



First Quarter 2011

April 13, 2011

To: Greater Omaha Chamber Board of Directors and Members
From: David G. Brown, President and CEO
Re: First Quarter Report of the 2011 Program of Work

Welcome to the first report of the 2011-2015 five year strategic plan. There are several items this quarter that have been long-term projects, which are now closer to realization. A partnership over two years in the making, the Gallup Entrepreneurial Acceleration System, launched in March to serve more than 130 start-up and small businesses across the state. A new I-80 marketing alliance has taken form out of a former state mandated commission. Discussion to reform the Commission on Industrial Relations (CIR) is occurring this legislative session. A bill (LB98), which assists local entities using federal transportation funds, was signed into law, a positive step in the Chamber's goal to secure additional transportation funding. A new USSTRATCOM headquarters facility continues to move closer to reality. And we continue to discuss funding solutions to Omaha's sewer reconstruction project (CSO), a project on which we've collaborated for several years.

This quarter has also demanded agility in answering market needs. The Chamber took a lead role in responding to member concerns over city of Omaha commuter fees. Greater Omaha Young Professionals continue to design and theme an annual Summit of current YP topics, this year changing the conversation from "I to We." Economic development marketing and editorial placements have accelerated and the prospect pipeline is increasing. We also have adjusted programming to better serve customers, including BOSS, Big O! Excellence Awards, Business Hall of Fame, Chamber Academy and networking events.

Additional highlights of the quarter include:

Member Value

- Member networking events were recently updated to include celebrity guests and industry breakout groups to provide faster and more meaningful connections. Total participation in all events is up about 14 percent over the first quarter of 2010.
- Website views are up over 50 percent and a new ROI calculator tool was added during the quarter.
- A four-month "value of Chamber membership" marketing campaign was launched on KFAB.
- A new join brochure for membership was created and planning for the launch of the membership campaign (goal of 350 members) was completed.
- Work began to enhance social networking communications (primarily Twitter).
- Significant member recognition occurred with three awards presented at the annual meeting (attendance 940), one award presented at the Young Professionals Summit (1,281 attendance), three small business of the month winners and the announcement of 18 finalists for six awards and 49 Milestone companies at the Big O! Excellence Awards Reception (attendance 97).

Business Development

- Image and marketing efforts also included advertising in CNBC Business magazine and United Hemispheres magazine, I-80 corridor marketing and a regional (Omaha/Council Bluffs) data center marketing brochure used at the AFCOM Data Center World Show on March 29-30. There were eight rankings during the quarter including being No. 1 on America's Most Affordable Cities (Forbes) and one of 10 Up-And-Coming Startup Hubs From Around the World (Grasshopper Group).
- There were 15 landed projects resulting in a projected 723 jobs and \$99 million investment. Included in these successes are All(n)1 Security Services regional headquarters in North Omaha, a Chamber project since May 2010; ePower Energy Systems a start-up company in Sarpy County; and retention of

a local manufacturer impacted by the recession who has now rehired $\frac{3}{4}$ of previously laid off employees.

- A large number of new projects entered the pipeline during the quarter as the pace of recovery appears to be picking up. These include manufacturing, headquarters, technology and distribution prospects.
- International activity includes work with local companies to assist with trade issues in the UK, Israel, and multiple countries in Africa and Central America and the recruitment of a Korean manufacturer.
- Military advocacy focused on including construction funding for the new USSTRATCOM headquarters facility in the 2012-2014 federal budget, supporting command changes for both USSTRATCOM and the 55th Wing, and continued mission protection and attraction.
- Community development progress includes: South Omaha Development Project work on a redevelopment plan for vacant parcels and Vinton Street resident surveys and visioning sessions; Destination Midtown focused on Park Avenue redevelopment, commercial analyses in east Omaha business districts and assisting clients with expansion plans; and North Omaha Development Project work included a survey of transportation needs and an annual community meeting with 200 attendees.
- The Gallup Entrepreneurial Acceleration System launched in March with more than 25 mentors and 130 companies. Entrepreneurship activities were also enhanced with the first Chamber demonstration night featuring 10 regional start-up software and Web-enabled technology companies.
- Workforce development activity included the graduation of nine people from the Intro to the Trades – Utility Construction and the development of partnerships in healthcare and TDL (transportation, distribution, logistics). The Arbor contract benchmarks were also met.
- Research efforts focused on re-benchmarking the new and expanded data as well as developing lists and business cost comparisons for the Illinois marketing effort later this year.
- Site development work continues across the partnership counties and within three designated areas of focus: rail served industrial, non-rail served industrial/distribution and power parks. Upcoming activity will switch to financing and funding options as the primary sites in each county are identified.

