

PROSPER OMAHA

2015 ANNUAL
REPORT

Leveraging Extraordinary Opportunities for the Region

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Leveraging Extraordinary Opportunities for the Region

Two years into implementing our Prosper Omaha initiative, we have made significant progress in bringing more **business and jobs** to the region, building Omaha's worldwide **brand and image**, improving the competitiveness of our **business climate**, and creating a dynamic **talent development** strategy – all with the aim of ensuring prosperity across our region. Thank you for embracing our efforts.

Our two-state economic development partnership is accelerating into 2016, expanding into two more counties, Harrison and Mills. We ended the year with **83 landed projects**, representing **\$686 million in new capital investment** and more than **4,100 new and retained jobs**. Thank you for investing in our shared success.

Your Prosper Omaha investment is allowing us to support **new startups** and establish our region as the place for **tech talent and corporate innovation**. It is readying **new site development** for interested businesses, helping **existing small businesses**

pursue new opportunities, and funding efforts to **retain displaced workers** where they belong – right here. **Thank you for using your success to help encourage the success of others.**

With your support, we are ensuring the voice of business is heard – and we are amplifying our collective voice as a soaring number of organizations continue to tell the world **"We Don't Coast."** Thank you for being an advocate for business and our community – elevating the image of our entire region.

Our tremendous progress – detailed in this report – reflects the hard work of hundreds of volunteers, investors and our dedicated staff. For that I am deeply grateful – and as optimistic as ever about the future of our region.

Best regards,



David G. Brown
President and CEO
Greater Omaha Chamber



CREATE, GROW, RECRUIT
BUSINESSES
AND JOBS
IN THE REGION

2015 ACCOMPLISHMENTS

1

2014 Accomplishments

\$607,280,892
CAPITAL INVESTMENT

73 LANDED PROJECTS

3,282 JOBS

12 STARTUPS
VENTURE/ANGEL
CAPITAL: \$13,922,275

348 BUSINESSES ASSISTED

2

2015 Accomplishments

\$686,767,500
CAPITAL INVESTMENT

83 LANDED PROJECTS

4,126 JOBS

28 STARTUPS
VENTURE/ANGEL CAPITAL:
\$33,295,500

339 BUSINESSES
ASSISTED

3

4

5

5-YEAR OUTCOMES

GENERATING MORE THAN
\$3 BILLION IN NEW CAPITAL
INVESTMENTS

LAND 300 PROJECTS
(50 % NEW TO THE REGION)

CREATING 12,000 JOBS AT OR
ABOVE MEDIAN WAGE

HELP 100 STARTUPS FIND
\$150 MILLION IN VENTURE AND
ANGEL CAPITAL

ASSIST 1,000 LOCAL
SMALL BUSINESSES

EXPANDING OUR REGION

Our geographical imprint continues to grow with the addition of Harrison and Mills counties under the leadership of our partner, Advance Southwest Iowa Corporation.

Prominent Developments:

