

PROSPER OMAHA

2016 ANNUAL REPORT

Leveraging Extraordinary Opportunities for the Region



ECONOMIC DEVELOPMENT PARTNERSHIP

PROSPER OMAHA

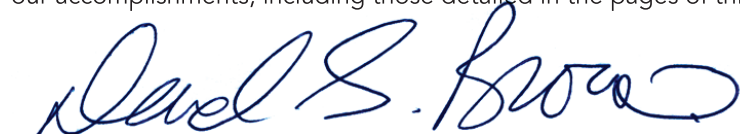
2016 ANNUAL
REPORT

Leveraging Extraordinary Opportunities for the Region

We're more than halfway through our Prosper Omaha initiative – and together – we have made a dramatic impact on our region and the hard-working people who call it home. Our dedicated staff and hundreds of volunteers are committed to not coasting. **They go full throttle every day to grow and recruit business, build Omaha's worldwide brand and image, improve the competitiveness of our business climate and carry out a dynamic talent development strategy.** Our goal is prosperity across our region – not just for some but for all. More opportunities to flourish. More quality in our quality of life.

With your support, we advanced our mission of regional prosperity in 2016 by landing **91 projects** totaling more than **\$612 million in capital investment** and **3,452 jobs**. We spearheaded an ambitious merger to radically improve the odds of startup success, took bold action to assist food entrepreneurs and small and emerging businesses, and ignited neighborhood transformation. This is what energizes us – being a catalyst, a collaborator and a cheerleader for our region, striving to achieve our community's full potential. More growth. More progress. More global profile.

We can't thank you enough for investing in and supporting our dedicated economic development efforts. You own a piece of every one of our accomplishments, including those detailed in the pages of this report. None of this would be possible without your support.



David G. Brown
President and CEO, Greater Omaha Chamber



CREATE, GROW, RECRUIT
BUSINESSES
AND JOBS
IN THE REGION

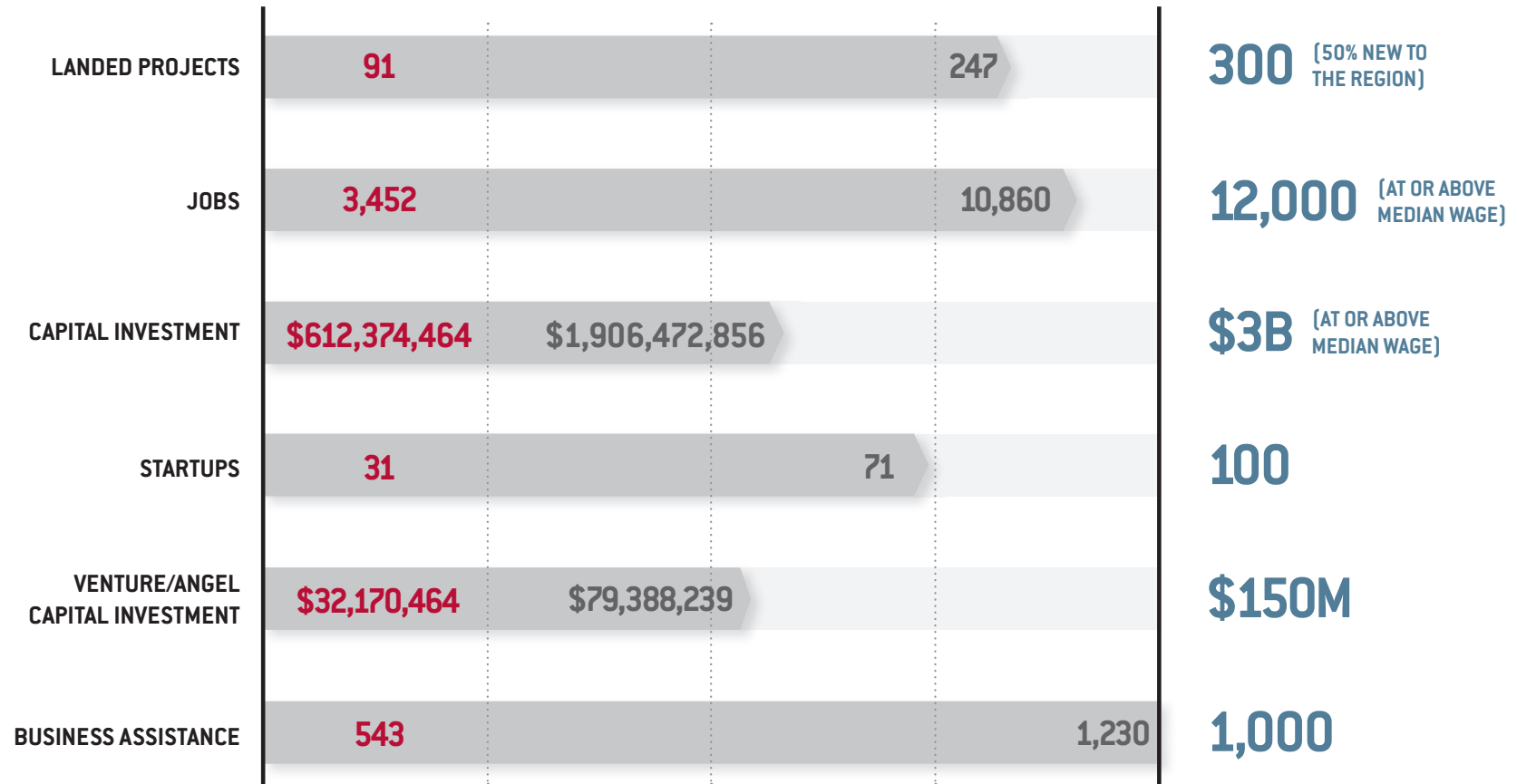
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ACCOMPLISHMENTS

