

PROSPER OMAHA INVESTOR



To Esteemed Prosper Omaha Investors ■ From David G. Brown, President and CEO

We don't coast. We launch – and give life to – an exciting, new regional brand!

The third quarter was filled with a number of laudable achievements, the most visible of which was the official unveiling and subsequent “take off” of **We Don't Coast** – a brand, a prologue, a celebration of who we are, where we are and how we operate.

From the beginning, this entire branding process was about creating a message we can use across the region's 30+ communities to convey our character and communicate how we will grow, retain and attract business and talent. We did that – and we did it together. That's how we operate within the Greater Omaha Economic Development Partnership: vision – then collaboration – then results, all with the ultimate goal of ensuring access to prosperity for everyone in the Greater Omaha region.

We don't coast. We accomplish more – together.

It is my pleasure to share our progress in this third quarter report. I'd also like to take the opportunity to, again, thank you for your generous support of Prosper Omaha, our five year economic development strategy. More than 95 percent of our \$23 million fundraising goal has been met. We currently have pledges totaling \$21,876,310 from 207 investors and more than \$5.5 million in outstanding requests. We are confident we will achieve our goal by year-end.

Against the backdrop of Prosper Omaha's objectives, here is a snapshot of what we've accomplished together during the third quarter.

**INCREASING
BUSINESS,
JOBS AND
INVESTMENT IN
THE REGION**

Since our last quarterly report, the Partnership has celebrated **21 additional landed projects** totaling **479 new or retained jobs** and more than **\$55 million in capital investment**. These projects span the region.

PARTIAL PROJECT LIST

- **General Manufacturing of Carter Lake** announced the company's relocation to Omaha, moving its 12 employees to 2525 Leavenworth Street – a new investment of \$750,000. The Partnership provided the company with several real estate options and offered its assistance with available incentives and job training programs and grants.

**TOTAL
LANDED
PROJECTS**

	YEAR TO DATE
NUMBER OF PROJECTS	61
CAPITAL INVESTMENT	\$466,299,860
JOBS - TOTAL	3,141
NEW EMPLOYEES	1,964
RETAINED EMPLOYEES	1,177

TOTAL PIPELINE DATA

	YEAR TO DATE
NUMBER OF FILES OPENED	212
NEW TO MARKET	120
RETENTION/EXPANSION	92
NUMBER OF PROSPECT VISITS	43

TOTAL E&I PROJECTS

	YEAR TO DATE
NUMBER OF STARTUPS	8
ANGEL/VENTURE CAPITAL INVESTMENT	\$6,047,275

- **KB Quality Meats** successfully secured \$50,000 in City of Blair LB 840 funds to open a custom slaughter and full-service meat market in Blair. The project will create at least 2.5 full-time equivalent positions with more than \$300,000 invested in a building, equipment and renovations.
- **Echo Group, Inc.** is consolidating current operations into new facilities on a campus in southwest Council Bluffs. The project will retain 108 jobs and create eight additional jobs.
- **Comfort Keepers** launched a new Council Bluffs office in late September, creating five full-time jobs. The company worked with Partnership partner Advance Southwest Iowa to find a suitable building.
- In a move to consolidate operations, **Cresco Capital** and its subsidiary, **Lone Mountain Truck Leasing**, will invest more than \$1.3 million with the purchase of the former Info USA property in Carter Lake. Cresco Capital will relocate its corporate offices to Carter Lake. Its 55 employees will be joined by seven employees relocating from Lone Mountain Truck Leasing's facilities in Pacific Junction.

SITE DEVELOPMENT

The Partnership launched its GO! Ready Site Development Fund in the third quarter to support its GO! Ready program, an initiative that helps us achieve site control through long-term options and complete the necessary due diligence to speed the development process for prospective clients. To date, the Partnership has added two new controlled sites to our inventory and we are actively seeking new purchase options on several others. The GO! Ready Site Development Fund helps cover some of the cost of conducting due diligence and gaining control of the sites.

ENTREPRENEURSHIP AND INNOVATION

Your Prosper Omaha investment continues to encourage entrepreneurship and innovation throughout the region. During the third quarter, the E&I team worked with **Flywheel**, an Omaha-based website hosting startup, to raise over \$1.2 million in funding that will help the company almost double its current 14-person workforce. The company offers WordPress-based Web hosting services to more than 10,000 designers and creative agencies. It is moving into new office space near the Old Market.