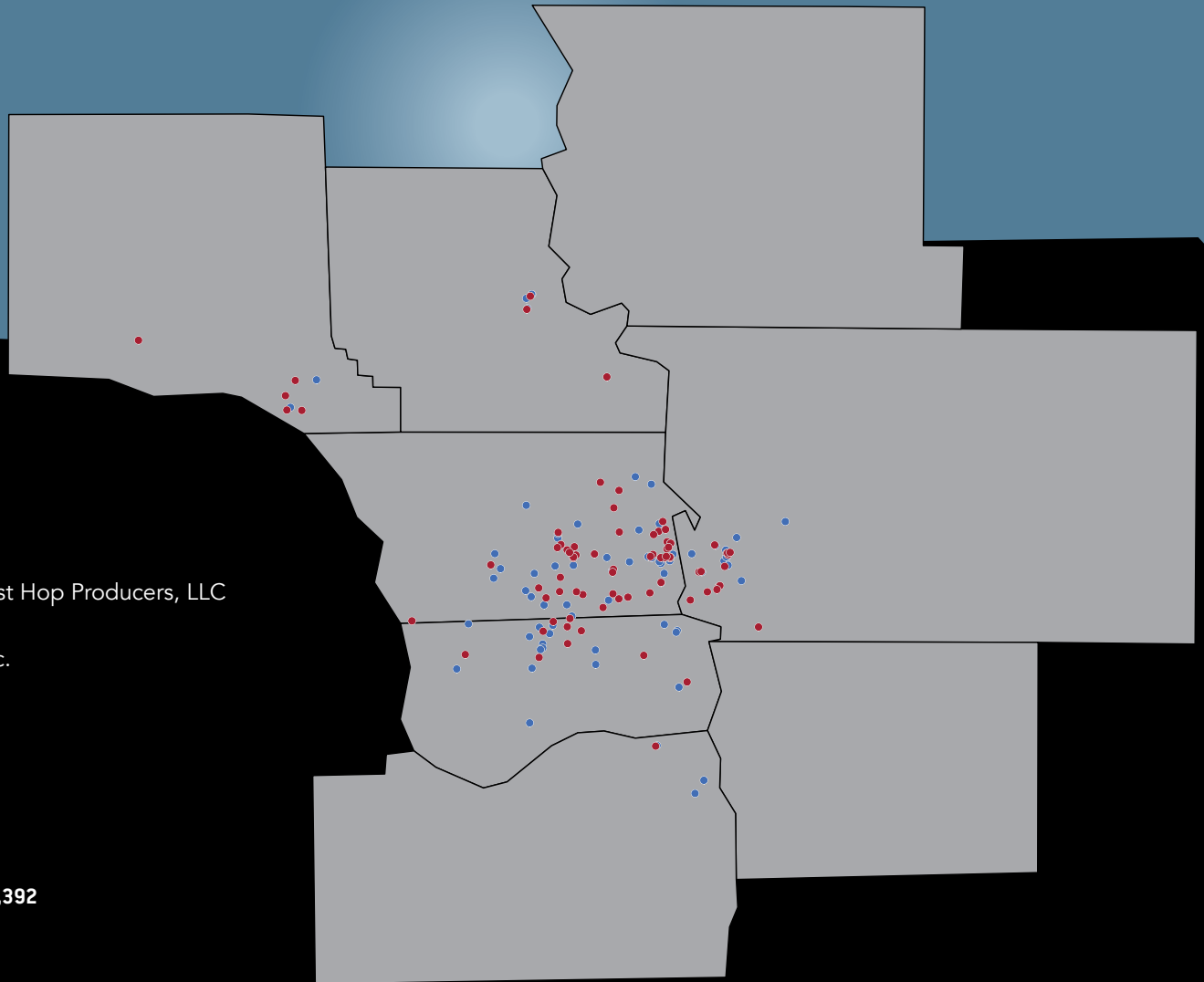
Graepel North America Inc.
Green Plains Inc.
HDR, Inc.
Kiewit Corporation
Nebraska Hop Yards, LLC / Midwest Hop Producers, LLC
STS Services
Structural Component Systems, Inc.
Woodhouse Auto Family
XTL, Inc.

● 2014 ● 2015

TOTAL LANDED PROJECTS: 156

TOTAL CAPITAL INVESTMENT: \$1,294,048,392

TOTAL JOBS: 7,408



BUSINESS DEVELOPMENT

Our downtown area is becoming even more powerful with major project announcements including:

- HDR, Inc. New Headquarters
- Kiewit Corporation’s Training and Innovation Center
- Capital District Redevelopment

REACH, a new collaboration derived from a community need, was launched to help small and emerging businesses build capacity and respond to increased contracting opportunities in Omaha and throughout the region.

International development efforts took our team overseas joining two international trade missions to **Japan** and the **European Union**. These visits focused on agriculture and bioscience opportunities, furthering efforts to attract more international companies to our region.

Other visits: Chicago, Denver, Los Angeles, Minneapolis, New York City, Northern Virginia, San Francisco and Silicon Valley.

2015 ACCOMPLISHMENTS	
LANDED PROJECTS	83
CAPITAL INVESTMENT	\$686,767,500
TOTAL JOBS	4,126
NEW EMPLOYEES	1,359
RETAINED EMPLOYEES (88% above median wage)	2,767
OUT-OF-MARKET PROSPECT VISITS	77

2016 TACTICS

OUT-OF-MARKET PROSPECT VISITS	52
INTERNATIONAL PROSPECT VISITS	20
TARGETED INDUSTRY FOCUS	
FINANCIAL SERVICES	
DEFENSE	
AGRIBUSINESS	
ENTREPRENEURSHIP AND INNOVATION	
BUSINESS VISITS	500
OUT-OF-TOWN HEADQUARTER VISITS	40

2016 GOALS

CAPITAL INVESTMENT	\$600M
NEW WELL-PAYING JOBS	2,400
BUSINESSES SERVED	500
PROJECTS (50% NEW TO MARKET)	60



ENTREPRENEURSHIP

An **innovation** group of corporate professionals came together to ignite ideas and **foster innovation** in our region. This Corporate Innovation taskforce is charged with spurring our business community to develop intrapreneurs and work together to become nationally known as ***the place for corporate innovation***.