2016

3-YEAR TOTALS

5-YEAR GOALS



GROWING OUR REGION

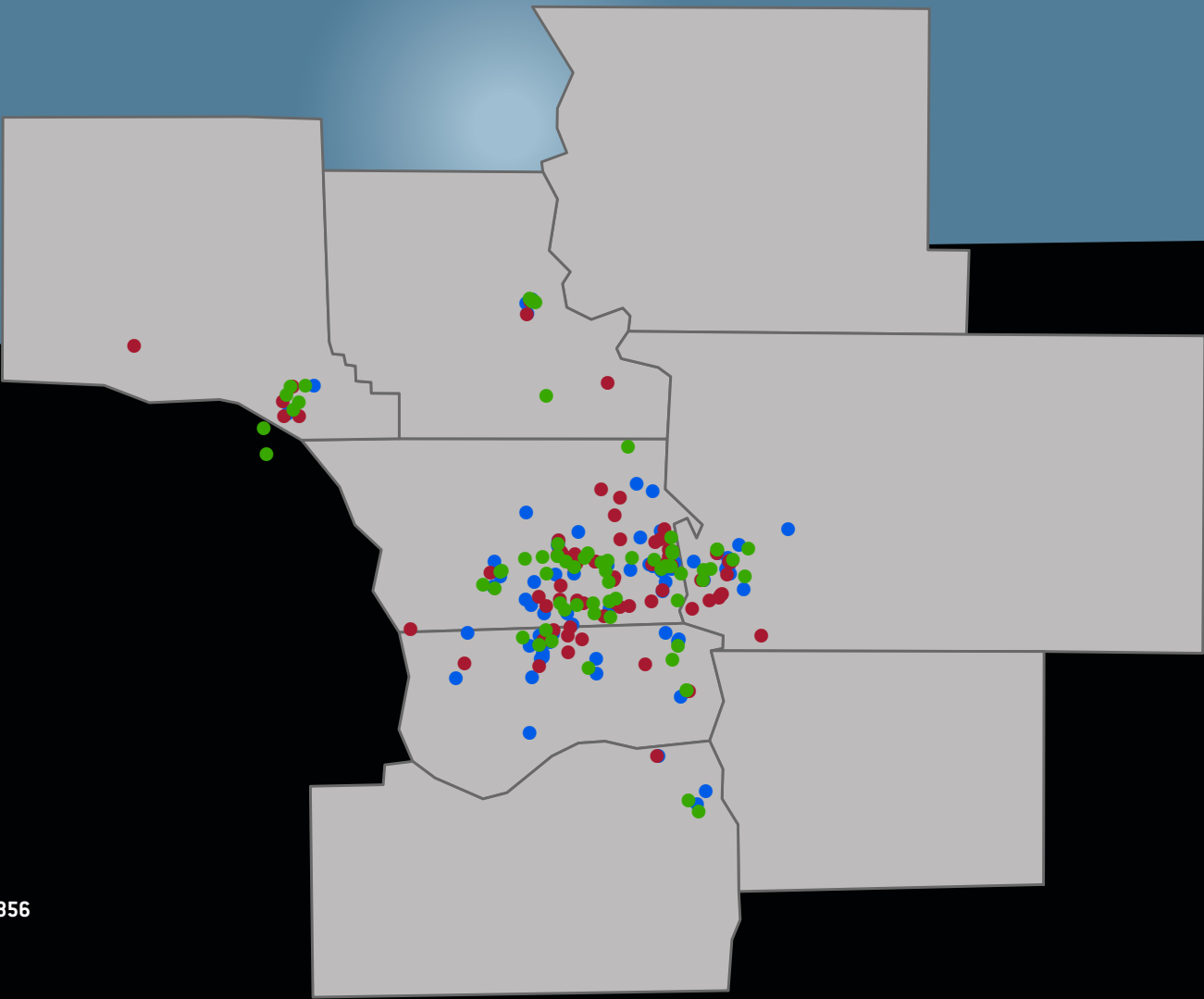
We lead an eight-county economic development program, a truly collaborative effort that is not bound by state lines, creating jobs and encouraging capital investment throughout southeast Nebraska and southwest Iowa.