Leadership and Collaboration

- The application process for Leadership Omaha Class 34 was launched during the quarter with applications due May 9. Class 33 had three seminars as the curriculum committee continues to experiment with format to enrich traditional programming.
- Omaha Executive Institute held two seminars (economy/business and healthcare) during the quarter and recruitment of senior level executives for the next OEI session has begun.
- LOAA is slowly developing into a more volunteer-driven and event-focused organization. Ann Goldstein, who passed away in February, designated the Goldstein Outstanding Young Leader Award as one of her memorial funds. To date, just over \$3000 in donations have been received.
- The Young Professionals Summit was held in March with a 23 percent increase in all-day attendees. Over 100 Chamber volunteers and staff presented an event at which 32 guest speakers delivered 16 presentations that focused on changing the conversation from “I to We.” Other young professional activities included a January board retreat that refocused the group’s agenda, continued assistance for area companies developing internal YP groups and planning began for a new website.
- A cross-functional team including workforce, young professional and entrepreneur programming staff are involved in a human capital discussion with high growth companies to develop talent recruitment tools. Several other cross-functional teams are working on annual objectives including a consolidated organizational events calendar, succession planning, a technology roadmap, strategic coordination of fundraising and an assessment of staff service on outside boards/committees to better understand where and how the organization is involved in community collaborations.

Operations

- The overall budget is \$141,000 lower than expected through the first quarter, mostly due to payment timing of contributions to GO! and community development. Membership dues are the area of greatest concern and are being closely monitored.
- A progress report on the 2007 long term finance task force recommendations was completed and presented to the Executive Committee as part of the process for developing a 2012 revenue strategy.
- Technology progress includes upgraded accounting software, a new wireless network installed downtown, and webcam purchases. The organizational technology assessment continues with analysis of core data fields.

- Human resources activity included the hiring and orientation process for four staff and three intern positions; coordinating two all staff meetings and several committee meetings (inclusivity, wellness, social, recognition, safety); and work on succession planning, Q12 conversations and wheel tax compliance. The Douglas County Health Department awarded the Chamber a Lactation Station Grant that will allow the transformation of an old telephone room into a private space for nursing mothers.
- Members used the downtown facility 10 times and the west office 16 times hosting approximately 360 people in these meetings.

Advocacy

- In the legislature, the Chamber provided committee testimony and ongoing support for a package of economic development proposals that include: LB 345 (Sen. Conrad), the Economic Gardening Technical Assistance Act, would provide support and assistance for small businesses, entrepreneurs, and innovators; LB 386 (Sen. Heidemann) would provide training grants for internships; LB 387 (introduced by Sen. Hadley and prioritized by Sen. Harr) would adopt the Business Innovation Act, which provides support for research, innovation and development for small businesses and public and private colleges and universities; LB 388 (Sen. Wightman) would adopt the Site and Building Development Act; and LB 389 (introduced by Sen. Cornett and prioritized by Sen. Schilz) would adopt the Angel Investment Tax Credit Act.
- The Chamber took the lead on researching issues surrounding the CIR, building participation among many parties to address the issues and develop a legislative response.
- Continued to meet with Chamber members (and prospective members) and city officials on the combined sewer overflow project cost, and continued to develop possible solutions to the high cost this is imposing on large industrial employers.
- Provided testimony during a Department of Environmental Quality hearing on a proposed industrial storm water runoff rule that would be highly burdensome on a number of Chamber members.
- Provided written comments on a proposed National Labor Relations Board proposal that would be burdensome on employers.
- Held a meeting of the Transportation Council in January to discuss the 2011 legislative agenda and continued to participate in the Omaha City Transportation Master Plan Steering Committee.
- Held two meetings of the Agriculture Council and finalized the 2011 spring trip agenda.

Small Business

- The Business Owner Success Series (BOSS), a forum for small businesses owners, presidents and CEOs, evolved this year to become a membership group which pays annual dues for exclusive networking and informational opportunities. Currently there are over 150 members of the group. The first quarter meeting featured Richard Baier, director of the Nebraska Department of Economic Development, who provided an economic development update. A monthly newsletter, Boss Brief, was also launched in February.
- A cross functional team of staff within the entrepreneurship, small business, economic development and community development areas who work closely with small businesses have begun to gather more detailed data about their assistance to small businesses to develop future strategies to better serve members and the business community.
- Approximately 50 people, including 15 Chamber members, attended the Small Business Day at the Capitol on March 31. Attendees had the opportunity to meet with and receive briefings on issues affecting small business from the governor and several leaders in the legislature. Participants also had the opportunity to network with other small business leaders from across the state.

Thanks for your support — it has been a busy quarter! Our quarterly measures are on the following pages.

