

PROSPER OMAHA

2014 ANNUAL REPORT

Leveraging Extraordinary Opportunities for the Region



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Just over a year ago – with your generous support – we began working toward our slate of ambitious Prosper Omaha goals: 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. We made tremendous progress in 2014, which equates to remarkable momentum in 2015.

Our expanded, two-state economic development partnership is poised for another year of action and accomplishment after landing **73 projects**, representing **\$607 million** in **new capital investment** and more than **3,200 new and retained jobs** in 2014. Our prospect pipeline is filling up fast and we are working to have available sites ready to go to win those new projects.

Your Prosper Omaha investment is also helping our **entrepreneurial ecosystem** thrive, connecting innovative startups with the capital they need to grow. The world is taking notice. We were named one of five tech hubs in the nation and one of the best places to work in tech. Beyond that, we’re eager to flex a more robust **business assistance, retention and expansion effort**, strengthened in 2014 to help more of our local businesses succeed and grow here.

As we began planning for Prosper Omaha, you told us we needed a clear, compelling message that conveys our character and communicates how we will grow, retain and attract business and talent. **We did that – and we did it together.** More than 130 businesses utilized the community’s “We Don’t Coast” brand in 2014. We look forward to continued, “no coasting allowed” momentum in 2015 and encourage you to use the brand in fun and creative ways to tell your story, amplify our collective voice and elevate the image of our entire region.

In addition, our five-year goals compelled us to add programming to grow, retain and recruit talent to our community – from educator internships to E-Day, which introduced more than 600 college engineering students to our career opportunities.

Our tremendous results – detailed in this report – reflect the hard work of hundreds of volunteers, investors and our dedicated staff. One year into Prosper Omaha implementation, we are accomplishing our ambitious goals. Are we there yet? No, but we’re well on the way. We look forward to partnering with you to accomplish so much more.