Prominent Developments:

- Eckoh
- Thrasher, Inc.
- Oxbow Animal Health
- Novozymes
- Flywheel
- D3 Banking

● 2014 ● 2015 ● 2016

TOTAL LANDED PROJECTS: 247
TOTAL CAPITAL INVESTMENT: \$1,906,472,856
TOTAL JOBS: 10,860



NEW JOBS AND INVESTMENT GENERATE PROSPERITY AND DRIVE OUR COMMUNITY FORWARD.



We're cheering a repeat win with regional impact.

For the second year in a row – and the third time since 2014 – Site Selection magazine has ranked **Omaha-Council Bluffs the No. 1 metro area** (population between 200,000 – 1 million) for new and expanded business projects.

Our data center scene is dynamic.

Sixteen data center leaders from across the country visited Omaha as part of our annual **Data Centered** event. Efforts resulted in a handful of project opportunities we are currently pursuing. Since our strategic approach to attract data centers to our region, we've landed major operations resulting in more than \$400 million in capital investment.

REACH-ing new levels.

REACH success stories include Ken & Associates, a small and emerging business that ties revenue growth of more than 300 percent to active REACH participation. With comprehensive assistance from the program, Ken & Associates continues to increase both business acumen and overall capacity to perform work at the highest levels, including project work for Kiewit.

Fostering relationships around the globe.

Business development trips for 2016 included: Silicon Valley, Washington D.C., Seattle, Minneapolis, Chicago, Denver, Boston, San Diego, St. Louis, Kansas City, and international travel to Europe and China.



ENTREPRENEURSHIP

Lowering barriers through innovation.

The Kitchen Council, a new and unique food startup incubator, sponsored in part by the Greater Omaha Chamber, Council Bluffs Area Chamber of Commerce, Iowa West Foundation, Iowa Economic Development Authority and Conagra Brands, gives members access to a fully-licensed commercial kitchen and many other resources. It's our innovative way of significantly lowering barriers to entry for food companies while spurring job creation and entrepreneurial growth.

We got radical.

Through a merger of three Midwest startup ecosystem leaders, we've created a new, industry-leading startup support program, **The Startup Collaborative**. This inspired and accountable growth-seeking approach to company and community building has one goal: to radically improve the odds of startup success.



