PROSPER OMAHA
2014-2018
Leveraging Extraordinary Opportunities for the Region
The Greater Omaha Economic Development Partnership will drive growth of the region’s strong, diverse economy, creating opportunities for all.

CREATE, GROW AND RECRUIT BUSINESSES AND JOBS IN THE REGION

$12.5 million

ESTABLISH A WELL-RECOGNIZED, EXCITING BRAND AND IMAGE FOR GREATER OMAHA

$6 million

CREATE A BUSINESS CLIMATE THAT IS CONDUICIVE TO GROWTH

$2 million

GROW, RETAIN AND RECRUIT THE WORKFORCE OF THE FUTURE

$2.5 million
Return on Investment – For every $1 invested

42% Salaries and benefits
58% Programs

$23 MIlION OVER 5 YEARS

$652 IN DIRECT CAPITAL INVESTMENT

$121 IN DIRECT WAGES

TAXES GENERATED BY PROJECTS’ EMPLOYEES

$104.8 MILLION
Your contribution toward our $23 MILLION GOAL plus $17.5 MILLION from 3,200 Chamber members

**LEVERAGES:**

- $150 million venture and angel capital
- $98 million workforce development funds
- $40 million industrial park development resources
- $10 million land bank fund

**OUTCOMES**

- $3 billion landed-project capital investment
- 12,000 new and retained jobs at or above median wage ($397 million annually)
- 100 startups assisted
- 1,000 local small businesses assisted
- 300 projects landed, 50 percent new to the region
- Worldwide brand and image recognition strengthened
- 5 new regional industrial parks completed
- Housing development and renovation in East Omaha facilitated
- Pro-business candidates for state and local office recruited
- High school and postsecondary education attainment increased
- Skilled employees for targeted industries increased

Enhanced access to prosperity for all of Greater Omaha
LEVERAGE

$12.5 MILLION INVESTMENT

Exceed $3 billion in capital investments
Create 12,000 jobs at or above median wage ($33,130)
Help 100 startups/second round/later round opportunities find $150 million in venture and angel capital
Assist 1,000 local small businesses
Land 300 projects, 50 percent new to the region
WHAT WILL IT TAKE TO ACCOMPLISH THIS GOAL?

FINANCIAL

Local business development
  Entrepreneurship $7,500,000
  Small business assistance $2,500,000
  Business retention and expansion $2,500,000

New business attraction
  Recruitment $5,000,000

Total $12.5 million

FIVE YEAR
ANNUALLY

$1,500,000
$500,000
$500,000

$1,000,000
$2.5 million

STAFF AND CONSULTANT SUPPORT
**Local business development** ENTREPRENEURSHIP

**TARGETS**
- New startup ventures
- Second round and later round funding targets
- University-generated spin-offs

**TACTICS**
- Identify, attract and assist in 100 new startups
- Connect with 300 entrepreneurs through assistance and programming
- Support the Pipeline program to enhance mentoring of entrepreneurs
- Support Big Omaha and other regional activities
- Facilitate funding for startup companies
- Promote Omaha’s image as an entrepreneurship center
- Lead effort to build high-density innovation district

Implement an intensive, expanded regional economic development program focused on entrepreneurship, small business assistance, business retention and expansion, new business attraction and recruitment.

**Local business development** SMALL BUSINESS ASSISTANCE

**TARGETS**
- Individuals or small businesses needing assistance

**TACTICS**
- Assist 1,000 small businesses and individuals by
  - Developing business assistance web portal
  - Creating business intake system
  - Formalizing assistance providers partnerships
  - Assessing companies seeking assistance
  - Referring companies to service providers
  - Helping high growth/value business
  - Focusing attention on the growth of minority- and women-owned businesses
### Local business development

**BUSINESS RETENTION/EXPANSION**

<table>
<thead>
<tr>
<th>TARGETS</th>
<th>TACTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pillar-of-the-community companies</td>
<td>Visit corporate headquarters</td>
</tr>
<tr>
<td>High-impact companies</td>
<td>Visit 300 companies east of 72nd Street and regional companies</td>
</tr>
<tr>
<td>Fastest-growing companies</td>
<td>Provide industry-specific research</td>
</tr>
</tbody>
</table>

