



4 Terrific Reasons You Should Give Columbus, Ohio a Try

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[Columbus Day](#) has been a national holiday since 1937, originally set aside as a day to honor Christopher Columbus' journey to the New World in 1492. But, having made my own "Columbus journey" just over a year ago, I can't help but reflect on my move to Columbus, Ohio.

While I've always lived in the Midwest, I never put Columbus on the map when considering where to start my career. That quickly changed after my internship experience at [Alliance Data](#) in 2013 – I fell in love with the company culture, accepted a job offer, and moved to "the 614" right after graduation. It didn't take long for me to fall in love with the city, too. Although I'm still exploring and learning about it every day, I want to share a few reasons why I'm glad I ended up in Ohio's state capital, and why when you hear about Columbus, you should keep an open mind.

1. The opportunity

Columbus is growing. Columbus Region employers have added more than [81,000 new jobs since 2010](#). Even at Alliance Data I've seen the growth. The opportunity doesn't stop there, though. With the [cost of living lower than the national average](#), it's a fantastic place to start a career or raise a family. The affordability gives us a bit more wiggle room when it comes to choosing how to save (or spend) our money.

2. The energy

Columbus is probably most well known for being home to *The Ohio State University* – go Bucks! While tailgating on game days and watching the Buckeyes win the National Championship certainly top my list of fall favorites, it's the energy and spirit of the community behind it all that really sets Columbus apart. There's always an event that brings everyone together (if you haven't yet, you should check out [Gallery Hop](#) which was named, "The Best Arts Event in the State" by Ohio Magazine). And, because Columbus is [America's favorite test market](#) for dining and retail, the excitement and innovation never stop.

3. The people

I've met some of the smartest, kindest, and most creative people just standing in the check-out line at Kroger. Everyone here is friendly. [Made up of 25.9% Millennials](#), Columbus is full of young professionals and first-time families looking to network, socialize, and give back. People genuinely care about each other and the communities in which they live and work and it shows. Take [Pelotonia](#), for example, which Alliance Data proudly supports, and helped raise almost \$80,000 for this year alone. The annual grassroots bike tour was founded here in 2008 in an effort to end cancer by raising money to fund research at The Ohio State University Comprehensive Cancer Center. This year, 7,981 people rode in Pelotonia and 2,770 people volunteered for this inspiring event (see also: The energy). Thanks to the community, in its first six years Pelotonia has raised more than \$82 million!

4. The entertainment

When I first joined Alliance Data, my coworkers and I went on a walking food tour of the Short North; an area just north of downtown and just short of OSU's campus. It was a great way to find new places to eat, shop, relax, and to learn about the history of Columbus and its architecture. Whether you're looking to sit down for a nice dinner for two, grab a drink at one of the many breweries, or enjoy some great live music (check out The Arena District's annual [Jazz & Rib Fest](#)), you won't be disappointed.

[There really is something for everyone – so give Columbus](#) a try. I know I can't wait to discover more!
