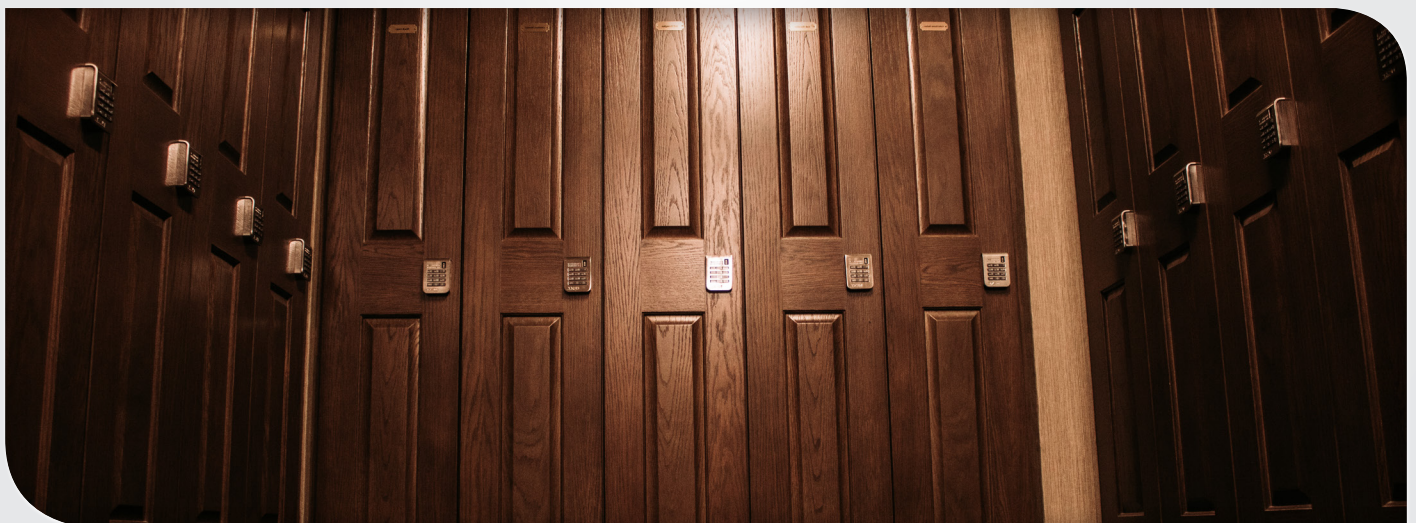
# EXPANDED LOCKER ROOM



What a home run the Club had with the recent upgrade to our locker facilities. The renovation of our Health & Wellness Center has inspired more Columbians to take advantage of the outstanding amenities offered as a benefit of your membership. When the original plans were designed, we did not anticipate such an influx of interest for private fitness lockers. As a result, the Club has several Columbians on a wait list for a locker. Through the Platinum Society Legacy Fund, a plan has been developed to expand the men's locker area to feature additional full and half size lockers to fulfill the growing demand. The same décor and design will flow into the new space for a cohesive look.



MORE THAN 60 ADDITIONAL  
LOCKERS TO MEET THE DEMAND



# PLATINUM LOUNGE

This private retreat, reserved exclusively for Columbians, will take luxury to a higher level. Our redesign of the Columbian Suite, located on the fifth floor, will feature decadent seating collections upholstered in luxuriously soft fabrics, cocktail tables for intimate conversations and a stone fireplace. Two distinct areas within this space will include a casual walk-in area leading to a private bar and seating section as well as a formal and intimate dining space available to be reserved for private dinner parties.

Impress your guests with an amazing view of the Soldiers' and Sailors' Monument, an iconic symbol of our great city.

ENJOY  
SIPPING ON  
COCKTAILS  
AND ORDERING  
SMALL PLATES  
OVERLOOKING  
THE MONUMENT



The Platinum Lounge combines intimacy, comfort, exclusivity and personalized attention. This space will create unique Club experiences we all seek when celebrating special occasions or just for everyday visits. This specialty venue will be a showcase for several important historical artifacts including the Benjamin Harrison Presidential marble dining room table which spent 1889-1893 in the White House and the 1925 Apollo grand piano that Hoagy Carmichael played nightly at the Club during the Winter of 1928-1929. We are hopeful to once again bring this beautifully restored musical instrument to life with live piano entertainment weekend nights.