We also supported **Straight Shot Demo Day 2014** as a presenting sponsor. Seven innovative startup companies presented their business ideas to more than 400 attendees and 100 investors. Straight Shot, an accelerator company, helps to take startups to the next level, providing them with money, resources, connections, and three months of learning with more than 300 mentors to help guide them.



BUILDING OMAHA'S WORLDWIDE BRAND AND IMAGE

The new regional brand **We Don't Coast** was formally launched at the Prosper Omaha Investor meeting on August 6. Nine mayors from across the region and almost 400 attendees celebrated the unveiling with videos, confetti and an enthusiastic runway presentation of the brand in use by area communities and organizations. We are now seeing *We Don't Coast* pop up on T-shirts

and in fun places such as rodeos, marathons, the Buy the Big O! Show, and the Turner Park lawn.

The collaborative *We Don't Coast* brand creation and rollout process involved more than 3,000 hours of collective energy, tapping the expertise and input of Chamber leadership, marketing and research teams; project stakeholders, and three key task forces. As part of the process, target stories were created for use in a number of areas, including economic development, talent recruitment and tourism.

We will spend the remainder of the year encouraging brand usage in order to gain a louder collective voice and maintain the momentum. We look forward to seeing how dozens of communities will use *We Don't Coast* in fun and creative ways to tell their stories and elevate the image of our entire region. We encourage you to do the same – make *We Don't Coast* your own and consider linking to www.wedontcoast.com on your websites. The more communities, organizations and individuals that support and utilize the new brand, the more powerful it becomes!

WE DON'T COAST™

IMPROVING THE COMPETITIVENESS OF THE NEBRASKA AND GREATER OMAHA BUSINESS CLIMATE

During the third quarter, we achieved another milestone in our goal to create a **municipal land bank** – the Omaha City Council passed the ordinance on a 7-0 vote. The Mayor also appointed seven voting and five non-voting members to the Land Bank board of directors.

Planning and discussion to create a new **community development financial institution** is also moving forward. Both initiatives are intended to incentivize development in our underserved neighborhoods.

IMAGE EFFORTS

	YEAR TO DATE
NUMBER OF ARTICLES	1,293
READERSHIP	689,038,398
ADVERTISING IMPRESSIONS	2,616,376

#1 - TOP 10 BEST AMERICAN CITIES TO WORK IN TECH

{SMARTASSET.COM – SEPTEMBER 2014}

#2 - 5 CITIES WITH HIGH SALARIES, LOW COSTS OF LIVING

{GOBANKINGRATES.COM – SEPTEMBER 2014}

#3 - AMERICA'S 15 BEST CITIES FOR YOUNG PROFESSIONALS

[FORBES – AUGUST 2014]

CREATING
A DYNAMIC
TALENT
DEVELOPMENT
STRATEGY

Another successful Intern Omaha program was completed during the third quarter. **Intern Omaha** is a program that immerses college interns in the local experience and helps area employers land the next generation of talent.



During the third quarter, we also:

- Partnered with the University of Nebraska-Lincoln College of Engineering to plan **E-Day**, a daylong engagement with engineering students to promote Greater Omaha as a career destination
- Continued to develop our relationship with **Interface Code School**
- Extended our partnership with **Heartland Workforce Solutions** to train and educate those in high poverty areas to work in targeted industries

#3 - THE 12 HARDEST- WORKING TOWNS IN AMERICA

[THE SPAREFOOT BLOG –
AUGUST 2014]

Q3

If we're going to tell the world *We Don't Coast*, we have a special responsibility to walk the walk. For our part, we look forward to continuing to roll up our sleeves, engage for impact and explore opportunities to ensure that our region continues to progress and thrive.

*Here, you earn everything you get.
There is no standstill. No off switch.
Only momentum, fueled by a drive
to let go and do what we love.
We are passionate about this community.
Here in the heartland, we are more
than a cozy place to live;
we are a great place to be alive.
Maybe not for everyone.
Just anyone who wants to be someone.
This is who we are.
We Don't Coast.*

We are proud to report on our progress each quarter – and energized to bring you another worthy report at the end of the year.

**We Don't Coast.
We Keep The Momentum Going!**

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