

Q1
2016

NO STANDSTILL. NO OFF SWITCH. ONLY MOMENTUM.

What we do can be complicated – **why** we do it is not. Every day. Every decision. Focused on generating prosperity throughout our region – not just for some but for all. Working together, we made great progress during the first quarter of 2016, landing **18** new projects, **412** jobs and more than **\$56M** in capital investment. Spring is here – that means full speed ahead. Relentless as ever in pursuing our mission and elevating our community.



We celebrated the power of collaboration and a renewed top honor for the metro area. **Site Selection** magazine ranked **Omaha-Council Bluffs the #1 Tier-2 metro area** (population between 200,000 – 1 million) for **new and expanded corporate projects**.

Our international development director **traveled overseas to Japan** for a business recruitment trip centered on the food industry. Japan is the **second largest investor** into Nebraska and our state's **third largest trading partner**.

More than **1,400 young professionals** came together to chart their course at this year's **Greater Omaha Young Professionals Summit**. The daylong event inspired, motivated and challenged attendees to better themselves and our community.

Bank, philanthropic and development leaders came together to create a new organization – **Spark** – dedicated to **igniting neighborhood transformation**. This organization will work closely with the Omaha Municipal Land Bank.

We've been on the front lines advocating for a **pro-business climate** – protecting, supporting and improving state and local initiatives in the Legislature. Including: **income tax reductions; workforce development; Site and Building Fund;** amending programs such as the **Nebraska Advantage Act;** providing support for our **military installations**, including critical funding for the **Offutt Air Force Base levee upgrades;** and the **Transportation Innovation Act**, which will accelerate construction of the largest and highest priority highway projects.

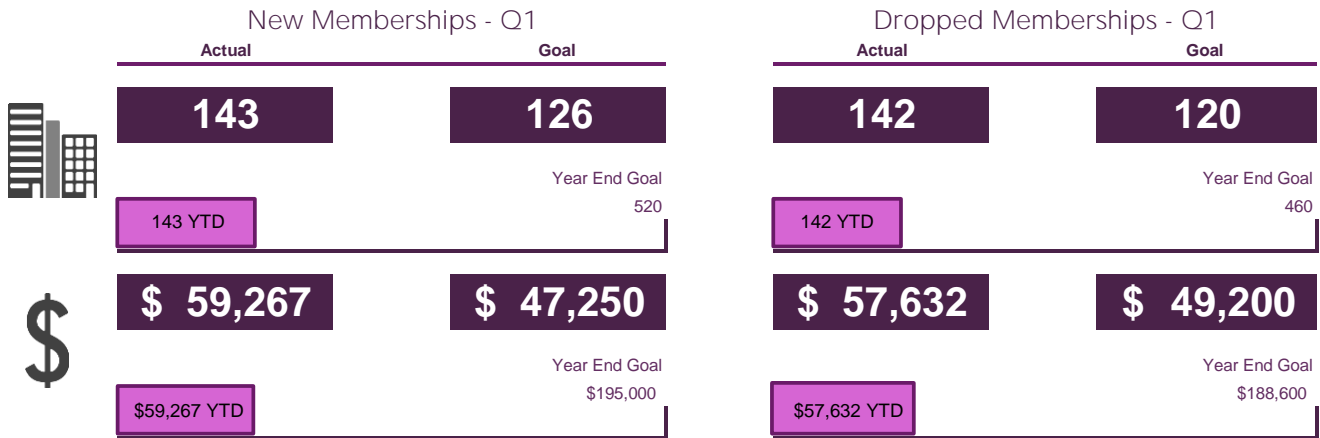


THE NEXT BIG THING HAPPENS HERE.

GOAL

Deliver relevant and high quality member programs, events, services and information

Membership Base



Event Engagement

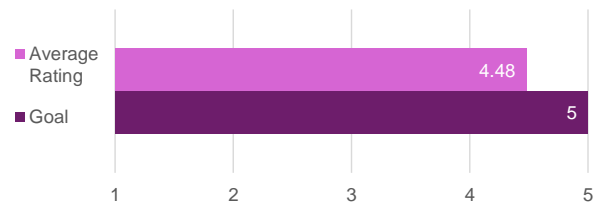
4,462 Attendees - Q1

Attendee Satisfaction - Q1



# of Events		# of Attendees
3	Signature Events	2,481
4	Economic Development	144
6	Member Services	321
3	REACH	57
4	Young Professionals	1,496