2018 - 2020

# TIMELINE

PUSHING

FORWARD

Columbia Club is leading a progressive campaign to raise funds for construction on seven new dynamic venues within our clubhouse.



- July 2018**  
Kickoff - Town Hall Meeting
- November 2018**  
Wi-Fi Upgrade
- December 2018**  
Overnight Guest Rooms
- February 2019**  
Health & Wellness Center Expansion
- April 2019**  
Co-Working Space
- June 2019**  
Platinum Lounge
- September 2019**  
Wine Vault & Tasting Room
- January 2020**  
Rooftop Infrastructure
- July 4, 2020**  
Rooftop Bar Opening Night

# NAMING RIGHTS

Naming rights is a form of advertising whereby a Club member, corporation or other entity can purchase the right to name a specific venue, room or other designated area within the Club. Your meaningful donation toward our strategic plan to remain relevant, viable and vibrant in today's competitive downtown market will be honored through a dedication and naming recognition event.

CREATE A LONG TERM INVESTMENT IN THE HEART OF INDIANAPOLIS

## **Term of Naming Opportunities:**

A pre-determined dollar figure has been identified for each of the new Club venues identified as part of our strategic plan. Your substantial monetary contribution will include the right to "name" the room or venue. The venue will be identified by your chosen name for a specified time frame. Most of the venues will carry a term of 10 years, but in some cases, the term may be extended to 15 years. All naming rights must first be approved by Columbia Club's board of directors and will be granted on a case-by-case basis.

## **Legacy of Naming Recognition:**

When you reflect on the current venues within the clubhouse, several that come to mind are the Harrison Room & Grille and the French Room. The Harrison takes its name from our beginning roots, honoring the Harrison Marching Society, whose mission for creating our Club was to have President Benjamin Harrison elected to office. The French Room honors the family who started Monarch Beverage Company locally in our city. Mr. French's hallmark hospitality continues to grace our 3rd floor dining space. Now is your chance to leave behind your own personal legacy through purchasing the privilege to name one of the new Club spaces for a pre-set term.



Columbia Club will solicit donations to the Platinum Legacy Fund, which will be allocated toward the 2020 strategic plan outlined below. The Columbia Club Foundation Inc. will participate in the naming recognition and dedication opportunities to the extent requested by Columbia Club. Your name will be recognized on a wood or brass plaque in a prominent location within the Club.

Check payments for naming rights should be made payable to The Columbia Club Foundation Inc., with Legacy Fund in the memo section.



**Platinum Lounge**  
\$150,000  
10 Year Naming Rights Term

**Rooftop Cigar Laze**  
To Be Determined  
15 Year Naming Rights Term

**Wine Mezzanine**  
\$75,000  
10 Year Naming Rights Term

**Rooftop Year-Round Bar**  
To Be Determined  
15 Year Naming Rights Term

**Health & Wellness Center**  
\$75,000  
10 Year Naming Rights Term

**Rooftop Outdoor Terrace**  
To Be Determined  
15 Year Naming Rights Term

**Co-Working Space**  
\$150,000  
10 Year Naming Rights Term

**Overnight Guest Room**  
\$12,500  
10 Year Naming Rights Term

Columbia Club  
121 Monument Circle  
Indianapolis, IN 46204



Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Count Me In For

- \$7,500 Legacy Fund Donation
- \$2,500 Legacy Fund Donation annually for three years
- \$625 Legacy Fund Donation quarterly for three years
- My pledge for the Legacy Fund is below
- Bill my Club statement \$209 per month for three years\*
- I would like to learn more about naming rights

I commit \_\_\_\_\_ for the Legacy Fund

Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Member Number: \_\_\_\_\_

Donations payable to: The Columbia Club Foundation Inc.

I would like to make a donation via credit card, please contact me

The Columbia Club Foundation Inc. is a charitable entity recognized as tax-exempt by the IRS under Section 501(c)(3). No goods or services were received in return for this gift. Please consult with your tax advisor regarding the proper handling of this gift on your tax return.

\*This payment plan is not tax deductible. Installments end December 2021. Please consult with your tax advisor regarding the proper handling of this payment on your tax return.