

2019 ANNUAL SCORESHEET



PEOPLE

2019 saw a huge investment in the people that live and work in the Greater Omaha region. From the launch of our CODE initiative to the rollout of our Greater Omaha Worklab, we made a commitment to provide opportunity for every individual to join the business community. Combine those efforts with our long-standing professional development programming, and you have a pipeline to the workforce of tomorrow.



21,448
STUDENT CAREER EXPERIENCES

40
EMPLOYERS
SIGNED ON TO
CODE

457
ATTENDANCE AT
THE CONFERENCE

47 LEADERSHIP OMAHA GRADUATES

44 MINDSET SESSION PARTICIPANTS

29 PROPEL PARTICIPANTS

2,816 PODCAST LISTENERS

PLACE



109,914
WEDONTCOAST.COM
PAGE VIEWS

3,244
CONNECTGO
SURVEY
RESPONSES

1,176
REGIONAL
MEDIA PICK UPS



Not only did our region expand, but it also took steps toward being better connected. In October, we added Otoe County to our economic development partnership, bringing Nebraska City and several other communities into the Greater Omaha fold. We also launched ConnectGO, a transportation initiative that is focused on crafting a long-term transportation strategy for building a fully integrated city of the future.

BUSINESS GROWTH

An exciting year of new opportunities was headlined by a little tech firm called "Google." Maybe you've heard of them? Amidst the large-project wins, we've also focused on advancing small business. We re-launched the Small Business Council to make sure we stayed in the loop on the challenges facing a majority of our members. The Startup Collaborative, Kitchen Council and REACH all had strong years serving their entrepreneurial clients. In the end, our success relies on cultivating a favorable economic environment for growth.



\$1.03 BILLION
CAPITAL INVESTMENT

48
TECH
STARTUPS

\$4 MILLION
IN REACH CONTRACTS

CORE SERVICES

10,000+
EVENT + PROGRAM
ATTENDANCE

4,100+
MEDIA MENTIONS

4,100+
SOCIAL MEDIA
GROWTH

MEMBER
VALUE

\$8,184,606
TOTAL REVENUE
*ESTIMATED THROUGH OCT. 2019

\$7,726,914
TOTAL EXPENSES
*ESTIMATED THROUGH OCT. 2019

- 2,556** NETWORKING EVENT ATTENDANCE
- 41,668** ONLINE DIRECTORY VISITS
- 40+** DEVELOPMENT OPPORTUNITIES
- 88** MEMBERS RECOGNIZED WITH AWARDS

We continue to operate our organization efficiently and effectively. This year saw us refocus on some basics, with a new customer database system integrated into operations and an organization-wide audit of some standard operating procedures. These foundational pieces will set the stage for membership and event growth in the years to come.

Our members continued to be the lifeblood of our programming. With emphases on promotion, recognition, connection and development, we brought together our diverse group of business owners from across the region to learn, grow and support one another.

TO VIEW THE FULL 2019 ANNUAL REPORT, VISIT:
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