Best regards,



David G. Brown
President and CEO, Greater Omaha Chamber



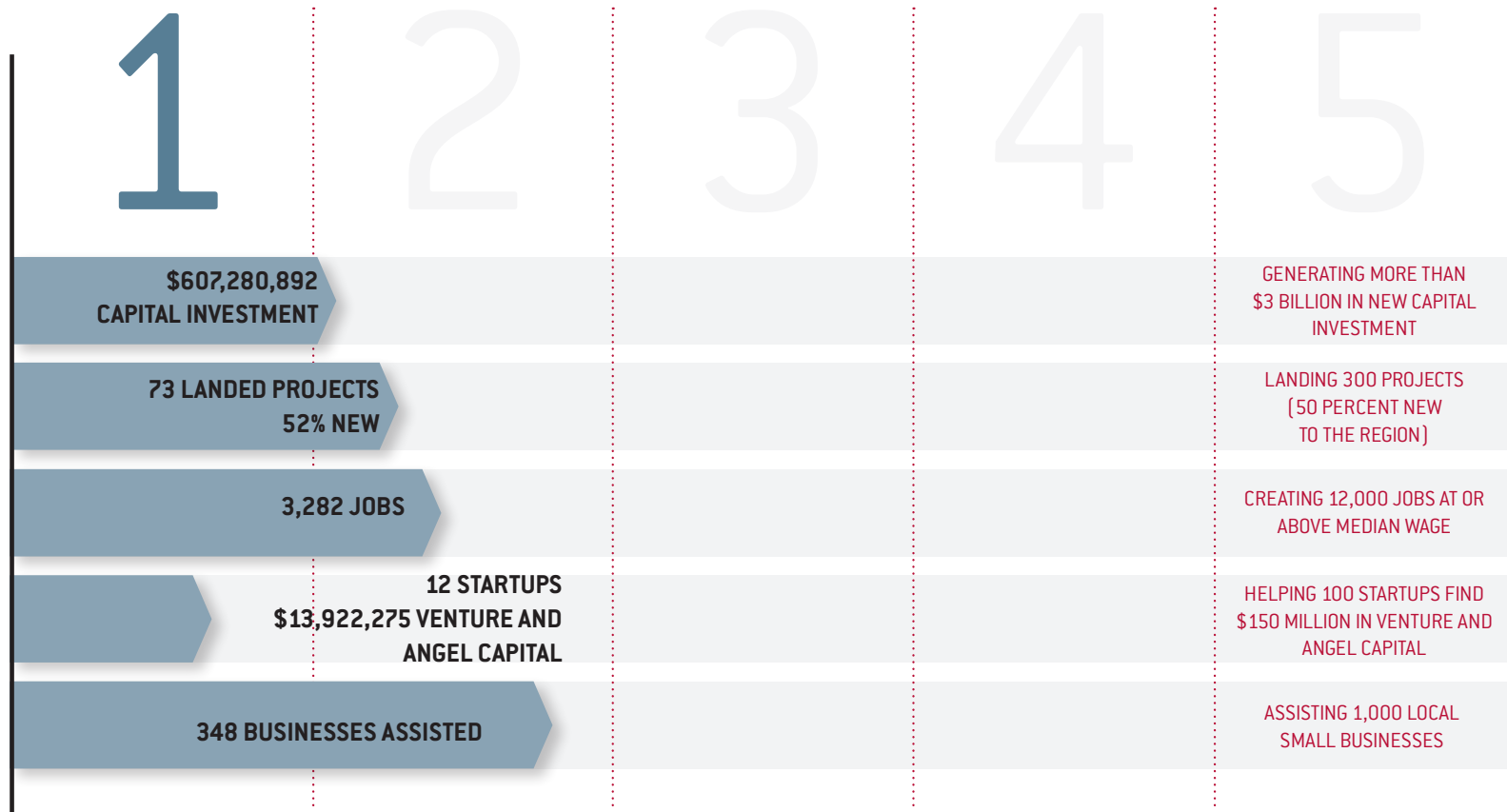
CREATE, GROW, RECRUIT
BUSINESSES
AND JOBS
IN THE REGION

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2014

ACCOMPLISHMENTS

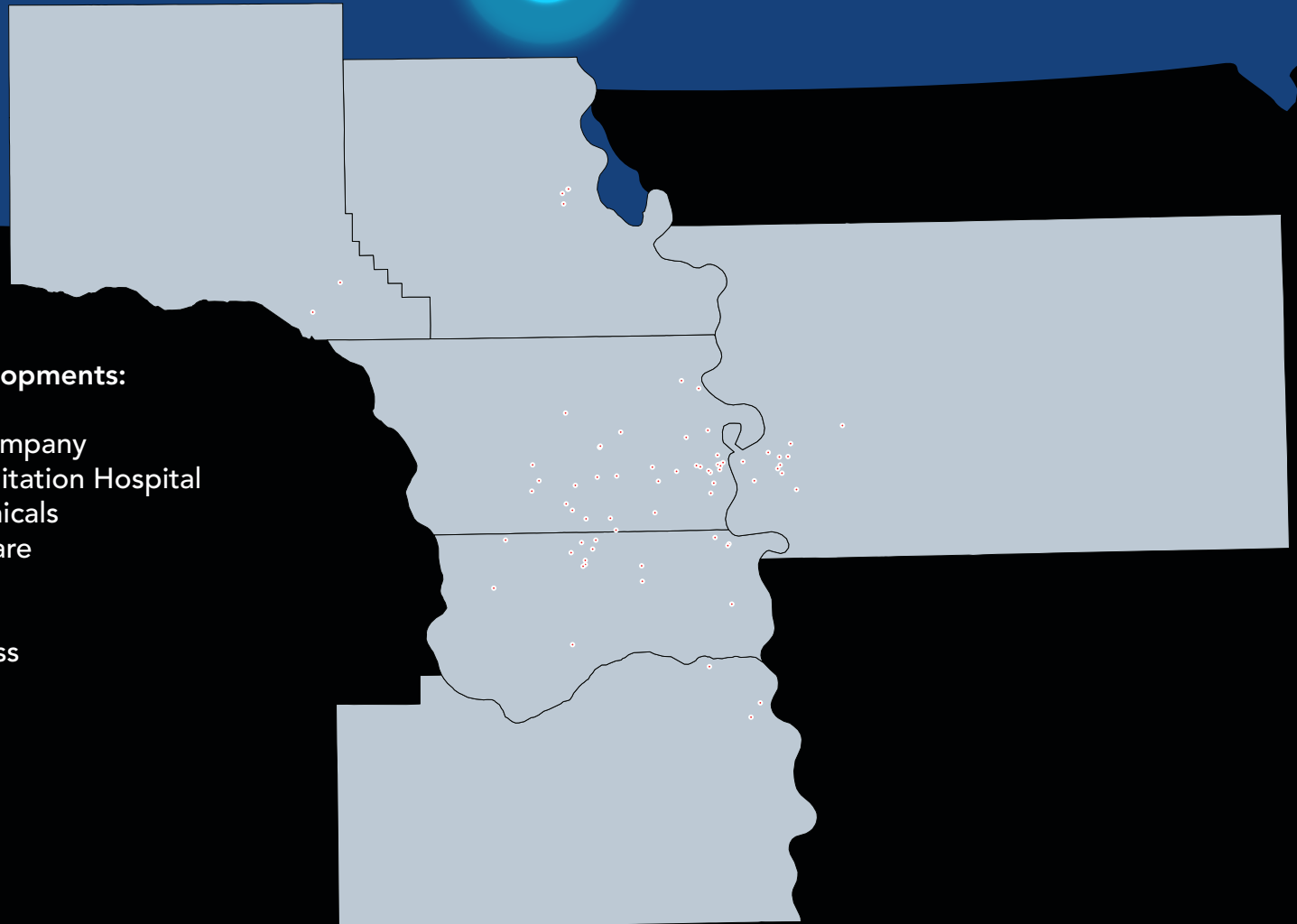
5-YEAR OUTCOMES



PROGRESS MADE IN EVERY AREA OF OUR REGION

Prominent Developments:

Cresco Capital
Fremont Beef Company
Madonna Rehabilitation Hospital
Prairie Star Botanicals
Sergeant's Pet Care
Tyson Foods
USSTRATCOM
Wiles Agribusiness



BUSINESS DEVELOPEMENT

We welcomed our sixth partner organization, **Advance Southwest Iowa Corporation**, to the Greater Omaha Economic Development Partnership. Our one-stop center for economic development now covers two-states, six counties and a geography of just under 3,000 square miles.



THRIVE's pilot program launched in 2014 with **12 participating companies** and **35 expert volunteers** mentoring companies in specific focus areas, including marketing, strategy, operations and finance.



- Launched YourBizAssist.com, an online resource to start, grow or safeguard your business
- Visited 17 out-of-town headquarters to further develop relationships

During the month of October, we joined a delegation that visited **four Chinese cities** and met with **27 companies** to further develop existing relationships, create new connections and provide a fresh round of promotion for the business opportunities available in our region. Our team presented at two conferences reaching more than **600 Chinese business leaders**.



