



April 12, 2010

To: Greater Omaha Chamber of Commerce Board of Directors and Members  
From: David G. Brown, President and CEO  
Re: First Quarter Report of the 2010 Program of Work

The year got off to a great start with a fascinating conversation between Warren Buffett and Henry Paulson that drew a record-breaking 2,400 people to our annual meeting. The Young Professionals Summit in March continued the trend with more than 800 young professionals from seven states having a variety of conversations about finding their “seat at the table” as they continue to more fully engage in our community’s decision making.

Public policy efforts spanned a wide variety of issues at the local, state and national levels. Locally, we focused on fees related to the multi-billion dollar combined sewer overflow project, supported of the street and sewer bond campaign, monitored the proposed police and fire contract costs and hosted an event to hear from candidates for the District 7 City Council seat appointment. At the state level, we continued to advocate for legislation including updates to Nebraska Advantage, job training, unemployment taxes, lengthened bar hours and transportation. At the federal level, we were involved in petitioning the U.S. Environmental Protection Agency to reject lower ambient ozone levels that could severely hamper economic development and planning efforts in the metro area. We are also participating on a committee to secure a multi-million dollar federal grant for regional planning and have been actively consulting with our congressional delegation on matters impactful to Chamber members, such as health care policy, economic development and taxation.

This is also the last year of the current five-year strategic plan and we have begun the process of developing the next five-year plan. Additional highlights of the quarter include:

### **Member Value**

- The Business Owner’s Success Series (BOSS) got off to a great start with special briefings at Gallup and with Congressman Terry. About 200 business owners attended the events.
- All Chamber members can benefit from the new small business app tool and Let’s Get Started brochure available on [www.OmahaChamber.org](http://www.OmahaChamber.org). And we continue to promote the benefits of Chamber membership through a media partnership with KETV.
- There were more than 30 member events and over 100 other program-related meetings held across the metro area during the quarter. About 5,000 people attended these meetings to gain knowledge and save time making valuable business connections.

### **Growing Environment**

- Promoting a strong sense of regionalism continues to be one of my focuses. I participated in several meetings regarding regional projects including the I-80 corridor, Nebraska Innovation Zone commission and joint data center marketing with the Council Bluffs Chamber of Commerce. I also traveled to Kansas City for the Success in the Heartland meeting with regional chamber executives to discuss regional collaboration on major public policy issues.
- Progress continues with our workforce strategy. During the quarter we held a full-day workforce development retreat attended by more than 60 stakeholders including employers, community based organizations, government agencies and educational institutions. And, we established a consortium of committed partners focused on restructuring Omaha’s current workforce development system encompassing all major stakeholders. In addition to this global change strategy, we continue to develop new partnerships. The Clerk/Patient Care Technician Program was announced in March.

- Our leadership programs remain core to our vision of having a vibrant community. The application process for Class 33 of Leadership Omaha was launched in March.
- Ten new or updated national rankings also occurred during the quarter including: Greater Omaha as one of the Top 20 Most Employed Cities in America (Business Insider – March 2010); #9 – Cities That are Having an Awesome Recovery (Business Insider – March 2010); #20 – Best Labor Markets for Young Adults (Portfolio.com/bizjournals – March 2010); and Papillion was #2 on the “Most Affordable Suburbs in America” (Bloomberg BusinessWeek – March 2010).

### **Business and Community Development**

- During the first quarter, the Greater Omaha Economic Development Partnership landed ten projects that represent an estimated 668 new or retained jobs and total \$26.76 million in projected capital investment. A retention success includes the Omaha claims processing facility of EMSI (Examination Management Systems Inc.), which was successfully retained after considering relocation outside of Nebraska. The company will move into a new Omaha area office space in May. A new company to Omaha, Infrastructure Engineering, an African-American owned engineering firm based in Chicago, will create up to ten jobs here and their initial Nebraska headquarters will be in North Omaha on North 24th Street.
- Entrepreneur and innovation efforts continue to gain momentum. On Feb. 26, the Chamber partnered with three different organizations for innovation- or entrepreneurship-related programming that combined drew more than 800 attendees. We also continue to be successful in connecting folks. We recently helped coordinate the meeting of RockDex, a local entrepreneur, with funding options in New York. During the quarter we added 34 new clients.
- Community development activities include planning in the Leavenworth District and Gifford Park and balanced transportation advocacy in Destination Midtown; the South Omaha Development Project master plan is being finalized and a project coordinator was hired; and the North Omaha Development Project held a successful annual meeting and neighborhood charrette process.

### **Chamber Excellence**

- My staff and I continue to be visible throughout the community, with more than 300 speaking engagements reaching 8,200 people and 25 media opportunities reaching another 889,000 people with Chamber messages. Five members used our downtown facilities and 19 our west office, with another 31 requests declined due to scheduling conflicts.
- We continue to explore ways to expand our resources. So far this year, three grant applications were submitted and 17 other possible grant and 15 foundation applications have been identified.
- We also take the health of our organization seriously and have been discussing the results of our 2009 Q12 survey, participated in ethics training through the Greater Omaha Alliance for Business Ethics, began the 100-Day Wellness Challenge through Live Healthy Nebraska and held various safety, health and wellness sessions through the quarter.

Attached are specific measurements for each of the four goals of the strategic plan.

