

Q2  
2016

# NO STANDSTILL. NO OFF SWITCH. ONLY MOMENTUM.

The NCAA Men's College World Series, the U.S. Olympic Swim Trials – testaments to our dedication to the ultimate fan experience. For a few weeks out of the year, Omaha shines in the limelight – playing host to thousands of visitors – exposing them to our *amateur* sports town. This past quarter was about showcasing the people within our community and educating those out-of-towners on the reasons we all call this place home.



We celebrated **20 Business Excellence Award** winners – recognizing companies and individuals who dedicate themselves to excellence and help make Greater Omaha a more vibrant place to do business, work and live.

Our team, along with several other economic development partners, traveled to **Washington D.C.** for the **SelectUSA Investment Summit**. The event was an opportunity for our team to build relationships with international investors and bring awareness to Greater Omaha.

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

**Leadership Omaha** graduated the latest class of standouts. **Class 38** was dubbed our most “newsworthy class ever.” A testament to the incredible class of men and women positioned to make our community greater.

We hosted **16 data center leaders** from across the country as part of our “**Data Centered**” annual event. Attendees learned about the benefits of our region while taking in the CWS. The event resulted with a handful of project opportunities we are currently pursuing.

Our **Summer Connector** program has launched – engaging interns working within our community throughout the summer months to promote our high quality of life and increase the likelihood for them to accept a position here in the future.



## THE NEXT BIG THING HAPPENS HERE.

# GOAL Deliver relevant and high quality member programs, events, services and information

## Membership Base



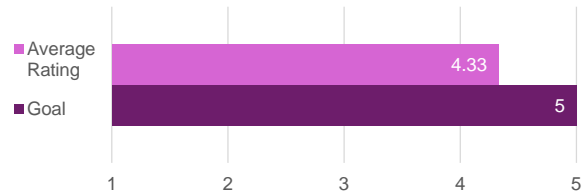
## Event Engagement

### 2,808 Attendees - Q2

### Attendee Satisfaction - Q2



| # of Events |                      | # of Attendees |
|-------------|----------------------|----------------|
| 3           | Signature Events     | 1,232          |
| 8           | Economic Development | 677            |
| 6           | Member Services      | 313            |
| 5           | REACH                | 60             |
| 3           | Young Professionals  | 526            |



## Marketing

### OmahaChamber.org Web Analytics - Q2

|                         |                     |
|-------------------------|---------------------|
| Total Site Visits       | 44,708              |
| New Visitors            | 22,580              |
| Returning Visitors      | 22,128              |
| Average Time on Website | 3 minutes 5 seconds |

### Measures of Organizational Image - Q2

#### Earned Media

|                         |           |
|-------------------------|-----------|
| Number of Articles      | 79        |
| Readership              | 4,600,195 |
| Advertising Impressions | 710,952   |

### Communication Effectiveness - Q2

|                                       |       |
|---------------------------------------|-------|
| Total e-communications Sent           | 42    |
| Average Number of Individuals Sent to | 6,009 |
| Average Percent Delivered             | 99%   |
| Average Percent Opened                | 18%   |

### Greater Omaha Chamber Social Media Channels



**5,570 Fans**

Goal: 6,000

Impressions: 527,624

Engagement: 55,533



**13,269 Followers**

Goal: 14,000

Impressions: 178,467

Engagement: 4,281



**2,187 Followers**

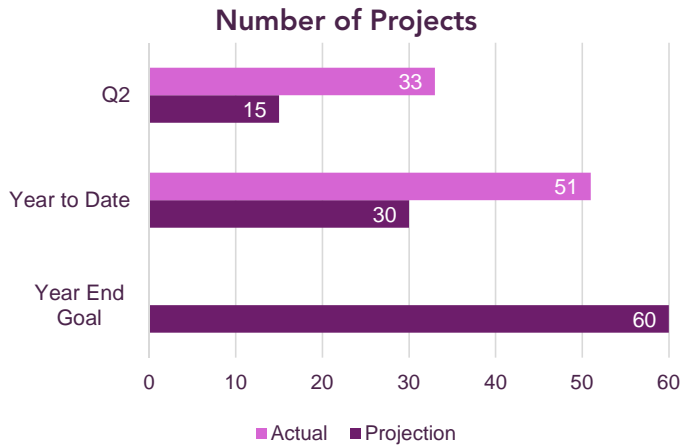
Goal: 3,000

Impressions: 118,729

Engagement: 1,503

# GOAL Create, grow and recruit businesses, jobs and investment in the region

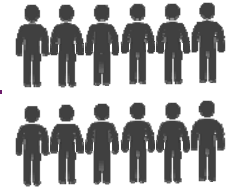
## Landed Projects



**Capital Investment - Q2**  
**\$69,662,788**

Quarter Goal: \$150,000,000  
 Year to Date: \$126,084,464  
 Year End Goal: \$600,000,000