- Other cities visited: Atlanta, Boston, Chicago, Columbus, Dallas, Houston and New York City

2014 ACCOMPLISHMENTS

LANDED PROJECTS	73
CAPITAL INVESTMENT	\$607M
TOTAL JOBS	3,282
NEW EMPLOYEES	1,986
RETAINED EMPLOYEES (81% above median wage)	1,296
PROACTIVE OUTREACH	412
MEANINGFUL BUSINESS ASSISTS	348
OUT-OF-MARKET PROSPECT VISITS	67

2015 TACTICS

OUT-OF-MARKET PROSPECT VISITS	48
INTERNATIONAL PROSPECT VISITS	20
TARGETED INDUSTRY FOCUS	
FINANCIAL SERVICES	
DEFENSE	
AGRIBUSINESS	
BUSINESS VISITS	500
THRIVE PARTICIPANTS	50
OUT-OF-TOWN HEADQUARTER VISITS	40

ENTREPRENEURSHIP



2014 ACCOMPLISHMENTS

STARTUPS LAUNCHED **12**

VENTURE/ANGEL INVESTMENT **\$13.9M**

2015 GOALS

STARTUPS LAUNCHED **20**

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

Last year, startup founders from Greater Omaha and Lincoln gathered in Nebraska City for the **Founder's Retreat**. The entrepreneurial community intentionally designed this as a weekend where founders, and their spouses can surround themselves with like-minded folks, disengage and focus on their wellbeing. An experienced moderator guided the weekend, helping founders and their partners to set and achieve goals around imbalances occurring in their lives.