### New business attraction

**RECRUITMENT**

<table>
<thead>
<tr>
<th>TARGETS</th>
<th>TACTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-impact industries: financial services, health care, professional business services, manufacturing</td>
<td>Develop unique strategy and promotional materials for high-impact targets, site selection consultants and IAMC members</td>
</tr>
<tr>
<td>National site selection consultants</td>
<td>Identify staff/volunteer industry specialists</td>
</tr>
<tr>
<td>Industrial Asset Management Council (IAMC) members</td>
<td>Execute industry- and geographic-specific recruiting trips</td>
</tr>
<tr>
<td></td>
<td>Deliver industry-specific research</td>
</tr>
<tr>
<td></td>
<td>Enhance international trade and increase direct foreign investment</td>
</tr>
<tr>
<td></td>
<td>Build support for military mission attraction and avoid negative impact of Base Realignment and Closure (BRAC) restructuring</td>
</tr>
</tbody>
</table>
ESTABLISH A WELL-RECOGNIZED EXCITING BRAND AND IMAGE
LEVERAGE

$6 MILLION INVESTMENT

To increase visibility and awareness of the Greater Omaha region to targeted businesses, decision makers and individuals to

Create, grow and recruit businesses and jobs
Create a business climate that is conducive to growth
Grow, retain and recruit the future workforce

WHAT WILL IT TAKE TO ACCOMPLISH THIS GOAL?

FINANCIAL
Brand and image marketing campaign
External public relations strategy
Collateral marketing materials
Website and social media
New and traditional media advertising
Omaha image library

Total

<table>
<thead>
<tr>
<th>FIVE YEAR</th>
<th>ANNUALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,500,000</td>
<td>$300,000</td>
</tr>
<tr>
<td>$250,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>$750,000</td>
<td>$150,000</td>
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<tr>
<td>$750,000</td>
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<tr>
<td>$2,500,000</td>
<td>$500,000</td>
</tr>
<tr>
<td>$250,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>$6 million</td>
<td>$1.2 million</td>
</tr>
</tbody>
</table>
Invest more targeted resources to enhance Greater Omaha’s brand and image.

**BRAND AND IMAGE DEVELOPMENT**

**TARGETS**
- Local, national and international media
- Business and individual audiences
- Talent and workforce pools
- Site selection consultants and business decision makers
- Entrepreneurs
- Geographic and target area audiences

**TACTICS**
- Strengthen the Omaha brand and image through enhanced marketing and media campaign
- Create and implement an external public relations strategy
- Develop collateral marketing materials
- Enhance website and establish social media efforts
- Create content and purchase placement in new and traditional media
- Invest in continuous update of Greater Omaha image library
CREATE A BUSINESS CLIMATE THAT IS CONDUCIVE TO GROWTH
LEVERAGE

$2 MILLION INVESTMENT

Improve competitiveness of Nebraska and Greater Omaha business climate

Secure $40.1 million from public and private sources to develop five new regional industrial parks

Secure $10 million from public and private sources for housing development, land-banking and redevelopment of condemned properties in East Omaha

Identify, recruit and train pro-business candidates for state and local office
**WHAT WILL IT TAKE TO ACCOMPLISH THIS GOAL?**

<table>
<thead>
<tr>
<th>FINANCIAL</th>
<th>FIVE YEAR</th>
<th>ANNUALLY</th>
</tr>
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<tbody>
<tr>
<td>Industrial park development</td>
<td>$200,000</td>
<td>$40,000</td>
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<tr>
<td>Housing development in East Omaha</td>
<td>$675,000</td>
<td>$135,000</td>
</tr>
<tr>
<td>Enhanced research</td>
<td>$625,000</td>
<td>$125,000</td>
</tr>
<tr>
<td>Candidate recruitment and training</td>
<td>$500,000</td>
<td>$100,000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$2 million</strong></td>
<td><strong>$400,000</strong></td>
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</tbody>
</table>

**STAFF AND CONSULTANT SUPPORT**
HOW DO WE GET THERE?

INDUSTRIAL PARK DEVELOPMENT

Complete five new regional industrial parks by leveraging **$40.1 million** in public-private resources [$8 million public and $32.1 million private]

- Infrastructure $15.9 million
- Land $18.1 million
- Site prep $6.1 million

TACTICS

- Complete Site Development Task Force’s industrial site assessment
- Collaborate with counties, cities and state to find infrastructure public funding
- Seek foundation funding for low-income area site development
- Develop strategy with banking community to use Community Reinvestment Act funding for “patient loan fund”
- Seek state and federal funds for site acquisition

HOUSING DEVELOPMENT

Facilitate housing development and renovation in East Omaha through the establishment of an independent housing development organization and municipal land bank

TACTICS

- Convene stakeholders and recruit champions to guide start-up processes
- Gather and analyze data
- Research successful national examples of development organizations and land banks
- Raise $10 million for operation and seed-capital to support land acquisition and development
- Implement organization and land bank with board of directors, staffing and funding
**LEGISLATIVE INITIATIVES**

Encourage the creation of one of the most competitive business climates in the Midwest by supporting efforts to lower taxes and reduce regulations.