YP Summit is included in Signature events



Marketing

OmahaChamber.org Web Analytics - Q1

Total Site Visits	42,173
New Visitors	20,547
Returning Visitors	22,167
Average Time on Website	3 minutes 37 seconds

Measures of Organizational Image - Q1

Earned Media	
Number of Articles	73
Readership	5,243,444
Advertising Impressions	24,000

Communication Effectiveness - Q1

Total e-communications Sent	39
Average Number of Individuals Sent to	6,646
Average Percent Delivered	94%
Average Percent Opened	19%

Greater Omaha Chamber Social Media Channels



5,116 Fans

Goal: 6,000

Impressions: 229,194

Engagement: 5,738



12,932 Followers

Goal: 14,000

Impressions: 544,205

Engagement: 39,394



2,026 Followers

Goal: 3,000

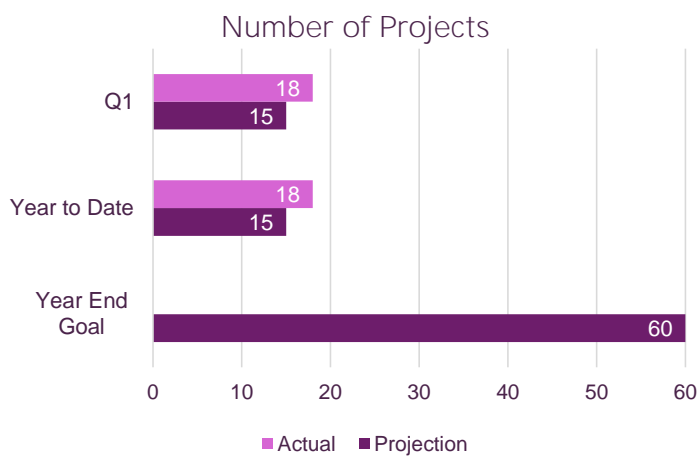
Impressions: 101,252

Engagement: 1,742

GOAL

Create, grow and recruit businesses, jobs and investment in the region

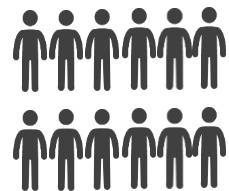
Landed Projects



Capital Investment - Q1
\$56,421,676

Quarter Goal: \$150,000,000
Year to Date: \$56,421,676
Year End Goal: \$600,000,000

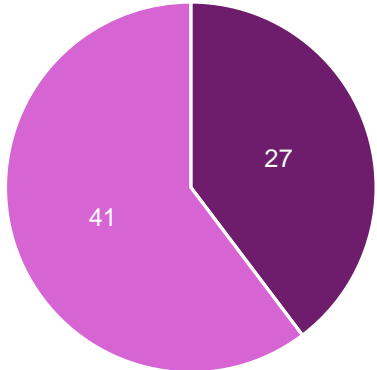
Total Jobs - Q1
412 Total Jobs



363 New Jobs | 49 Retained Jobs
Year to Date: 412 Total Jobs
Year End Goal: 2,400 Total Jobs

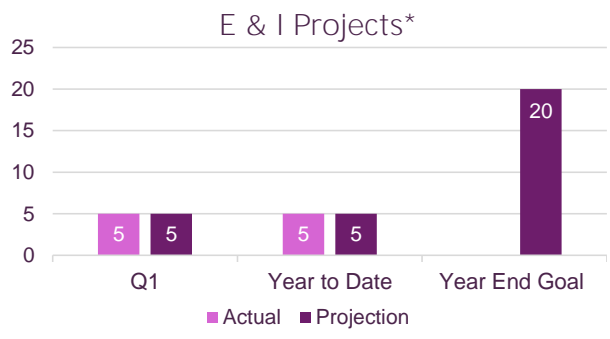
Project Pipeline

68 Files Opened - Q1
Year to Date: 68
Year End Goal: 200



■ New to Market / Start Up ■ Retention / Expansion

Entrepreneurship & Innovation



*E & I Projects included in total landed projects.



\$10,459,676 Invested - Q1

Year to Date : \$10,459,676
Year End Goal: \$30,000,000

10 Prospect Visits - Q1
Year to Date : 10 Visits
Year End Goal: 60 Visits



SelectGreaterOmaha.com

Website Analytics

Total Site Visits	5,524
New Visitors	3,597
Returning Visitors	2,100
Average Time on Website	2 minutes 12 seconds

GOAL

Foster a more competitive business environment

Public Policy

Priority Bills Update - Q1

LB 754: Creates the Commission on Military Affairs. Waiting for a final vote.