The **Event Draft** was developed for startup community members to enrich and grow events based around tech entrepreneurs.

- 25 events were held throughout 2014

2015 GOALS

CAPITAL INVESTMENT

\$600M

NEW WELL-PAYING JOBS

2,400

SMALL BUSINESSES SERVED

200

PROJECTS (50% NEW TO MARKET)

60



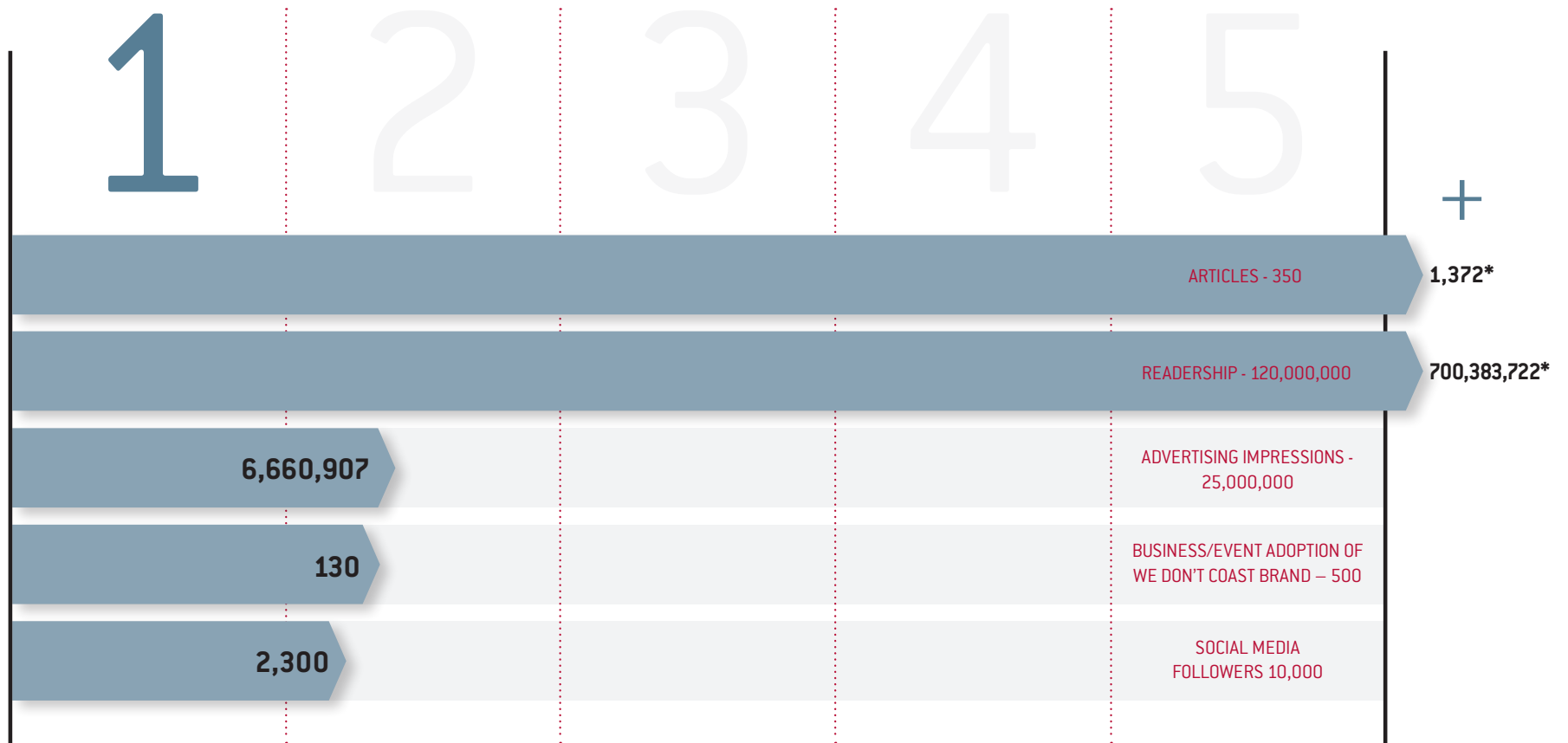
ESTABLISH A WELL-
RECOGNIZED EXCITING
BRAND
AND IMAGE



2014

ACCOMPLISHMENTS

5-YEAR OUTCOMES



*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.

PROMOTION

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. Target stories were also created for use in a number of areas, including economic development, talent recruitment and tourism.

- More than 130 organizations utilized the brand in their messaging

2015 GOALS

NUMBER OF ARTICLES	150
READERSHIP	24M
ADVERTISING IMPRESSIONS	5M
BUSINESS/EVENT ADOPTION OF BRAND	100
SOCIAL MEDIA FOLLOWERS	2,000



PRO-ACTIVE MEDIA STRATEGY

Quarterback Peyton Manning's "Omaha! Omaha!" audible provided our city with a rush of unexpected publicity and a tremendous opportunity to score with an organic marketing campaign. Our marketing team capitalized by quickly developing and pushing a series of videos across multiple media and social media channels.

2014 ACCOMPLISHMENTS

NUMBER OF ARTICLES	1,372
READERSHIP	700,383,722
ADVERTISING IMPRESSIONS	6,660,907

WEBSITE & SOCIAL MEDIA

Launched **WeDontCoast.com**, a talent recruitment website used to showcase the region and communicate our story.