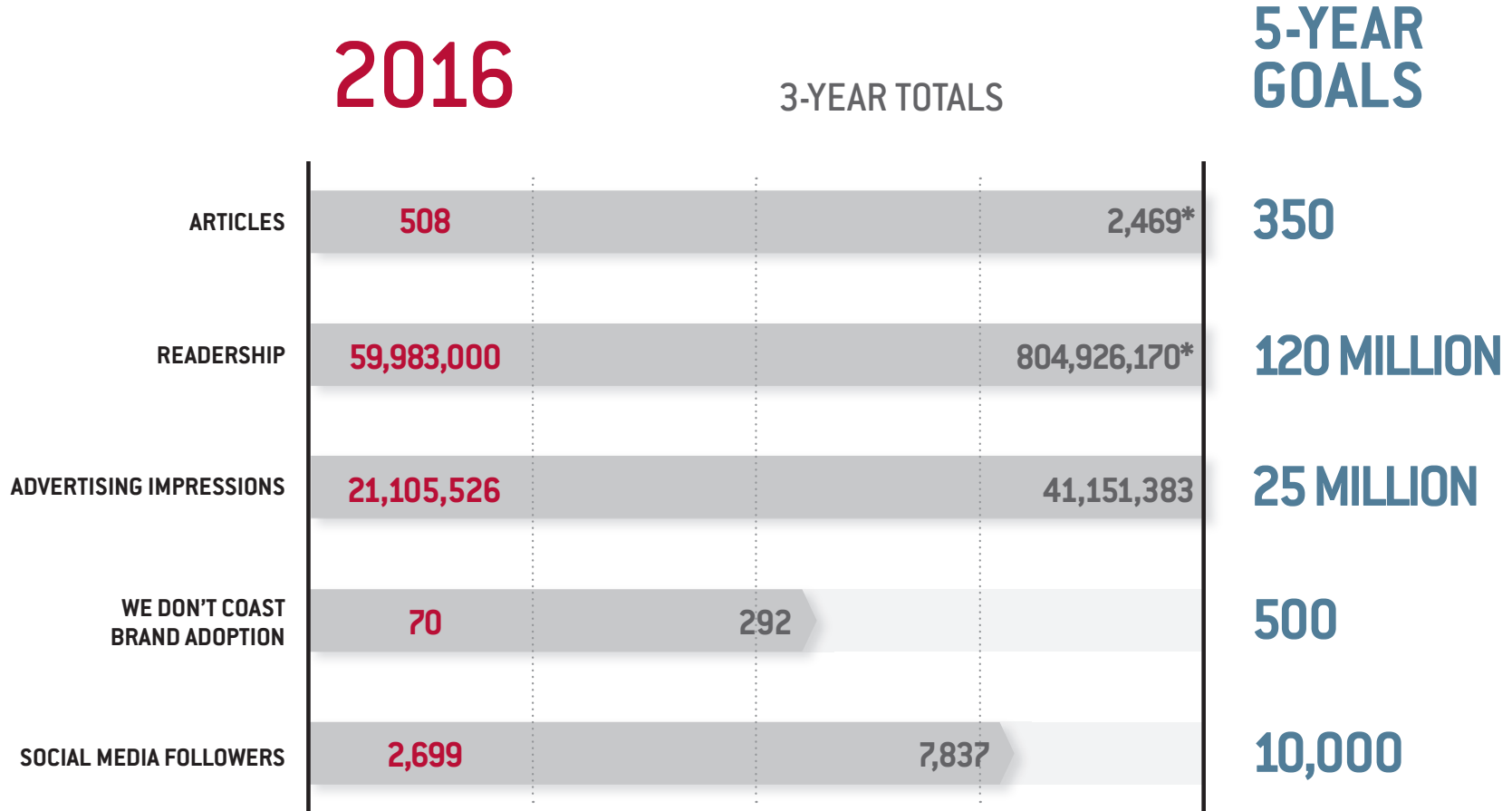
OMAHA
WE DON'T
ACCOMPLISH MORE
JUST



ESTABLISH A WELL-
RECOGNIZED, EXCITING
**BRAND
AND IMAGE**



ACCOMPLISHMENTS



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

WE'RE PASSIONATE ABOUT WHAT WE DO – AND HOW WE DO IT.

The heartbeat of our city.

Weeks after 2016's devastating Old Market fire, we joined First National Bank, Omaha Downtown Improvement District and the Old Market Business Association to celebrate **The "grand re-opening" of Howard Street**. We put our "We Don't Coast" spirit to work to rally behind our Old Market businesses, encouraging the community to get back to the heart and heartbeat of our city.

It's been "59,495 days" since our last shark attack.

