



October 19, 2009

To: Greater Omaha Chamber of Commerce Board of Directors and Members  
From: David G. Brown, President and CEO  
Re: Third Quarter Report of the 2009 Program of Work

On Sept. 25 our staff received some great recognition! The Greater Omaha Chamber was named the 2009 Employer of the Year by the Society for Human Resources Management (SHRM) Nebraska State Council. The Council noted that strong employee-focused HR practices sustain an environment that engages employees at every level of the organization. Chamber staff has established programs for wellness, recycling and diversity. In fact, the wellness program was the first small business in Omaha to receive the Well Workplace Award for Small Businesses in 2007.

We continue to land economic development projects across the metro area. During the third quarter we closed on 12 projects that will create more than 300 jobs and \$54 million in investment. While the total number of new files opened during the quarter is down from 2008 levels, the number of serious prospects who schedule a visit to the area remains steady.

On Aug. 27, the groundbreaking ceremony was held for the new pedestrian-friendly green space south of the Chamber's downtown headquarters. There were also some other new events held during the quarter. The Federal Fly-Back exceeded expectations with 750 attendees actively engaged in discussion with our federal delegation. About 100 business owners participated in the inaugural Business Owner Success Series (BOSS). Chamber Chat Live offered members the opportunity to ask questions of Chamber experts from their computers. In general, Chamber event and program participation remains steady. Over 2,700 people attended one of 31 events during the quarter.

We have continued to examine our resources and in August trimmed additional expenses in order to end the year with a balanced budget. We have also spent many weeks examining all areas of the Chamber's operation in preparation for the 2010 budget and program of work.

Highlights of the quarter include:

### **Member Value**

- OmahaChamber.org was refreshed with a new look and additional functionality in September. Traffic continues to grow, with over 1 million views during the quarter including over 34,000 views of the popular Member News section.
- About 400 members received assistance from the research department and the Prosper Omaha 2009 series continued with four local business leaders addressing small business owners on activities they are doing to steer their companies through these challenging times.
- Member businesses also received a boost from a series of Say Yes, Buy O! public service announcements launched in September through a partnership between the Chamber and WOWT, Channel 6 for the Heartland.
- More than 100 members heard from state senators about 2010 legislative issues through two forums held on Sept. 30.

## **Growing Environment**

- Growing community leaders continued with the announcement of both the 32<sup>nd</sup> Leadership Omaha class and a new Omaha Executive Institute class. The fifteenth annual Leadership Omaha Alumni Association's Ag tour gave participants an understanding of green initiatives in northeast Nebraska.
- The workforce contract with Arbor produced 838 job leads for the quarter. Two partnerships in welding and ophthalmic assistants were announced, with several more being explored.
- My staff and I participated in many discussions regarding the city budget. We remain committed to assisting our elected officials in this difficult endeavor by supporting a thorough examination of all expenditures in order to balance the budget and keep our area competitive for business.
- Omaha and the state of Nebraska received 14 national rankings in the third quarter. Most notable of these include:
  - Nebraska ranked #9 on the "Best States for Business" list (Forbes.com)
  - Omaha was noted as an "excellent distribution hub" and one of 15 "Logistics Hotspots for 2009" (Inbound Logistics)

## **Business and Community Development**

- During the quarter, the Greater Omaha Economic Development Partnership landed 12 projects that represent an estimated 320 jobs and total \$54 million in projected capital investment. Included on the landed list is Pentagon Federal who will be expanding into the Papillion Technology Park creating 303 new jobs for the area. Staff had been working with the company for over two years. The Panda Express project was on a faster timeline. After meeting with GOEDP staff at the May 2009 ICSC convention, the company actively pursued plans to infiltrate the Omaha market. After visiting Omaha in early July, the team assisted Panda Express with making their plans a reality. Aug.12 was the grand opening for their first Omaha facility at 175<sup>th</sup> and West Center Road, a second location opened within days at 168th Street and West Maple Road.
- There were 27 attraction and 13 retention/expansion project files opened during the quarter and 16 prospect visits were hosted.
- Nine more investors were recruited for GO! phase II (2009-2013) and 55 pledge payments were received totaling \$424,875.

## **Chamber Excellence**

- Twenty Chamber staff volunteers gave back to the community by participating in BRUSH-UP Nebraska (the sixth year of Chamber participation) and many also provided donations to the Sienna Frances House food drive.
- Professional development opportunities were provided through the "Leading with Strengths" workshop facilitated by Gallup and a CPR Made Simple class.
- My staff and I continue to carry the Chamber message throughout the community, with more than 350 speaking engagements and about 20 media opportunities. During the quarter we reached an estimated 9,000 people in person and another 1.4 million through the media.

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

Regards,



David G. Brown  
President and CEO

# QUARTERLY MEASUREMENTS



Third Quarter, 2009

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



Measurement	3rd Q 2009	2009 YTD	Compared to 3rd Q 2008
Events, members participating and member satisfaction rating (scale – 1-5, 5 = excellent)	31 events 2,753 participated 3.7 avg. rating	111 events 11,438 participated 4.0 avg. rating	35 events 2,260 participated 4.3 avg. rating
Member contacts (includes weekly broadcast e-mails)	428,027 through 32 broadcasts e-mails/e-vites	1,210,900 through 94 broadcasts e-mails/e-vites	331,469 through 34 broadcasts e-mails/e-vites
Membership directory usage (referrals)	182,473	630,973	N/A (technology conversion during the qtr)
Web traffic (views of omahachamber.org)	1,119,213 views* *Sept. estimated due to new Web site conversion	2,857,446 views	834,005 views
New members (actual versus projected)	Actual = 148 with dues value of \$55,801 Projected = 140; \$49,000	Actual = 508 with dues value of \$189,797 Projected = 550; \$192,500	Actual = 132 with dues value of \$48,652.50 Projected = 150; \$52,500
Dropped members (actual versus projected)	Actual = 259 with dues value of \$96,049 Projected = 200; \$73,000	Actual = 573 with dues value of \$217,554 Projected = 425; \$155,125	Actual = 333 with dues value of \$112,167 Projected = 185; \$67,525

