

2014 Annual Report



THE VALUE AND RESULTS OF COLLABORATION



For strong economic growth and the growth of your business. For new jobs and investment. For widespread prosperity throughout Greater Omaha. That's why we are so dedicated to:

➤ Helping Businesses Succeed

2014 ACCOMPLISHMENTS:

- Expanded the **Greater Omaha Economic Development Partnership**, a Chamber-led collaboration across six counties working to increase jobs and investment in the region

Welcomed Advance Southwest Iowa Corporation in early 2014, transforming the Partnership into a two-state, regional economic development organization

- Achieved **significant economic outcomes** for the region

▶ 73 landed projects totaling \$607 million in capital investment and approximately 3,200 jobs (approximately 81 percent of those estimated to be at or above median wage)

- Hit the road to **cultivate relationships and develop prospects** in China, Atlanta, Houston and Chicago; hosted more than five dozen prospect visits

- Expanded a free **Business Assistance Program** to include all businesses across Greater Omaha

348 small businesses assisted and 400+ in-person meetings conducted with existing businesses

- Launched **YourBizAssist.com**, a website filled with information to promote business success

- Offered additional, **one-on-one support** to hundreds of small businesses through new **THRIVE program**

- Built the **entrepreneur ecosystem** with a variety of events and services resulting in the development of 12 new startups



AHEAD IN 2015:

Drive job, income and investment growth by assisting regional companies, attracting new business and sparking the startup community

> Promoting Our Members and Encouraging Meaningful Connections



2014 ACCOMPLISHMENTS:

- Facilitated approximately 80 opportunities for members to **learn and develop relationships**

▶ Events attended by more than 12,300

- Promoted members through **online referrals** from OmahaChamber.org's business directory
- Launched new events, including **The Catalyst Experience** and **Open Omaha**, to reach different audiences and promote wider community conversation

AHEAD IN 2015:

The debut of new member recognition and learning opportunities with a redesigned Greater Omaha Business Excellence Awards program, an Industry Insights Series and an event in October that will make business problem solving fun and interesting!

> Advocating for a Competitive Business Climate



2014 ACCOMPLISHMENTS:

- Worked diligently at state and local levels to **reduce taxes and regulations**
- Successfully advocated, on a state level, for the passage of **important bills** focused on customized job training, income tax reform and credits, business incentives, and various tax relief measures for veterans and military retirees
- Recruited, trained and supported pro-business candidates, through the **Greater Omaha Chamber Political Action Committee**, for the OPS School Board and state/local races

▶ 20 pro-business candidates elected into state and local office

- Actively advocated for the November passage of **\$421 million OPS School Bond**
- Urged support of **Omaha street and sewer bond issues**

Approved by a record percentage of voters

- Supported the creation of a **land bank** and a **housing development organization**
- Supported Offutt Air Force Base and the construction of USSTRATCOM with continued preparations to **withstand future Base Realignment and Closure**

AHEAD IN 2015:

A continued focus on competitiveness through lower taxes and less regulations, guarding against BRAC, supporting the land bank

> Building a Strong Community Image



2014 ACCOMPLISHMENTS:

- Reached a readership of **more than 700 million** through earned media efforts/1,392 articles, advertising impressions reached another 6.6 million
- Developed and launched a dynamic, new regional brand, **We Don't Coast**, with the help of more than 200 individuals from across the six county area
 - 127 organizations utilized the brand in their messaging during 2014
 - More than 2,300 followers across three social media channels with an average of 10-15 conversations generated daily
- Sponsored and promoted video contest to engage people with new brand and spur production of positive online content
- Received **54 national rankings** for the region

AHEAD IN 2015:

Continue grass roots, local efforts for **We Don't Coast** adoption and focus on developing more media relationships across the region and country

> Developing Civic Leaders, YP and Talent

2014 ACCOMPLISHMENTS:

- Graduated 47 people in Leadership Omaha class 36, 27 participants in Omaha Executive Institute
- Facilitated YP Summit, Council of Companies, Lunch and Learns, YP Connect and Omaha after Work connecting more than 2,500 young professionals
- Hosted, in partnership with Metropolitan Community College, 40 teachers at 19 companies to engage in career and skills exposure during Educator Internship program
- Launched guerilla marketing in Seattle region to attract technology talent to Omaha
- Executed Engineering Day (E-Day) to showcase Greater Omaha career opportunities to more than 500 college engineering students
- Launched year-long diverse leader programming in partnership with Urban League Young Professionals, Metro Young Latino Professionals and African American Young Professionals
- Secured Lumina Foundation grant and American Chamber of Commerce Executives Award to conduct IT/technology career awareness among K-12 students



AHEAD IN 2015:

Launch a new talent recruitment website - WeDontCoast.com, facilitate strategies that increase the number of individuals living and working in Greater Omaha, and develop informed and engaged community leaders

> Operate with Excellence



2014 ACCOMPLISHMENTS:

- Served a membership base totaling 3,090 businesses
 - 85 percent member retention rate
 - 490 new members joined during 2014, causing a net gain in the total membership base
- Encouraged strong employee engagement with the highest Gallup Q12 scores the organization has ever had
- Launched a redesigned OmahaChamber.org and accompanying database
- Launched a redesigned SelectGreaterOmaha.com
- Accomplished strong financial stewardship
 - 2013 audit report was approved and received an unqualified opinion
 - Closed 2014 with expected levels of revenue and expenditures
- Raised \$22.2 million toward the \$23 million Prosper Omaha goal (5-year economic development program)
- Increased our social media followers by 15 percent

AHEAD IN 2015:

Complete Prosper Omaha fundraising, continue effective management of human capital and financial resources, and continue to enhance technology, information and research capabilities