Cornstalks on Tour connected high-growth entrepreneurs, innovators, engineers and creative artists, visiting a different startup each month.

2015 ACCOMPLISHMENTS

STARTUPS LAUNCHED **28**

VENTURE/ANGEL INVESTMENT **\$33,295,500**

2016 GOALS

TECH STARTUPS LAUNCHED **20**

VENTURE/ANGEL INVESTMENT **\$30M**





OMAHA

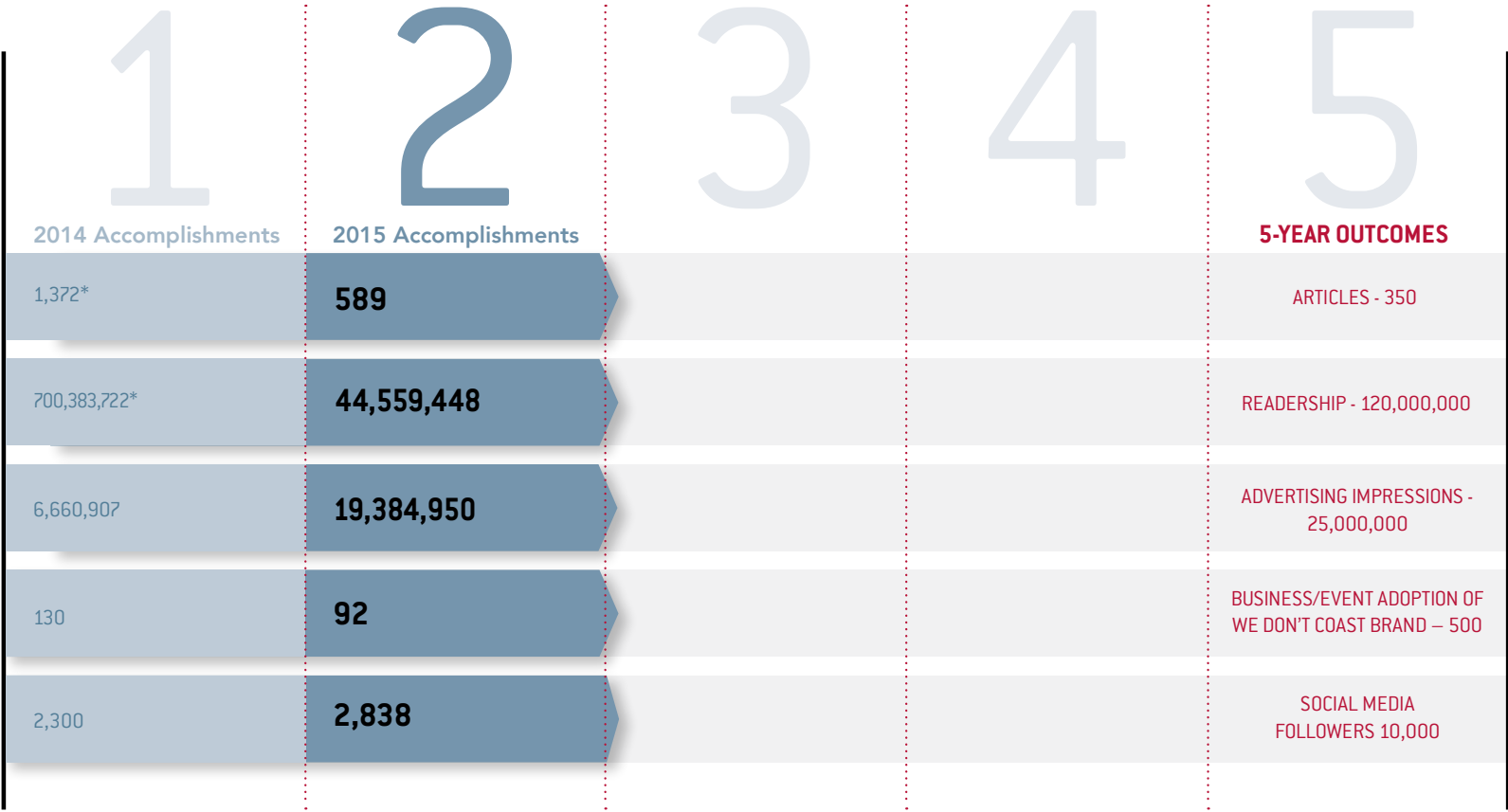
WE DON'T COAST

ESTABLISH A WELL-
RECOGNIZED EXCITING
BRAND
AND IMAGE



2015

ACCOMPLISHMENTS



*Numbers achieved were due to the Peyton Manning Omaha! Omaha! audible and media stories that ensued. The Greater Omaha Chamber assisted with 1,077 articles with a readership of 661,111,009 in 2014.