**Total Jobs - Q2**  
**728 Total Jobs**

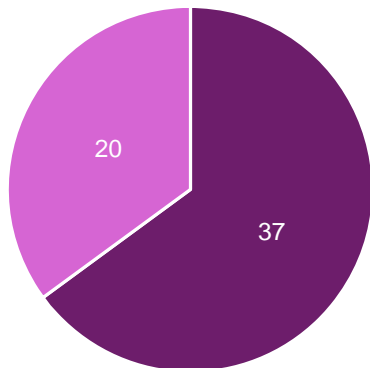


396 New Jobs | 332 Retained Jobs  
 Year to Date: 1,140 Total Jobs  
 Year End Goal: 2,400 Total Jobs

## Project Pipeline

**57 Files Opened - Q2**

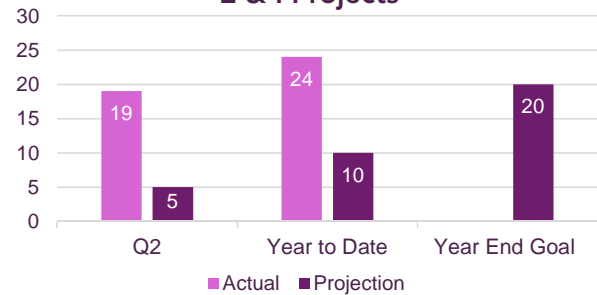
Year to Date: 125  
 Year End Goal: 200



■ New to Market / Start Up ■ Retention / Expansion

## Entrepreneurship & Innovation

**E & I Projects\***



\*E & I Projects included in total landed projects.



**\$20,685,788 Invested - Q2**

Year to Date : \$31,145,464  
 Year End Goal: \$30,000,000

**13 Prospect Visits - Q2**

Year to Date : 26 Visits  
 Year End Goal: 60 Visits



## SelectGreaterOmaha.com

**Website Analytics - Q2**

|                         |                      |
|-------------------------|----------------------|
| Total Site Visits       | 5,134                |
| New Visitors            | 3,432                |
| Returning Visitors      | 1,702                |
| Average Time on Website | 2 minutes 14 seconds |

# GOAL Foster a more competitive business environment

## Public Policy

### Priority Bills Update - Q2

**LB 754:** Creates the Commission on Military Affairs. Approved.

**LB 947:** Authorizes professional licenses for immigrants with lawful presence status. Approved.

**LB 957:** Provides \$13.7 million for the Offutt Air Force Base levee upgrades, and \$4 million for the Site and Building Development Fund. Approved.

**LB 960:** Directs \$450 million in state highway revenues to high priority highway construction projects. Approved.

**LB 1093:** Creates the Bioscience Steering Committee. Approved.

**LB 1110:** Workforce Innovation and Opportunity Act. Approved.

### Public Policy Engagement - Q2

#### • Senator Relations Update:

Continued working closely with senators to shape a business-friendly agenda for the 2017 session that includes tax reduction, economic development incentive reforms, transportation funding, and workforce development.

#### • State Legislative Update:

Completed the Legislature's 2016 session with a number of successful efforts.

## Community Development Intermediary

### Program Status Update - Q2

- Named the organization Spark.
- Articles of Incorporation. 501(c)(3) application will be submitted in July.
- Secured three board members and continuing to recruit additional board members.
- Establishing a partnership with the Midwest Housing Development Fund to house a revolving loan fund for projects.
- Meeting with potential donors and investors, and writing grant applications for operations funding and revolving loan fund participation.



## Site Development

### GO Ready Site Development - Q2

**Q2 Progress:** Six sites are participating in the GO Ready Site Certification Program, one in each of the partner counties. The partnership conducted the second of a series of developers meetings with 13 local and regional developers to promote the GO Ready sites and explore further opportunities.

