



January 19, 2011

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

We ended the year with good member participation. During the fourth quarter, over 7,400 members attended one of 24 events offered. Members provided a glimpse of how the local economy was doing through their response to the annual economic outlook survey. The Chamber's Executive Committee received constructive input from members, regarding proposed sexual orientation legislation, through discussions held by the Public Policy Council and Greater Omaha Young Professionals. Much dialogue also occurred to develop the 2011 legislative agenda. The Chamber's next five-year plan was approved in October, a culmination of input provided by about 300 people including Chamber staff, volunteers and members.

During the quarter, we were also actively reaching outside the community to promote Omaha and develop strategic relationships. In November, a contingent of volunteers and staff visited more than 30 businesses in California to strengthen connections and sell Omaha. Six active projects have been identified thus far as a result of that marketing trip. A successful international business recruitment trip to Denmark, Germany, France and Spain also occurred. Regionally, discussions continued with the Success in the Heartland effort (a group of chambers within the Midwest focusing on leveraging advocacy), a combined GO! and Council Bluffs economic development investors meeting and the I-80 Council was established to market the I-80 corridor, between Omaha and Lincoln, for development.

Additional highlights of the quarter and year include:

Member Value

- Signature events continue to provide members value and during the fourth quarter more than 5,000 attendees used the Buy the Big O! Show to expand business connections. The second annual Midwest Franchise Seminar served about 200 people interested in becoming a franchisee or exploring the option to franchise their existing business concept. Overall in 2010 more than 17,000 people participated in one of 130 Chamber networking or educational events.
- Omaha: Extraordinary Opportunities magazine was delivered in November, providing members a valuable recruitment tool.
- During the quarter small business owners, through BOSS programming, had the opportunity to learn about promotion with the UFL and receive an economic update.
- Chamber visibility remains strong with more than 5.2 million views of OmahaChamber.org during the year, up 40 percent from 2009. Chamber staff attended more than 1,000 community events reaching an estimated 27,000 people and another 4.2 million were reached through 70 media opportunities.
- We ended the year with steady member engagement and overall retention. Significantly lagging new sales resulted in a net reduction of about 100 total members.

Growing Environment

- There were 12 new or updated national rankings this quarter, resulting in 47 for the entire year. Highlights of the quarter include one of the fastest growing cities in America, according to Forbes, #2 Best City for Business (MarketWatch) and #3 Best City to Relocate to in America (BestPlaces.net).
- We continue to provide workforce solutions for the business community, moving to the next phase of the strategy with the addition of a new executive director and fiscal agent for Heartland Workforce Solutions and another training partnership developed - the Intro to the Trades-Utility Construction.
- The Greater Omaha Young Professionals selected six new board members, hosted congressional candidates Lee Terry and Tom White, and kicked off promotion of the 2011 Summit.

- Both annual measures of competitiveness were hit, with Omaha ranking 15 percent below the U.S. metro average on the cost-of-doing-business index and Nebraska ranking 29 out of 50 states by the Tax Foundation. Image efforts exceeded goals due to aggressive economic development marketing (over 35 million impressions) and strong editorial placement (57.7 million readership including 22 million impressions from the annual meeting featuring Buffett and Paulson).

Business and Community Development

- During the fourth quarter, the Greater Omaha Economic Development Partnership landed 16 projects, which represent an estimated 119 jobs and \$47.6 million investment. Included in these efforts are five projects landed by the Minority Economic Development Council (MEDC).
- For the year, there were 54 landed projects representing an estimated 1,434 jobs and \$128.8 million investment. Entrepreneurial efforts continue to gain momentum with 23 funded businesses this year, for a total of 37 over the past two years.
- We are optimistic that 2011 will continue to improve, given the increase in prospect visits and new files opened during the latter half of 2010. The entrepreneurship client pipeline also continues to fill and there is increased visibility in ventures funding.
- The Partnership's funding arm, GO!, received pledge payments from 53 investors totaling \$232,525. For the year, pledge payments were received from 188 investors totaling \$2,547,400.
- During the fourth quarter, community development activities spanned the area. In Destination Midtown, the organization partnered with community leaders to complete a neighborhood needs assessment in the Leavenworth District and Gifford Park. DM was also instrumental in landing the Veterans Village, an affordable housing development for veterans (a \$15.9 million project). The North Omaha Development Project participated in the process of acquiring and celebrating the Malcom X Birth Site International Headquarters, identified locations for Dream Bikes and participated in the initiation of the North Omaha Navigators program. The South Omaha Development Project held industry meetings on building trades, transportation and healthcare. SODP also held a variety of meetings to support Vinton Street revival, housing services in South Omaha and redevelopment of the former Salvation Army site.
- The annual benchmarks for job growth, commercial property valuation, commercial electrical users and taxable sales are all slightly below projections.