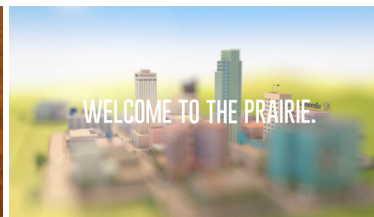
We teamed up with the **U.S. Olympic Swim Trials** and local businesses to create a fun visitor experience in the **Aqua Zone**, providing shark "encounters" for guests, exposing visitors to the We Don't Coast brand and our community.

- Efforts resulted in more than 350,000 impressions, more than 600 new social media followers and 365 website views.

Welcome to the Silicon Prairie.

To bring greater awareness to our Silicon Prairie – and leverage the new nonstop flight to San Francisco – we created a video parody of the HBO series Silicon Valley and used it to launch a **Facebook social media campaign** that targeted people in the Valley's startup/tech/entrepreneurial space and then those on a regional level.

- Efforts generated 80,200+ video views and 117,300+ impressions.





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

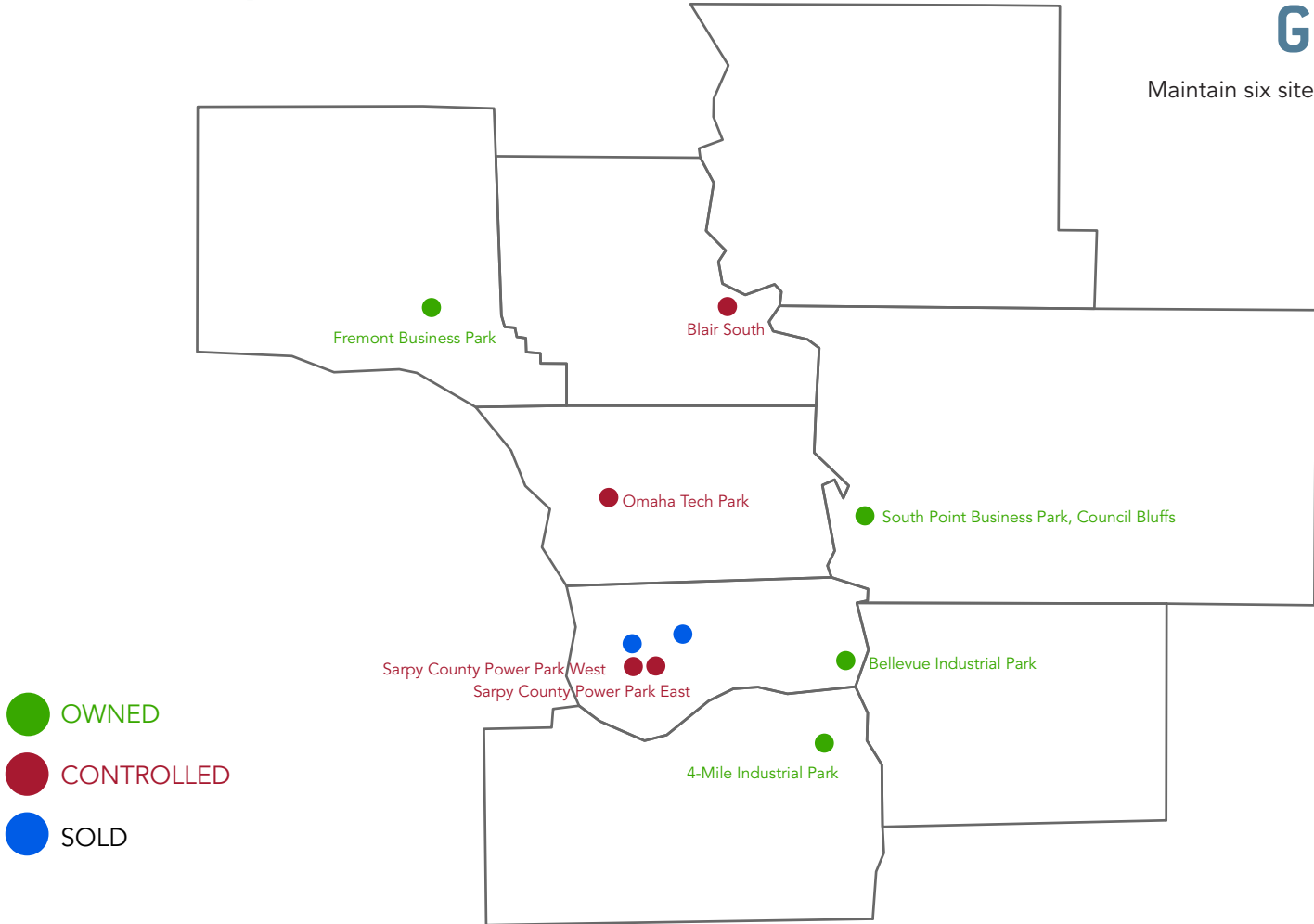


ACCOMPLISHMENTS

Site Development

5-YEAR GOALS

Maintain six sites at all times.



SITE DEVELOPMENT

Eight sites in the region are currently owned or under control. Seven of these sites are currently approved for funding in our GO! Ready Site Development Program, one in each of our partner regions. We have identified 15 sites in the pipeline for potential development.