PROMOTION

To increase **community engagement** and **brand adoption**, we partnered with major community events and organizations, including Ballet Nebraska, Hilton Omaha, Omaha Fashion Week, Omaha Film Festival, the AITP Conference, SkillsUSA and Creighton University Athletics.

- More than **220** companies/events have utilized the We Don't Coast brand since launch.



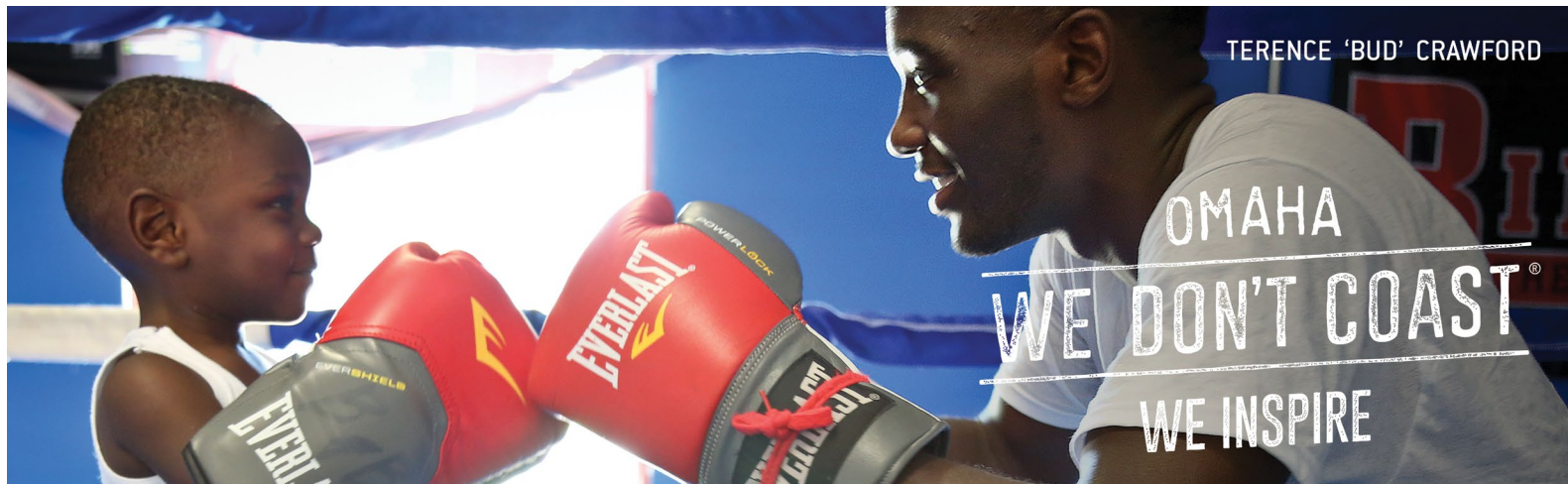
PRO-ACTIVE MEDIA STRATEGY

We hit the ball “out of the park” with our **no coasting, no crying** guerilla efforts for the NCAA Men’s College World Series and the Triple-A All-Star game hosted by the Omaha Storm Chasers.

- Efforts exposed more than 29 million people to the brand.

WEBSITE & SOCIAL MEDIA

Social media efforts have resulted in a steady increase with more than **5,130 followers** across four social media channels.





CREATE A
**BUSINESS
CLIMATE**
THAT IS CONDUCTIVE
TO GROWTH

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2015 ACCOMPLISHMENTS



2014 Accomplishments 2015 Accomplishments

SITE DEVELOPMENT

Eight sites in the region are currently under control through one of our partner organizations. **Six** of these sites are currently approved for funding in our **GO! Ready Site Development Program**, one in each of our partner counties.