Chamber Excellence

- During the quarter we completed an update to the organization's personnel policies which included a new ethics policy. Annual performance reviews were also held.
- A successful Chamber board nomination process was concluded and the new board orientation has begun.
- In December, 100 percent of Chamber staff participated in the Gallup Q12 assessment. Results and actionable plans will be discussed throughout 2011.
- The Audit Committee met to review the 2009 990 tax returns.
- In December we underwent a hardware and software upgrade, replacing all staff and meeting room computers and upgrading several software programs.
- The next five-year strategic plan was approved in October and was used to direct the development of the more detailed 2011 program of work and budget, which was approved in November.
- We continue to be visible throughout the community, with 208 speaking engagements this quarter reaching 5,000 people and 15 media opportunities reaching another 614,600 people with Chamber messages. In total during the year, we estimate we reached more than 4.2 million with the Chamber brand, either in person or with media opportunities. More than 5 million accessed information through OmahaChamber.org.

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

Regards,



David G. Brown
President and CEO

QUARTERLY MEASUREMENTS



Fourth Quarter, 2010

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



Measurement	4th Q 2010	2010 YTD	Compared to 4th Q 2009
Events, members participating and member satisfaction rating (scale – 1-5, 5 = excellent)	24 events 7,426 participated 3.6 avg. rating	130 events 17, 185 participated 4.1 avg. rating	24 events 8,792 participated 4.1 avg. rating
Member contacts (includes weekly broadcast e-mails)	364,964 through 46 broadcasts e-mails/e-vites	1,646,423 through 192 broadcasts e-mails/e-vites	365,628 through 28 broadcasts e-mails/e-vites
Membership directory usage (referrals)	161,802	842,093	184,703
Web traffic (views of omahachamber.org)	1,510,301 views	5.2 million	714,199 views*
New members (actual versus projected)	Actual = 91 with dues value of \$35,803 Projected = 125; \$43,500	Actual = 496 with dues value of \$187,038 Projected = 700; \$241,500	Actual = 97 with dues value of \$37,782 Projected = 125; \$43,750
Dropped members (actual versus projected)	Actual = 141 with dues value of \$53,800 Projected = 115; \$41,975	Actual = 604 with dues value of \$231,286.42 Projected = 585; \$213,525	Actual = 145 with dues value of \$60,713 Projected = 100; \$36,500

*Sept. 2009 estimated due to new Web site conversion

Create an environment that promotes business and community growth



Measurement	4th Q 2010	2010 YTD	Compared to 4th Q 2009
Policy Issue Update Issue #1 – State Legislature Issue #2 – Nebraska PAC Issue #3 – Local Issues	Held several discussions regarding 2011 agenda and took a position in opposition to a sexual orientation ordinance		Focused on transportation funding proposal hearings, CSO discussions and PAC relationship building
Writers and editors contacted with the number of articles generated and estimated readership	4 writers/editors 5 articles/radio/TV stories 665,000 est. readership	24 writers/editors 31 articles/radio/TV stories 57.7 million est. readership	5 writers/editors (future article) 0 articles/radio/TV stories 0 est. readership
Visits to economic development Web site	6,878 visits n/a downloads 12 direct contact forms sent	31,254 visits n/a downloads 71 direct contact forms sent	6,457 visits
Estimated exposures achieved through advertising (number of impressions)	22,031,400 advertising	35,731,400 advertising	2,767,000 advertising
Members using member-to-member discount Web site and group discount programs	19,853 views of discounts 5,706 views member savings 39,693 views of member news 6,180 RSS feed	51,546 views of discounts 12,679 views member savings 131,691 views of member news 54,819 RSS feed	12,602 views of discounts 2,217 views member savings 25,496 views of member news 7,926 RSS feed
Organizations using the O! and coverage of the O! campaign	3 organizations 300,000 Approximately media coverage (cartoons, TV, print)	24 organizations 2,050,00 Approximately media coverage (cartoons, TV, print)	5 organizations 500,000 approximate media coverage (cartoons, TV, print)
Workforce partnerships created	1	5	1
Number of job leads	885	3,510	789

