

Q1
2017

NO STANDSTILL. NO OFF SWITCH. ONLY MOMENTUM.

Together – we have made a dramatic impact on our region and the hard-working people who call it home. Our dedicated staff and hundreds of volunteers are committed to not coasting. They go full throttle every day to create prosperity across our region – not just for some but for all. More opportunities to flourish. More quality in our quality of life. Relentless as ever in pursuing our mission and elevating our community.



Good leaders get people to follow them. Great leaders get people to commit to a cause. That was the message **Jim Collins** told an audience of more than 1,100 at our **2017 Annual Meeting**. The event also recognized the contributions of: Chairman's Award of Excellence: **Chris Hernandez**, Eakes Office Solutions; Headliner of the Year Award: Omaha's **Henry Doorly Zoo & Aquarium** and Volunteer of the Year Award: **Ariel Roblin**, KETV-Hearst Television.

Strategic 4Sight, an ambitious collaboration drawing on the strengths and future-focuses of

the **Chamber, United Way of the Midlands** and **Urban League of Nebraska** officially kicked-off in February. **Rebecca Ryan**, founder and owner of NEXT Generation Consulting and Greater Omaha's very own resident futurist will help to shape our region's economic development future.

For the second year in a row – and the third time since 2014 – **Site Selection magazine** has ranked **Omaha-Council Bluffs** the **No. 1 Tier-2 metro area** (population between 200,000 – 1 million) **for new and expanded corporate projects.**

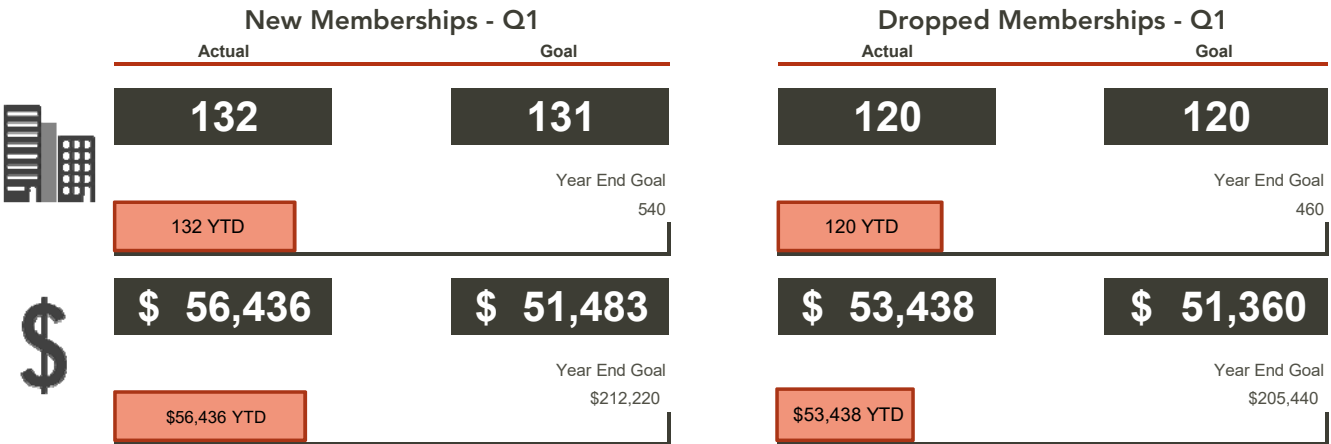
One of the biggest events of the year, the **YP Summit**, happened on March 9, bringing together the community's best and brightest millennials. The event was headlined by **Ari Shapiro**, host of NPR's "All Things Considered." Other noteworthy sessions included a mayoral forum plus state of the city, a panel on ethical decision-making, and conversations about two new community revitalization projects: **The Capitol District** and **Tenth Street Market.**



THE NEXT BIG THING HAPPENS HERE.

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

Membership Base

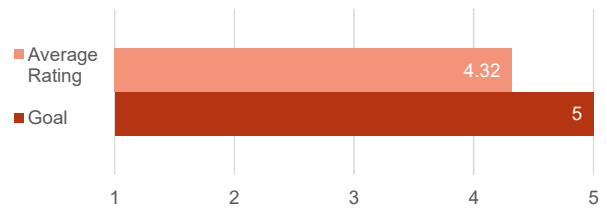


Event Engagement

5,919 Attendees - Q1

# of Events		# of Attendees
3	Signature Events	2,797
22	Economic Development	3,140
3	Networking Events	185
10	REACH	37
3	Young Professionals	149

Attendee Satisfaction - Q1



Marketing

OmahaChamber.org Web Analytics - Q1

Total Site Visits	44,561
New Visitors	19,715
Returning Visitors	24,846
Average Time on Website	3 minutes 17 seconds

Measures of Organizational Image - Q1

Earned Media	
Number of Articles	96
Readership	2,949,463
Advertising Impressions	5,986,201