LB 947: Authorizes professional licenses for immigrants with lawful presence status. Waiting for second round debate.

LB 957: Provides \$13.7 million for the Offutt Air Force Base levee upgrades, and \$4 million for the Site and Building Development Fund. Signed by the Governor.

LB 960: Provides \$450 million for high priority highway construction. Awaits a final vote.

LB 1093: Creates the Bioscience Steering Committee. Approved by the Legislature.

LB 1110: Workforce Innovation and Opportunity Act. Waiting for a final vote.

Public Policy Engagement - Q1

• **Senator Relations Update:** Hosted metro area senators at regular meetings to discuss legislative issues. Continue to work closely with senators in shaping a business-friendly agenda in the 2016 session.

• **State Legislative Update:** Provided testimony at numerous committee hearings on proposals that would affect the business community. Continued to steer the tax discussion to income tax reductions. Supported highway funding expansion, and participated in the Department of Roads project selection process.

Potential Candidate Training - Q1



25 people attended the Candidate Academy held January 16. We continue to build the potential pool of candidates across the metro. At least 3 people who were in attendance are currently running for office.

Community Development Financial Institution



Program Status Update

Convened bank, philanthropic and development volunteers and finalized organizational structure and budget and board member profile.

Continued analyzing and forming partnership with existing community development financial institution to manage the loan fund. Named the organization.

Beginning organizational startup functions (forming 501(c)3, recruiting board members, fundraising) and identifying a location for a pilot project.

Site Development

GO! Ready Sites

Q1 Progress: Six sites have applied for GO! Ready Site Certification, one in each of our partner counties. There are currently 8 sites that are under option or owned by a partner organization.

We conducted the first of a series of developer's meetings with 8 local developers to promote the GO! Ready sites and explore opportunities for the Partnership. The meeting generated a great deal of interest and conversations are ongoing regarding potential development.

The Site Investigation and Development TAG assisted the Public Policy group in advocating for the additional funding for the Site and Building Development Fund resulting in a one time additional allocation of \$4 million in the new budget.

Annual Goal: Maintain six GO! Ready Sites per year.

Industrial Property Under Control

Q1 Progress: We are negotiating a Letter of Intent for one of our controlled sites. The client is on a fast track due diligence cycle and is extremely pleased with the amount of due diligence and prep work completed on the site to date.

We are exploring opportunities to purchase one site currently under option to hold the site in a cost effective manner. We co-listed the Omaha Tech Park site located at 204th and Fort Street with a national broker to increase site exposure to our targeted market for this site.

Annual Goal: Maintain six sites per year under control.

GOAL

Grow, recruit and retain the talent and workforce needed for the future

Leadership Development

Leadership Omaha - Class 38



Inclusivity
Seminar

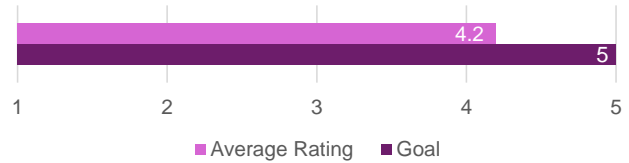


Justice
Seminar



We Don't Coast
Seminar

Average Monthly Seminar Rating



Status update on program:

- Discussion of LO's 40th anniversary has begun. It's a milestone that will be celebrated in a way that honors the program.
- The poverty simulation has been completely revamped, with help from several alumni. It will roll out during the April seminar.
- The Class 39 application is online. The creative marketing campaign this year is paying off, with record numbers of people viewing and starting the application.

Omaha Executive Institute



Education
Seminar



Economy & Business
Seminar

N/A in March
Seminar

Status update on program

- The OEI seminars wrapped up in February with Economy & Business.
- The annual USSTRATCOM visit is scheduled for May 3.
- Recruitment for the 2016 class has begun. Two Chamber board members who participated in the 2015 class will speak at the May 20 board meeting.

Talent & Workforce

#WeKeepTalent - Q1



Executed 3-part jobs event for outgoing ConAgra tech talent

- Connected 150 displaced tech workers with 24 companies offering mid-level and above tech positions
- Hosted six workshops for displaced tech talent in preparation for entering the region's job market

Educator Internships - Q1

Organizing a paid, intensive immersion for K-12 educators to go behind the scenes at companies and experience growing careers and industries - and take it all back to their students.