Create an environment that promotes business and community growth



Measurement	3rd Q 2009	2009 YTD	Compared to 3rd Q 2008
Policy Issue Update Issue #1 – State Legislature Issue #2 – Nebraska PAC Issue #3 – Local Issues	Federal Fly-back Public policy Web site updated City budget meetings		#1 Interim study testimony; transportation funding meetings #2 Financial contributions
Writers and editors contacted with the number of articles generated and estimated readership	2 writers/editors (future article) 2 articles/radio/TV stories 1,000,000 est. readership	14 writers/editors (future article) 9 articles/radio/TV stories 6,455,000 est. readership	7 writers/editors 5 articles, radio story, TV stories 2,070,000 est. readership
Visits to economic development Web site	7,376 visits 1,600 downloads 17 direct contact forms sent	28,353 visits 3,002 downloads 48 direct contact forms sent	13,157 views* *Not comparable to 2009, we are working with a new vendor
Estimated exposures achieved through advertising (number of impressions)	750,000 advertising	4,570,000 advertising	2.1 million household impressions (note it is advertising only)
Members using member-to-member discount Web site and group discount programs	18,868* views of discounts 1,818* views member savings 34,397* views of member news 12,827*RSS feed	34,576 views of discounts 5,469 views member savings 90,859 views of member news 23,423 RSS feed	3,810 views of discounts 947 views member savings 14,412 views of member news
Organizations using the O! and coverage of the O! campaign	8 organizations 660,000 approximate media coverage ( cartoons, TV, print)	31 organizations 1,220,000 approximate media coverage ( cartoons, TV, print)	19 organizations Approximate audience coverage = 496,691
Workforce partnerships created	2	4	
Number of job leads	838	2,463	n/a

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



Measurement	3rd Q 2009	2009 YTD	Compared to 3rd Q 2008
New and expanding business announcements	65 projects 846 jobs \$14.5 million investment	169 projects 2,705 jobs \$303.0 million investment	35 projects 664 jobs \$31.1 million investment
Landed projects Jobs Investment	12 7 retained/313 new \$54.3 million	33 125 retained/1,160 new \$328.0 million	13 331 total \$32.9 million
New files	27 attraction inquiries 13 retention inquiries	93 attraction inquiries 43 retention inquiries	47
Prospect visits	16	46	16
Ambassador Calls Headquarter Calls	59 6	74 16	45
Companies assisted	377	1,083	140
Entrepreneurship clients			n/a
Pre-Seed	4	39	
Seed	10	31	
Angel Ready	6	21	
Funded	2	9	
Failed	4	8	
GO! fundraising progress	55 pledge payments totaling \$424,875*	165 pledge payments totaling \$2,337,170*	70 pledge payments totaling \$592,925

\*includes DM, NODP, SODP

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



Measurement	3rd Q 2009	2009 YTD	Compared to 3rd Q 2008
Financial statements	Revenue for the quarter: \$1,152,261 Expenses for the quarter: \$1,513,314	Revenue 2.64 percent lower than budget Expense 3.40 percent better than budget Net (before special items) 0.78 percent worse than budget	Revenue for the quarter: \$1,276,751 Expenses for the quarter: \$1,597,312
Member event and all program attendance and feedback/evaluation (scale 1-5, 5=excellent)	3,295 attendance 4.2 avg. rating	11,438 attendance 4.2 avg. rating	2,820 attendance 4.3 avg. rating
Volunteers engaged on councils/committees/projects	876	---	1068
Employee turn-over (termination/new)	0/1	2/7	5
Community speaking engagements and number of people reached	353 speeches, etc. 8,930 est. people reached 22 media opportunities 1, 486,000 audience	908 speeches, etc. 25,394 est. people reached 62 83 media opportunities 4,523,000 audience	190 speeches, etc. 79,993 est. people reached

## Annual Measurements – Targets by end of 2009

1) **Memberships retained:** 85.0 percent  
**Memberships sold:** 700 (675 budgeted)  
**Total number of members and dues value:** 3,650 and \$2.1 million (both revised from five-year plan)  
**Member satisfaction:** 87 percent

2) **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) 41

3) **Education and workforce:** HS graduation rates, college completion rates and percent of individuals with college degrees (both associates/bachelor's)

4) **Civic Leadership:** Increase 2 percent

5) **Image Impressions:** 18,164,000

6) **Job growth** (thousands): 468.7

7) **Commercial property valuations** (billions): \$13.6

8) **Commercial electrical users:** 43,050

9) **Net taxable sales** (billions): \$10

10) New measurements will be determined for entrepreneurship, including SBIR grants, venture dollars invested in Nebraska and area companies on Inc. 5000 list

11) **Financial stability:** Fund 43 percent of depreciation\*; add \$20,000 to the building fund

12) **Member involvement:** Increase to 61 percent

13) **Employee engagement:** Incremental positive increases in scores

14) **Community visibility:** 700 events/activities

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