A total of 21 developers participated in the two meetings held this year. The meeting generated a great deal of interest by the group in the sites and conversations are ongoing regarding potential development. Two of the GO Ready sites have received a Letter of Intent for purchase related to a large capital investment project, while a third site is also undergoing an exchange of documents for a Letter of Intent.

**Annual Goal:** Maintain six GO Ready Sites per year.

### Industrial Property Under Control

**Progress:** There are currently eight sites that are under option or owned by a partner organization. The partnership held a Site TAG meeting in May to identify pipeline sites for further investigation.

A meeting was also held with all partner organizations to review the GO Ready Site Development program and discuss additional sites that could be brought under contract. Currently the Partnership is investigating the potential to create a region-wide market analysis and market demand study to demonstrate gap between current industrial absorption and missed opportunities.

**Annual Goal:** Maintain six sites per year under control.

# GOAL Grow, recruit and retain the talent and workforce needed for the future

## Leadership Development

### Leadership Omaha - Class 38



HHS  
Seminar

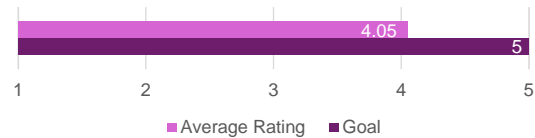


City Environment  
Seminar



Closing/Graduation  
Seminar

### Average Monthly Seminar Rating



#### Status update on program:

- 47 members of LO Class 38 graduated on June 9. 1 member did not graduate due to attendance issues.
- 50 members have been selected for LO Class 39, the biggest class ever.
- The curriculum committee held its planning session to prepare for Class 39.

### Omaha Executive Institute



N/A in April  
Seminar

USSTRATCOM Briefing & Tour  
Seminar

N/A in June  
Seminar

#### Status update on program

- USSTRATCOM hosted the annual briefing and tour for the 2015 OEI class. 13 people were in attendance.
- Recruiting has begun for the 2016 class. Interest has been high in the upcoming series.

## Talent & Workforce

### P-16 Partnerships - Q2

#### Educator Internships:



55% of educators  
from STEM fields



22% of educators  
from Iowa



24 companies participated  
18 from targeted  
industries

#### P-16 Events:

- Playing a strong role in the creation of ACE Mentoring with 15 organizations.
- The program focuses on connecting students to architecture, construction and engineering professions.

### Tech Talent - Q2

- Hired new Tech Talent Manager in April; position will be shared between AIM and the Chamber.
- Grew stakeholder list by 10% and established three new members to Guiding Coalition.
- Consulted with two local businesses on how to strategically fulfill tech talent needs with collective growth of 200+ IT employees next year; provided a comprehensive list of recruiting concepts to build long term pipeline (K-12 student experiences, community visibility, new relationships with area schools) and fill short term needs (boomerang markets, job search campaign and informal development projects program).

### WeDontCoast.com Web Analytics - Q2

|                   |        |                         |                     |
|-------------------|--------|-------------------------|---------------------|
| Total Site Visits | 18,661 | Returning Visitors      | 3,394               |
| New Visitors      | 15,267 | Average Time on Website | 1 minute 18 seconds |

## Young Professionals

### Omaha YP Social Media Channels



Fans: 6,045  
Impressions: 18,730



Followers: 7,731  
Impressions: 16,083



Followers: 778  
Engagement: 53

### OmahaYP.com Website Analytics

|                  |       |
|------------------|-------|
| Website Visitors | 3,540 |
|------------------|-------|

### Young Professionals Update

- Posted position for new YP Manager in June. Set to offer the position mid-Q3.
- Hosted a successful Donut Show to highlight development on the South 10th Street corridor with over 400 attendees. The best donut in Omaha award is still being debated.



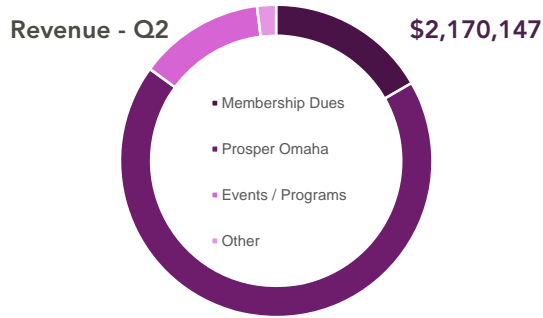
#### 2015 Campaign for a Greater Omaha survey update

- 6 new presentations to 120+ total audience members
- Planning is underway for a partnership with Urban League Young Professionals to survey and report on values and perceptions of Black Young Professionals in Greater Omaha.