OWNED

- South Point Business Park, Council Bluffs (Pottawattamie County)
- 4-Mile Industrial Park (Cass County)
- Fremont Business Park (Dodge County)
- Bellevue Industrial Park (Sarpy County)

OPTIONED

- Omaha Tech Park (Douglas County)
- Sarpy County Power Park East (Sarpy County)
- Sarpy County Power Park West (Sarpy County)
- Blair South (Washington County)

COMMUNITY DEVELOPMENT

2015 ACCOMPLISHMENTS

With leadership in place, the **Omaha Municipal Land Bank** is in full effect, moving forward to help return vacant properties and dilapidated houses to productive use – and positively impact our neighborhoods.

2016 GOALS

CREATE AND IMPLEMENT A COMMUNITY DEVELOPMENT INTERMEDIARY

DEVELOP AND IMPLEMENT A HOLISTIC REGIONAL TRANSPORTATION STRATEGY



LEGISLATIVE INITIATIVES

2015 ACCOMPLISHMENTS

It was a strong legislative session. The Chamber's agenda included a number of bills impacting the business community, including the passage of **LB156**, which will increase the amount of tax credits available to angel investors.

2016 GOALS

PURSUE ENACTMENT OF LEGISLATION THAT IMPROVES NEBRASKA'S STATE AND LOCAL BUSINESS CLIMATE, INCLUDING LOWERING THE OVERALL TAX BURDEN AND REMOVING REGULATORY BARRIERS TO BUSINESS DEVELOPMENT.

CANDIDATE ACADEMY

2015 ACCOMPLISHMENTS

15 individuals attended the inaugural **Candidate Academy**. The diversity of attendees and desire to participate in future training indicates we have begun developing a strong pool of potential candidates for all levels of elected office.