- Increased companies offering paid internships
- Increased number of participating educators
- Established program partnership between Iowa Western Community College, Metropolitan Community College and the Greater Omaha Chamber

WeDontCoast.com Web Analytics - Q1

Total Site Visits	6,735
New Visitors	4,702

Returning Visitors	2,033
Average Time on Website	2 minutes 6 seconds

Young Professionals

Omaha YP Social Media Channels



Fans: 5,739
Impressions: 147,575



Followers: 7,519
Impressions: 188,865

OmahaYP.com Website Analytics

Website Visitors	20,922
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11th Annual Young Professionals Summit

1,426 Overall Attendees

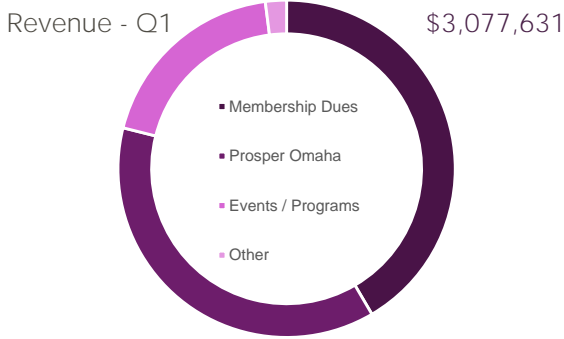
70% unique "first time" participants

Summit was a success and the overall satisfaction was 4.28 on 5 point scale.

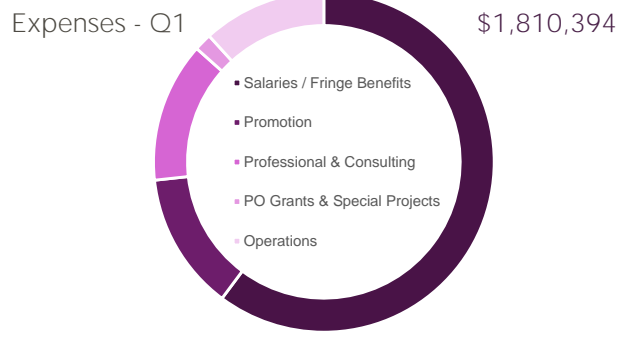


GOAL Operate the Chamber with excellence

Organizational Resources



Total Revenue Year to Date: \$3,077,631
Revenue is .80% behind budget



Total Expenses Year to Date: \$1,810,394
Expenses are 7.79% better than budget

Prosper Omaha Fundraising



266 Investors

\$24,296,745

Goal: \$24,000,000

President's Strategic Relationships - Q1

Strategic Meetings	62
Media Events / Interviews	8
Speaking Engagements	19
Chamber Events / Meetings	63
Board 1:1's	11
Prosper Omaha Meetings	2

Technology & Research

- The tech advisory team met with all Chamber work groups. The complete set of notes from the team is available, as is a summary and categorized, prioritized list.
- The CRM enhancement list has also been broken down by work team. The items identified as hottest, during the tech advisory meetings, are ready to be distributed for prioritization.
- The information gathered during the security audit in 2015 lays out the system/technology recovery plan. It was handed off to the team responsible for the overall recovery/business continuity plan to be incorporated into that information.
- The research team worked with an outside economist to complete the 2016 Barometer: A Regional Scorecard that benchmarks Greater Omaha against nine other regions. It was presented at the YP Summit in March and to several Chamber stakeholder groups and community organizations.
- During Q1, the team completed 25 formal external and 41 internal requests, in addition to aggregated building permit reports for seven counties.
- The department conducted analysis of the 2015 YP Survey and provided significant support in creating the summary document, as well as presentations on its key findings.

Marketing

Measures of Omaha Region Image

Earned Media

Number of Articles	91
Readership	10,032,972
Advertising Impressions	4,583,330

We Don't Coast Social Media Channels



2,942 Fans

Goal: 4,000

Impressions: 148,023
Engagement: 57,507



2,142 Followers

Goal: 3,000

Impressions: 39,968
Engagement: 1,753



790 Followers

Goal: 1,000

Engagement: 769

Employee Engagement

Employee Turnover

	Employees Hired	Employees Exited
Full Time	4	1
Part Time	1	2

Employee Engagement Opportunities

15 Opportunities for employee engagement including:
Three All-Staff Meetings / One Social
One Chamber YP Meeting
Three Manager Meetings
Five Mentor Get Together
Two employee committee meetings including:
inclusivity, social, safety and wellness meetings