Regards,



David G. Brown
President and CEO



First Quarter 2011 Measurements

Measurement	1 st Q 2011	2011 YTD	Compared to 1 st Q 2010
Chamber Engagement and Visibility			
Total number of events offered	31 events	31 events	33 events
Number of members participating	5,204 participated	5,204 participated	4,546 participated
Member satisfaction (1-5; 5 = excellent)	4.2 avg. rating	4.2 avg. rating	4.2 avg. rating
Number of BOSS members	151	151	n/a
Number of BOSS events	1 events	1 events	1 events
Event satisfaction (1-5; 5=excellent)	4.5 avg. rating	4.5 avg. rating	n/a avg. rating
Business directory usage			
Number of member referrals	274,006	274,006	224,186
Web traffic			
Total views of OmahaChamber.org	1,331,371 views	1,331,371 views	848,581 views
Total authenticated visitors	660,461 visitors	660,461 visitors	n/a visitors
Unique visitors	66,322 unique visitors	66,322 unique visitors	n/a unique visitors
New visitors	53,121 new visitors	53,121 new visitors	n/a new visitors
Views of member news and discounts	28,196 member news/disc.	28,196 mem. news/disc.	n/a member news/disc.
Views of member savings	3,102 member savings	3,102 member savings	2,188 member savings
Electronic communication			
Number of RSS feed views (7 feeds)	687,899	687,899	n/a
E- newsletter subscribers	12,161 subscribers	12,161 subscribers	
Twitter followers	1,965 followers	1,965 followers	
Facebook fans	938 fans	938 fans	
Chamber visibility in the community			
Number of presentations/speeches	205 speeches	205 speeches	302 speeches
Number of ribbon-cuttings/misc. events	14 events	14 events	n/a events
Estimated people reached	6,933 est. people reached	6,933 est. people reached	8,230 est. people reached
Times member message in the media	24 local media opportunities	24 loc. media opportunities	33 media opportunities
Estimated media audience	4,502,600	4,502,600	889,000
Organizational Sustainability			
Financial statements			
Revenue for the quarter	\$3,039,232 revenue	\$3,039,232 revenue; - 6.3% budget	\$3,225,737 revenue
Expenses for the quarter	\$1,599,262 expenses	\$1,599,262 expenses; - 3.79% budget	\$1,702,172 expenses
GO! fundraising progress	178 investors \$926,200 pledge payments 8 new investors at \$32,500 annually; \$100,500 total	178 investors \$926,200 pledge payments 8 new investors at \$32,500 annually; \$100,500 total	48 pledge payments totaling \$947,925 (includes community development) n/a new investors
Talent			
Number of employees/interns on staff	53/9	---	48/9
Number of new members (actual versus projected)	Actual = 104 with dues value of \$39,842.50 Projected = 130; \$46,500	Actual = 104 with dues value of \$39,842.50 Projected = 130; \$46,500	Actual = 101; \$38,350 Projected = 130; \$46,500
Number of dropped members (actual versus projected)	Actual = 97 with dues value of \$42,076.50 Projected = 120; \$43,800	Actual = 97 with dues value of \$42,076.50 Projected = 120; \$43,800	Actual = 113; \$42,550 Projected = 120; \$43,800
Net number of members at quarter end	3,129	---	3,217

Measurement	1 st Q 2011	2011 YTD	Compared to 1 st Q 2010
Business and Image Development			
Editorial placements			
Number of writers and editors contacted	20 writers/editors	20 writers/editors	5 writers/editors
Number of articles generated	11 articles/radio/TV/other	11 articles/radio/TV/other	5 articles/radio/TV/other
Estimated readership of the articles	1,220,000 est. readership	1,220,000 est. readership	16,000,000 est. readership
Advertising impressions			
Number of estimated exposures achieved through advertising	14,923,100	14,923,100	2,500,000
Web traffic on economic development website (selectgreateromaha.com)			
Number of page views	25,300 views	25,300 views	
Number of visitors	5,405 visitors	5,405 visitors	n/a
Number of research requests	386	386	476
Existing business retention/expansion			
Number of ambassador visits	0	0	27
Number of headquarter visits	1	1	6
Entrepreneurship total clients			
Number Pre-Seed	16	16	21
Number Seed	12	12	7
Number Angel Ready	11	11	5
Number Funded	12	12	4
Number Failed	8	8	8
Number of new project files opened	76 total 48 attraction inquiries 28 retention inquiries	48 attraction inquiries 28 retention inquiries	40 attraction inquiries 2 retention inquiries
Number of prospect visits	18	18	15
Total landed projects for the quarter			
Number	15 projects	15 projects	10 projects
Jobs	723 jobs	723 jobs	668 jobs
Investment	\$99 million investment	\$99 million investment	\$26.76 million

The Greater Omaha Chamber five-year strategic plan, annual program of work and previous quarterly reports can be viewed at <http://omahachamber.org/chamber/StrategicPlan.aspx>



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