TACTICS

Engage in research and provide information about state and local public policy initiatives

Encourage public transportation improvements linking east Omaha residents with employers

**CANDIDATE RECRUITMENT AND TRAINING**

Increase the number of pro-business candidates running for public office

72 elections in 2014-2018
(35 Greater Omaha and 37 statewide)

TACTICS

Recruit pro-business candidates to run for public office and measure success of recruiting efforts

Train candidates to run effective campaigns
GROW, RETAIN AND RECRUIT THE WORKFORCE OF THE FUTURE
Create funding partnerships resulting in approximately $98 million (i.e. Metropolitan Community College, Heartland Workforce Solutions, state and federal workforce dollars)

Develop and attract a diverse talent pool that meets growing demands of a diverse employer base, aligning with economic development industry targets

Convene stakeholders to create and implement a shared talent development strategy in 2013

Clarify and strengthen business role in improving performance of the P-16 education system

Partner with Heartland Workforce Solutions on workforce development initiatives to support targeted industries

Develop and implement talent recruitment strategy

**LEVERAGE**

**$2.5 MILLION INVESTMENT**
### What Will It Take to Accomplish This Goal?

**Financial**

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Five Year</th>
<th>Annually</th>
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</thead>
<tbody>
<tr>
<td>Talent development strategy</td>
<td>$500,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>P-16 education system initiative</td>
<td>$750,000</td>
<td>$150,000</td>
</tr>
<tr>
<td>Workforce development initiatives</td>
<td>$750,000</td>
<td>$150,000</td>
</tr>
<tr>
<td>Talent recruitment strategy</td>
<td>$500,000</td>
<td>$100,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2.5 million</strong></td>
<td><strong>$500,000</strong></td>
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**Staff and Consultant Support**
TALENT DEVELOPMENT STRATEGY

Implement a shared talent development strategy

LEAD A COLLABORATIVE TALENT DEVELOPMENT EFFORT TO GROW, RETAIN AND ATTRACT A WORLD-CLASS WORKFORCE.

P-16 EDUCATION INITIATIVE SYSTEM

Advocate for and support increased student achievement

- High school graduation
- 2- and 4-year postsecondary education attainment

Align talent skill needs of business community with educational system
WORKFORCE DEVELOPMENT INITIATIVES

Coordinate business partnerships to develop and implement training programs to
Assist incumbent workers in moving up career ladder
Increase skills of unemployed, under-employed, seniors and veterans
Expand adult learning – from basic skills attainment to on-going learning for the currently employed – to meet changing employer needs

TALENT RECRUITMENT STRATEGY

Coordinate “Intern Omaha” program to help interns choose Greater Omaha as a place to live and work after graduation
Create and develop tools for companies to utilize for talent recruitment
Develop and coordinate strategies with postsecondary institutions to assist in employment of graduates and alumni in Greater Omaha businesses
Leverage Greater Omaha Young Professionals programming and influence to communicate targeted Omaha messages
Estimated at $23 MILLION over five years, Prosper Omaha will support a Chamber-led regional economic development program to:

- **CREATE, GROW AND RECRUIT BUSINESSES AND JOBS IN THE REGION**
  - $12.5 million

- **ESTABLISH A WELL-RECOGNIZED, EXCITING BRAND AND IMAGE FOR GREATER OMAHA**
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- **CREATE A BUSINESS CLIMATE THAT IS CONDUCIVE TO GROWTH**
  - $2 million

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Leveraging Extraordinary Opportunities for the Region
The Greater Omaha Economic Development Partnership represents a five county area that includes the Greater Omaha Chamber (Omaha and Douglas County), Cass County Nebraska Economic Development Council, Gateway Development Corporation (Washington County), Greater Fremont Development Council (Dodge County) and Sarpy County Economic Development Corporation. This seamless regional economic development organization operates as a one-stop shop for economic development needs.

The Partnership, with its partners the Metropolitan Area Planning Agency, the Lincoln Chamber of Commerce and the Nebraska Department of Economic Development, through the I-80 Council promotes business growth and expansion along Interstate 80 between Omaha and Lincoln.