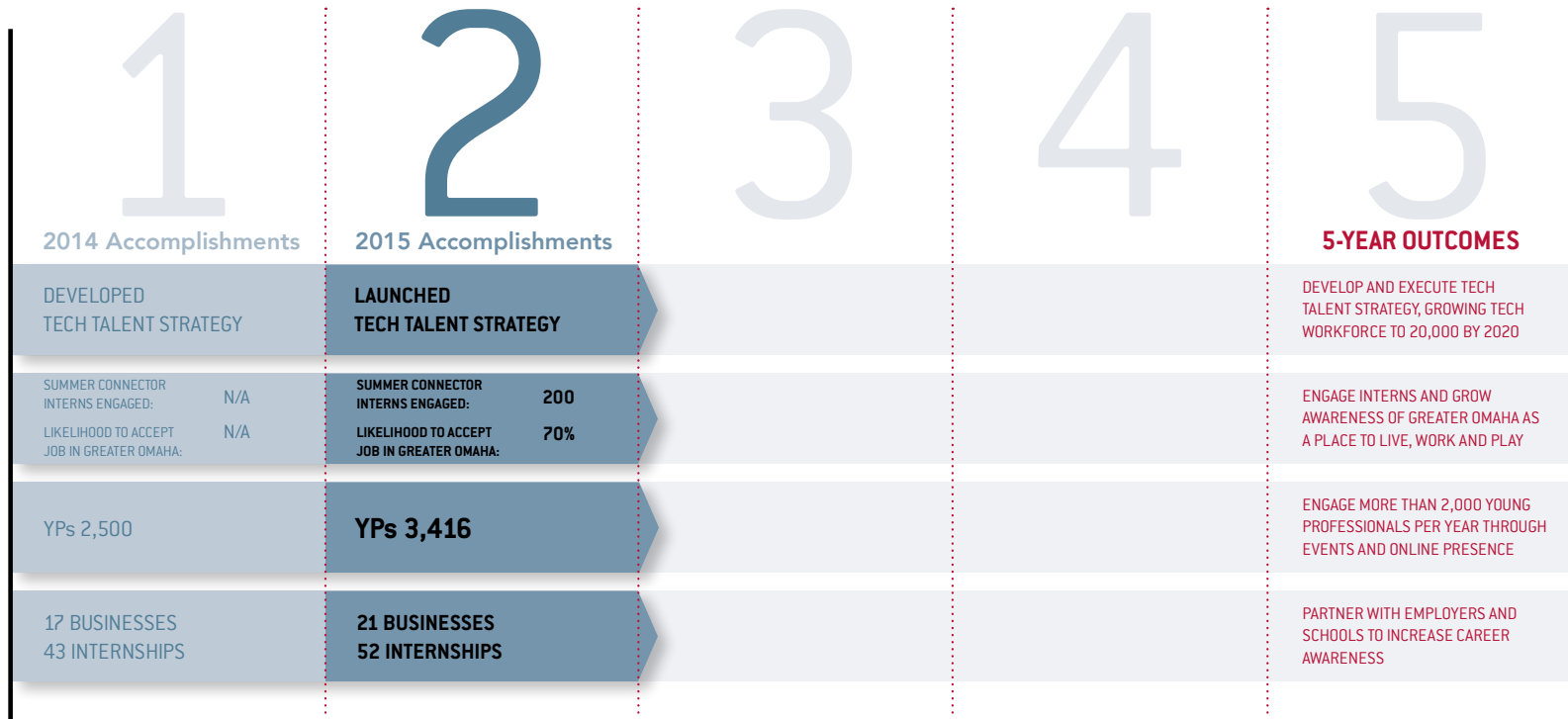
2016 GOALS

ONGOING WORKSHOPS AND SESSIONS WILL FOCUS ON POTENTIAL CANDIDATES INTERESTED IN RUNNING FOR OFFICE. CANDIDATE ACADEMY WILL BE A LONG-TERM STRATEGY – 3 TO 5 YEARS IN DEVELOPING CANDIDATES. PARALLEL TO THESE EFFORTS WILL BE IDENTIFYING AND ENCOURAGING CANDIDATES TO RUN IN THE SHORT-TERM.



GROW, RETAIN
AND RECRUIT THE
WORKFORCE
OF THE FUTURE

2015 ACCOMPLISHMENTS



COMMUNITY IMPACT

Increased number of individuals employed by 1.4 percent
(2015)

Increased number of individuals employed at above-median wage income by 2 percent
(2015)

Increased percent of individuals with post-secondary degrees by 1.13 percent
(2015)

The percent of high school graduates going on to 2 and 4 year colleges remained level
(2014)

Increased percent of high school graduates by 0.8 percent
(2015)

TALENT DEVELOPMENT STRATEGY

- To become the “**tech talent capital of the world,**” we partnered with AIM to convene professionals from education, IT and HR to overcome the challenges facing this growing industry and strategized ways to think BIG. Together – we developed a strategy to **grow our IT professionals to 20,000 by 2020.**
- More than **150 Omaha-area students** explored agricultural careers at the inaugural **Nebraska Agricultural Youth Institute (NAYI) – Omaha** event. NAYI-Omaha was developed as part of the Partnership’s agribusiness strategy and organized by the Nebraska Department of Agriculture.



P-16 EDUCATION SYSTEM INITIATIVE

- We partnered with **Metropolitan Community College** for the second year to bring educators and businesses together to participate in our **Educator Internship Program** – an opportunity for educators to engage in a modern workplace and take those experiences back to the classroom to improve student engagement in career opportunities, particularly those in the IT and Manufacturing sectors.

TALENT RECRUITMENT STRATEGY

- We rolled out a **multi-faceted talent retention** strategy surrounding ConAgra’s decision to relocate their corporate headquarters. More than 200 companies have committed to hiring displaced workers and have more than 4,700 open positions to fill.
- **We Don’t Coast Summer Connector** was a new approach to engaging college interns. Our team engaged with 200 interns, attended 12 community events and presented to 7 local companies. From these concerted efforts, 70 percent of interns reported being very likely to accept a job in Greater Omaha after college.
- Our **Hear Omaha** 10-week concert series, hosted in partnership with Hear Nebraska, was a momentous success, bringing the community together to showcase the local talent and energy that makes our community so dynamic.



PROSPER OMAHA 2015 FINANCIAL REVIEW

Prosper Omaha financials were consistent with our five-year estimated income and expenses were better than projected.

INCOME:

Program Contributions	\$3,748,389
Sponsorships/Investment/Sales	\$57,245
Grants	\$600,000
Total Income	\$4,405,634

EXPENSES:

Regional Economic Development	\$3,185,327
Brand and Image	\$531,501
Business Climate	\$321,028
Talent Development	\$365,060
Total Expenses	\$4,402,916

PROSPER OMAHA FUNDRAISING CAMPAIGN:

Amount Pledged	\$24,125,610
Investors	255



SelectGreaterOmaha.com

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The Partnership is a program of the Greater Omaha Chamber, embracing an innovative two-state, regional approach to economic development, increasing jobs and investment in eastern Nebraska and southwest Iowa by providing a full range of services.