COMPETITIVENESS ENSURES WE ARE ALWAYS IN THE GAME.

Site development is critical to increase competitiveness and build capacity.

Two projects have emerged as a direct result of having **GO! Ready sites**, a site certification process that includes due diligence, legal work, title searches, engineering, marketing efforts and purchase options. Providing clients with site information helps put us ahead of the competition and increases our region's competitiveness in attracting projects.

Igniting neighborhood transformation.

Created to ignite neighborhood transformation in areas suffering from decay, high unemployment and low incomes, **SPARK**, which was successfully spun-off as its own 501(c)(3), strategically convenes, leads and funds catalytic redevelopment efforts in distressed neighborhoods. East Omaha and parts of Council Bluffs are an early priority.

We've been on the front lines.

It was a strong legislative session. The Chamber's agenda included a number of bills impacting the business community, including the passage of **LB 957**, which provides \$13.7 million for the Offutt Air Force Base levee upgrades, and securing \$4 million for the Site and Building Development Fund.





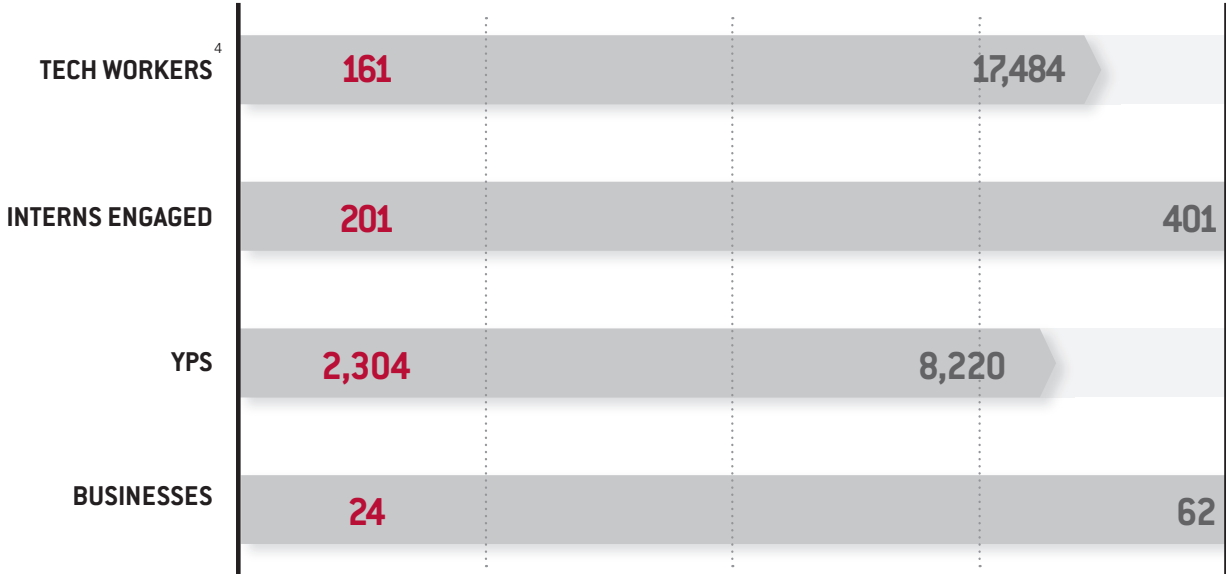
GROW, RETAIN
AND RECRUIT THE
WORKFORCE
OF THE FUTURE