- Redesigned SelectGreaterOmaha.com, an economic development website
- Reached more than 2,300 followers across three social media channels with an average of 10-15 conversations generated weekly



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



1

2

3

4

5

IMPROVE COMPETITIVENESS OF NEBRASKA
AND GREATER OMAHA BUSINESS CLIMATE

5-YEAR OUTCOMES



SITE DEVELOPEMENT

Site development is critical to increase competitiveness and build capacity. To address our needs as a region, a **GO! Ready Site Program** was developed to create a formal site certification process and help create more options for businesses looking to locate to the region.

2014 ACCOMPLISHMENTS

SITES UNDER CONTROL	7
SITES APPLIED FOR GO! READY	2

2015 GOALS

INDUSTRIAL PROPERTIES UNDER CONTRACT	5
GO! READY SITES	5

COMMUNITY DEVELOPEMENT

Involved in the creation of the Omaha City Council-approved **Omaha Municipal Land Bank**, a tool to help return vacant, tax-delinquent property to productive use. We look forward to seeing the impact it will have on our underserved neighborhoods.

2015 GOALS

CREATE A COMMUNITY DEVELOPMENT INTERMEDIARY/COMMUNITY DEVELOPMENT FINANCIAL INSTITUTION

CANDIDATE ACADEMY

2015 GOALS

IDENTIFY, RECRUIT AND TRAIN A POOL OF QUALIFIED CANDIDATES INTERESTED IN RUNNING FOR ELECTED OFFICE

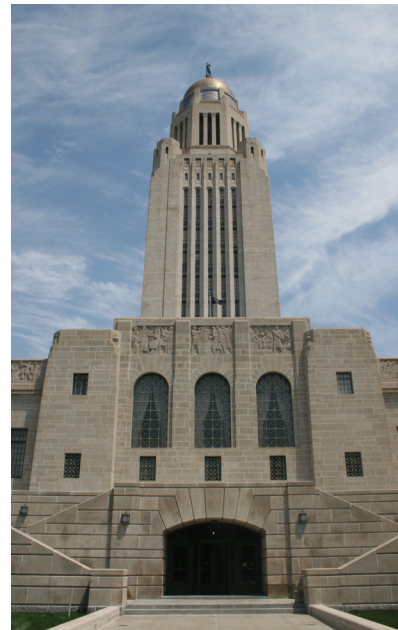
LEGISLATIVE INITIATIVES

Continued to lead efforts to create one of the most competitive business climates.