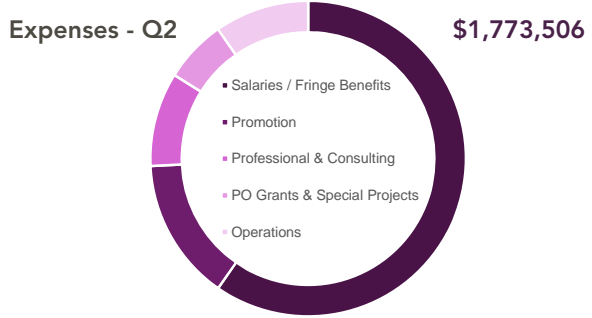


# GOAL Operate the Chamber with excellence

## Organizational Resources



Total Revenue Year to Date: \$5,247,778  
Revenue is 1.30% better than budget



Total Expenses Year to Date: \$3,583,899  
Expenses are 7.98% better than budget

### Prosper Omaha Fundraising



**270 Investors**

**\$24,695,895**

Goal: \$24,000,000

*\*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 quarterly report.*

### President's Strategic Relationships - Q2

|                           |           |
|---------------------------|-----------|
| Strategic Meetings        | <b>62</b> |
| Media Events / Interviews | <b>5</b>  |
| Speaking Engagements      | <b>18</b> |
| Chamber Events / Meetings | <b>73</b> |
| Board 1:1's               | <b>19</b> |
| Prosper Omaha Meetings    | <b>2</b>  |

## Technology & Research

- RFP for managed services, service desk and computer refresh is being reviewed. It will be sent to members mid-July with responses due mid-August.
- Staff prioritized their CRM system enhancement requests. We are managing the schedule of improvements within our budget.
- The information gathered during the security audit in 2015 lays out the system/technology recovery plan. It was handed off to the team responsible for the overall recovery/business continuity plan to be incorporated into that information.
- During Q2, the Research Department completed 69 tracked projects – 37 internal requests and 32 external requests – in addition to ongoing project work. YTD, we have completed 134 tracked projects.
- The 2016 Barometer report was released in April and presented 12 times to stakeholder and member groups, as well as at the national conference of the Council of Community and Economic Research in Minneapolis in June. The Barometer benchmarks Greater Omaha against nine other national regions on measures of economic growth.
- After nearly two years of great work, RJ Jerrick transitioned out of Research into BARE to continue his professional development. Kayleigh Bradley-Vogt joined the Research team on July 1.

### Marketing

#### Measures of Omaha Region Image

| Earned Media            |                  |
|-------------------------|------------------|
| Number of Articles      | <b>209</b>       |
| Readership              | <b>9,837,819</b> |
| Advertising Impressions | <b>6,192,942</b> |

#### We Don't Coast Social Media Channels



**3,265 Fans**

Goal: 4,000

Impressions: 199,164

Engagement: 17,196



**2,392 Followers**

Goal: 3,000

Impressions: 73,149

Engagement: 3,232



**1,111 Followers**

Goal: 1,000

Engagement: 2,735

### Employee Engagement

#### Employee Turnover

|           | Employees Hired | Employees Exited |
|-----------|-----------------|------------------|
| Full Time | <b>2</b>        | <b>1</b>         |
| Part Time | <b>2</b>        | <b>2</b>         |

#### Employee Engagement Opportunities

|  |
|--|
| Opportunities for employee engagement:                                     |
| <b>Four</b> All-Staff Meetings   |
| <b>One</b> Chamber YP Meeting/Event  |
| <b>Three</b> Manager Meetings  |
| <b>Three</b> Social Events   |
| <b>Four</b> employee committee meetings including:                         |
| Inclusivity, Social, Safety and Wellness meetings                          |
| <b>Eleven</b> employees participated in United Way Day of Action           |
| <b>Six-Seven</b> employees attend weekly PiYo exercise classes             |
| <b>Thirteen</b> employees are participating in the Walking Works Challenge |
| <b>Six</b> employees donated blood during the 13th Street Blood Drive      |

*\*Adjustments may be made to previously reported data to reflect the most accurate and up-to-date information.*