ACCOMPLISHMENTS

2016

3-YEAR TOTALS



5-YEAR GOALS

ADD **4,000** TECH WORKERS, TOTALING **20,000** BY 2020

ENGAGE INTERNS AND GROW AWARENESS OF GREATER OMAHA

ENGAGE **10,000** YOUNG PROFESSIONALS

PARTNER WITH EMPLOYERS AND SCHOOLS TO INCREASE CAREER AWARENESS

COMMUNITY IMPACT

+0.3%
CIVILIAN
EMPLOYMENT¹

+2.5%
POST-SECONDARY
DEGREE HOLDERS²

+2.1%
GDP³

Sources:
 1 U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics (Omaha-Council Bluffs, NE-IA MSA), 2015-2016 Annual Averages
 2 U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates (Omaha-Council Bluffs-Fremont, NE-IA CSA), 2014-2015
 3 U.S. Department of Commerce, Bureau of Economic Analysis (Omaha-Council Bluffs, NE-IA MSA), 2014-2015
 4 JobsEQ (Data derived from Bureau of Labor Statistics, Quarterly Census of Employment & Wages, 2016 Q2 (Q3-4 preliminary estimates))

A HEALTHY, VIBRANT COMMUNITY DEPENDS ON A SKILLED AND GROWING LABOR POOL.

Going all the way to the White House.

Local support of increasing our tech workforce is growing, with more business and educational partners joining community efforts. The result? The White House named Greater Omaha a **Tech Hire community**. This new designation, made possible through a collaboration of the Chamber, AIM Institute, Interface Web School and Omaha Code School, will help to accelerate our tech talent efforts and build up our region's Silicon Prairie.

Connecting students to business and future career opportunities.

In an effort to educate, excite and inspire tomorrow's workforce, the Chamber – with support of community partners – launched **CAREEROCKIT**, a weeklong event aimed at offering 10,000 career experiences to area students, 50 percent focused on tech. The goal: to bring awareness to career opportunities after high school and college, right here in Greater Omaha.

Bringing experiences back to the classroom.

Every summer, in partnership with Metropolitan Community College, Iowa Western Community College and the Council Bluffs Area Chamber of Commerce, our **Educator Internship** program brings businesses and educators together. It gives teachers, counselors and administrators a chance to experience different workplaces, take those insights back to the classroom and improve student engagement in career opportunities.

■ Businesses that participated in educator internships: 52

Start somewhere you won't want to leave.

Recruitment trips to Iowa State University and Northwest Missouri State allowed us to promote Greater Omaha and its job opportunities to 400 college students. Ongoing communication will ensure Greater Omaha remains top-of-mind for budding careers.

Through our **Summer Connector** program, we engaged with more than 200 interns and 19 companies, creating more awareness around Greater Omaha's amenities, high quality of life and opportunities available for students after college.

■ Interns likelihood to accept job in Greater Omaha: 88 percent





PROSPER OMAHA 2016 FINANCIAL REVIEW

Prosper Omaha ended the year with a slightly higher net than projected. New programming developed during the year included The Startup Collaborative, Kitchen Council and CAREEROCKET.

INCOME:

Program Contributions	\$3,745,083
Sponsorships/Investment/Sales	\$94,056
Grants	\$680,000
Total Income	\$4,519,139

EXPENSES:

Regional Economic Development	\$3,337,190
Brand and Image	\$431,189
Business Climate	\$416,813
Talent Development	\$313,869
Total Expenses	\$4,499,061

PROSPER OMAHA FUNDRAISING CAMPAIGN

Amount Pledged	\$25,176,695
Investors	281

Modifications are occasionally made to the size and scope of our Prosper Omaha landed projects and Prosper Omaha financial commitments, therefore adjustments may be made to previously reported data to reflect the most accurate information in this annual report.

Leveraging Extraordinary Opportunities for the Region



ECONOMIC DEVELOPMENT PARTNERSHIP

SelectGreaterOmaha.com

1301 Harney Street
Omaha, Nebraska 68102
402-346-5000 | 800-852-2622

The Partnership is an award winning program of the Greater Omaha Chamber. We embrace 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.