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



Measurement	4th Q 2010	2010 YTD	Compared to 4th Q 2009
New and expanding business announcements	70 projects 698 jobs \$91 million investment	248 projects 4,092 jobs \$147.3 million investment	98 projects 842 jobs \$202.1 million investment
Landed projects Jobs Investment	16 projects 119 jobs \$47.6 million investment	54 projects 1,434 jobs \$128.8 million investment	7 projects 348 jobs \$39.7 million
New files	43 attraction inquiries 14 retention inquiries	139 attraction inquiries 48 retention inquiries	28 attraction inquiries 15 retention inquiries
Prospect visits	18	68	11
Ambassador Calls Headquarter Calls	23 9	107 18	22 11
Companies assisted	129	1,551	318
Entrepreneurship clients			
Pre-Seed	17	64	11
Seed	14	38	3
Angel Ready	8	24	3
Funded	10	23	3
Failed	8	29	0
GO! fundraising progress	53 pledge payments totaling \$232,525	188 pledge payments totaling \$2,547,400	46 pledge payments totaling \$331,486*

* 2009 included DM, NODP, SODP

Operate the Chamber with excellence, innovation, and efficiency



Measurement	4th Q 2010	2010 YTD	Compared to 4th Q 2009
Financial statements	TBD	TBD	Revenue for the quarter: \$1,525,018 Expenses for the quarter: \$2,702,769
Member event and all program attendance and feedback/evaluation (scale 1-5, 5=excellent)	7,945 attendance 3.8 avg. rating	19,112 attendance 4.1 avg. rating	9,249 attendance 4.2 avg. rating
Volunteers engaged on councils/committees/projects	725	802 (annual avg.)	847
Employee turn-over (termination/new)	2/1	3/5	8/1
Community speaking engagements and number of people reached	208 speeches, etc. 5,026 est. people reached 15 media opportunities 614,603 audience	1,022 speeches, etc. 27,431 est. people reached 70 media opportunities 4,278,603 audience	210 speeches, etc. 13,613 est. people reached 20 media opportunities 2,383,000 audience

Annual Measurements – Targets by end of 2010

Membership Retention	82% (85% was the original target); actual 81.4%
Membership Sales	700; actual 496
Total number of members/dues value	3,400 and \$2.0 million (both revised down from the five year plan); actual 3,130 and \$1,932,010.58
Member Satisfaction	88%; actual 90% (though not a statistically valid sample size)
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; actual 15% below US metro average State of Nebraska (Tax Foundation) 40; actual 29
Education and Workforce	At least 88% of students graduating from high school; actual 93.3% (2008-9 school year) At least 87% of adults with at least a high school diploma; actual 91.8% (2010 estimate) At least 25% of adults with at least a bachelor's degree; actual 32.7% (2010 estimate)
Civic Leadership	Leadership Omaha graduation participation rates: 95% volunteer; 85% serve on nonprofit board, commission, etc.; and 68% serve in a leadership capacity on said board or commission
Image Impressions	22,705,000; actual 57,700,000 (includes 22 million from the annual meeting)
Job Growth (thousands)	478.7; actual 454.8 (estimate)
Commercial Property Valuations (billions)	16.0; actual 15.4
Commercial Electrical Users	43,700; actual 43,404 (estimate)
Net Taxable Sales (billions)	10.0; actual 9.2 (estimate)
Entrepreneurship	High growth graduated companies 11 (2010); Venture related dollars \$26.7 million (2010); Reputational hits TBD (2010); SBIR/STTR grants 16 (2009); Population growth 1.9% (2009)
Financial Stability	Fund 53% of depreciation*, add \$20,000 to the building fund; actual TBD
Member Involvement	62%; actual 84%
Employee Engagement	Be above the Gallup 50th percentile in all four hierarchy scores ; actual above in 3 of the 4 areas
Community Visibility	720 events/activities; actual 1,022

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