Regards,



David G. Brown  
President and CEO

# QUARTERLY MEASUREMENTS



First Quarter, 2010

Provide value, services, networking opportunities and recognition for our members



Measurement	1st Q 2010	2010 YTD	Compared to 1st Q 2009
Events, members participating and member satisfaction rating (scale – 1-5, 5 = excellent)	33 events 4,546 participated 4.2 avg. rating		38 events 4,708 participated 4.4 avg. rating
Member contacts (includes weekly broadcast e-mails)	434,161 through 49 broadcasts e-mails/e-vites		366,081 through 30 broadcasts e-mails/e-vites
Membership directory usage (referrals)	224,186		225,504
Web traffic (views of omahachamber.org)	848,581 views		715,532 views
New members (actual versus projected)	Actual = 101 with dues value of \$38,350 Projected = 130; \$46,500		Actual = 110 with dues value of \$42,531 Projected = 130 ; \$45,500
Dropped members (actual versus projected)	Actual = 113 with dues value of \$42,550 Projected = 120; \$43,800		Actual = 152 with dues value of \$58,033 Projected = 105 ; \$38,325

Create an environment that promotes business and community growth



Measurement	1st Q 2010	2010 YTD	Compared to 1st Q 2009
Policy Issue Update Issue #1 – State Legislature Issue #2 – Nebraska PAC Issue #3 – Local Issues	Nebraska Advantage Act, job training, unemployment taxes, CSO, street and sewer bond		Transportation funding, Employee Free Choice Act
Writers and editors contacted with the number of articles generated and estimated readership	5 writers/editors 5 articles/radio/TV stories 16 million est. readership		6 writers/editors (future article) 3 articles/radio/TV stories 750,000 est. readership
Visits to economic development Web site	7,965 visits 1,030 downloads 19 direct contact forms sent		12,123 views
Estimated exposures achieved through advertising (number of impressions)	2,500,000 advertising (22 million exposures through the annual meeting)		3,070,000 advertising
Members using member-to-member discount Web site and group discount programs	11,308 views of discounts 2,188 views member savings 37,668 views of member news		7,242 views of discounts 2,181 views member savings 20,911 views of member news
Organizations using the O! and coverage of the O! campaign	6 organizations Approximately 550,000 media coverage ( cartoons, TV, print)		14 organizations Approximately 260,000 media coverage ( cartoons, TV, print)
Workforce partnerships created	1 (Clerk/Patient Care)		1 (Ophthalmic Asst. Prog.)
Number of job leads	828		809

## Recruit, expand and retain businesses, investment and jobs in the Greater Omaha Area



Measurement	1st Q 2010	2010 YTD	Compared to 1st Q 2009
New and expanding business announcements	87 projects 1,442 jobs \$35.6 million investment		56 projects 997 jobs \$160.6 million investment
Landed projects Jobs Investment	10 projects 668 jobs \$26.76 million investment		8 projects 205 jobs \$239.3 million investment
New files	40 attraction inquiries 2 retention inquiries		24 attraction inquiries 15 retention inquiries
Prospect visits	15		15
Ambassador Calls Headquarter Calls	27 6		5 0
Companies assisted	476		215
Entrepreneurship clients			
Pre-Seed	21		25
Seed	7		16
Angel Ready	5		17
Funded	4		4
Failed	8		0
GO! fundraising progress	48 pledge payments totaling \$947,925		58 pledge payments totaling \$1,044,420*

\* 2009 included DM, NODP, SODP

## Operate the Chamber with excellence, innovation, and efficiency



Measurement	1st Q 2010	2010 YTD	Compared to 1st Q 2009
Financial statements	Revenue for the quarter: \$3,225,737 Expenses for the quarter: \$1,702,172	Revenue 2.46 percent lower than budget Expense 6.59 percent better than budget Net (before special items) 2.61 percent better than budget	Revenue for the quarter: \$2,974,743 Expenses for the quarter: \$1,719,833
Member event and all program attendance and feedback/evaluation (scale 1-5, 5=excellent)	4,997 attendance 4.2 avg. rating		5,059 attendance 4.4 avg. rating
Volunteers engaged on councils/committees/projects	877		884
Employee turn-over (termination/new)	0/1		0/5
Community speaking engagements and number of people reached	302 speeches, etc. 8,230 est. people reached 25 media opportunities 889,000 audience		241 speeches, etc. 7,119 est. people reached 33 media opportunities 887,000 audience

## Annual Measurements – Targets by end of 2010

Membership Retention	82% (85% was the original target)
Membership Sales	700
Total number of members/dues value	3,400 and \$2.0 million (both revised down from the five year plan)
Member Satisfaction	88%
Competitiveness	Omaha MSA (Moody's economy.com "Cost of Doing Business Index") Maintain overall cost of doing business for Omaha to at least 5% to 10% below national metro average State of Nebraska (Tax Foundation) 40
Education and Workforce	HS Graduation Rates, College Completion Rates and % of Individuals with College Degrees (both Associates/Bachelor's)
Civic Leadership	Increase 2%
Image Impressions	22,705,000
Job Growth (thousands)	478.7
Commercial Property Valuations (billions)	16.0
Commercial Electrical Users	43,700
Net Taxable Sales (billions)	10.0
NOTE: New measurements for entrepreneurship include SBIR grants, venture dollars invested in Nebraska and area companies on Inc. 5000 list	
Financial Stability	Fund 53% of depreciation*, add \$20,000 to the building fund
Member Involvement	62%
Employee Engagement	Be above the Gallup 50th percentile in all four hierarchy scores
Community Visibility	720 events/activities

\*The original goal was 100%. Reduced funding and a large amount of fixed assets anticipated for the west office have altered this goal.