- \$10 million infusion for the Nebraska Job Training Fund
- Passage of the Nebraska Advantage Act extension through 2017
- Supported Offutt Air Force Base and the construction of USSTRATCOM with continued preparations to withstand future Base Realignment and Closure
- Urged support of \$421 million Omaha Public Schools' Bond Issue

2015 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





GROW, RETAIN
AND RECRUIT THE
WORKFORCE
OF THE FUTURE

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RETAIN AND DEVELOP THE TALENT NEEDED FOR THE FUTURE

5-YEAR OUTCOMES

INCREASE THE NUMBER OF INDIVIDUALS MOVING TO AND WORKING IN THE CSA

INCREASE THE PIPELINE OF TECHNOLOGY, ENGINEERING AND MANUFACTURING WORKERS IN THE CSA

MEET EXISTING AND FUTURE BUSINESSES' NEEDS FOR TALENT

ALIGN THE REGIONAL WORKFORCE DEVELOPMENT SYSTEM TO SERVE THE NEEDS OF EMPLOYERS IN HIGH-GROWTH AND HIGH-DEMAND INDUSTRIES



The Young Professionals Council focused its efforts on strategically aligning partnerships with other young professional groups in Greater Omaha, resulting in 12 events focused on:

- Arts & Culture
- Diversity & Inclusion
- Transportation & Community Development
- Science, Engineering, Technology, Arts and Mathematics
- Public Engagement

Provided leadership and capacity building to Heartland Workforce Solutions through board membership, strategy creation and implementation and data provision.

Formed the Regional Workforce Collaborative whose membership includes workforce development partners from across the CSA. The goal is to encourage alignment, collaboration and the delivery of exceptional results to businesses needing employees and job-seekers needing employment.

Collected and analyzed businesses' needs, and developed a process to assess and refer businesses to community workforce resources.

Partnered with **Metropolitan Community College** to provide targeted internships for 40 educators at 19 different regional businesses to engage in career and skill exposure focused on I.T., manufacturing and S.T.E.M.

Hosted **E-Day** (Engineering day) to showcase our region and the career opportunities available to more than 600 college engineering students.



2015 GOALS

PROVIDE
TOOLS AND
BETTER ENABLE
RECRUITERS TO
'SELL' GREATER
OMAHA

DEVELOP AND
EXECUTE
TECH TALENT
STRATEGY

WORK WITH
EMPLOYERS
AND SCHOOLS
TO INCREASE
CAREER
AWARENESS

LEAD YOUNG
PROFESSIONALS
COUNCIL,
INCLUDING
YP SUMMIT

SERVE AS GO-TO
ORGANIZATION
FOR TALENT
DATA



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Hughes Motors

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PROSPER OMAHA 2014 FINANCIAL REVIEW

Prosper Omaha financials were consistent with our five-year estimated income and expenses were better than projected. The approximate \$250,000 in surplus funds are restricted for special projects for site development, entrepreneurship, as well as talent and workforce development.

INCOME:

Program Contributions	\$4,100,202
Sponsorships/Investment/Sales	\$30,538
Grants	\$400,000
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Total Income	\$4,530,740

EXPENSES:

Regional Economic Development	\$2,791,964
Brand and Image	\$804,761
Business Climate	\$342,115
Talent Development	\$339,611
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Total Expenses	\$4,278,451

PROSPER OMAHA FUNDRAISING CAMPAIGN:

Amount Pledged	\$22,283,510
Investors	220

Be part of the momentum. Join more than 200 investors dedicated to enhancing economic opportunity and ensuring a higher quality of life – not just for some but for all. **Accomplishing more. Together.**

Visit OmahaChamber.com/ProsperOmaha



SelectGreaterOmaha.com

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The Greater Omaha Economic Development Partnership, a program of the Greater Omaha Chamber, embraces 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 economic development services.

2015