Communication Effectiveness - Q1

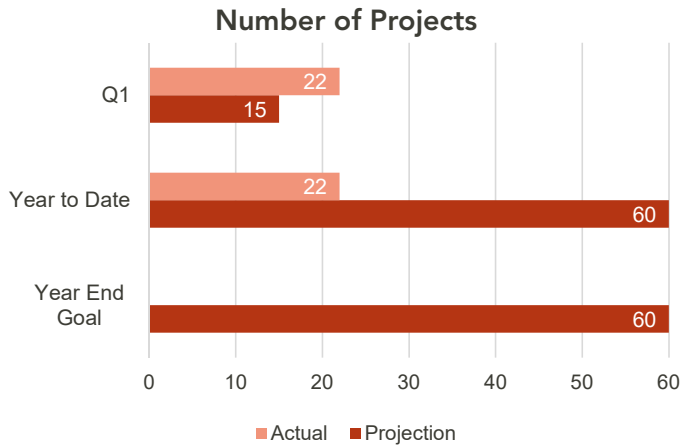
Total e-communications Sent	46
Average Number of Individuals Sent to	11,900
Average Percent Delivered	98%
Average Percent Opened	18%

Greater Omaha Chamber Social Media Channels

Facebook	Twitter	LinkedIn
6,237 Fans	14,125 Followers	2,525 Followers
Goal: 6,000	Goal: 14,000	Goal: 3,000
Interactions: 476	Interactions: 118	Interactions: 201
Clicks: 370	Clicks: 136	Clicks: 119

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

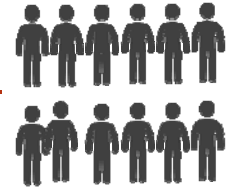
Landed Projects**



Capital Investment - Q1
\$110,742,881

Quarter Goal: \$150,000,000
 Year to Date: \$110,742,881
 Year End Goal: \$600,000,000

Total Jobs - Q1
721 Total Jobs

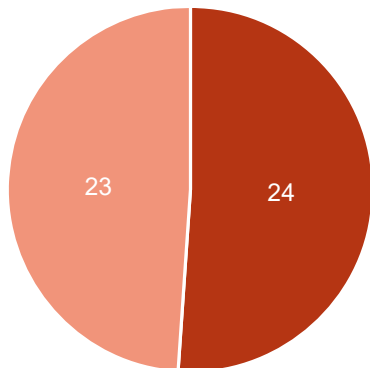


435 New Jobs | 286 Retained Jobs
 Year to Date: 721 Total Jobs
 Year End Goal: 2,400 Total Jobs

Project Pipeline

47 Files Opened - Q1

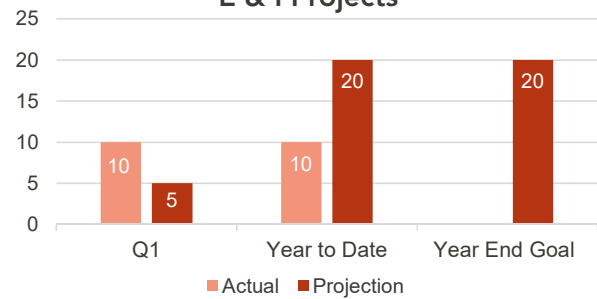
Year to Date: 47
 Year End Goal: 200



■ New to Market / Start Up ■ Retention / Expansion

Entrepreneurship & Innovation

E & I Projects*



*E & I Projects included in total landed projects.



\$305,000 Invested - Q1

Year to Date : \$305,000
 Year End Goal: \$31,000,000

8 Prospect Visits - Q1

Year to Date : 8 Visits
 Year End Goal: 60 Visits



SelectGreaterOmaha.com

Website Analytics - Q1

Total Site Visits	5,538
New Visitors	1,545
Returning Visitors	3,993
Average Time on Website	1 minute 40 seconds

GOAL

Foster a more competitive business environment

Public Policy

• **Legislative Update:** Worked with senators, members, and other economic development organizations to have a new business employment and investment incentive program introduced in the Legislature (LB 557). Provided testimony on LB 557 in the Revenue Committee hearing.

Supported the expansion of the Nebraska Advantage Tier 6 carryover period.

Provided testimony on numerous income-, sales-, and property-tax proposals, including tax reductions, tax increases, program expansion, and program repeals.

Testified in support of legislation to provide Sarpy County with a mechanism for funding a sewer system and opening new areas to development.

Supported workforce development efforts, including employment nondiscrimination and military spouse professional credentialing legislation.

Provided opposition testimony on proposals to reduce transportation funding, restrict the use of tax increment financing for local development projects, and elimination of business-friendly tax and incentive provisions (LB 373).

Community Development Intermediary



Program Status Update - Q1

Spark has added two more board members, continues to receive operating grants and has secured an executive director who will start in mid-May. The Chamber will continue to offer support to Spark by helping onboard the new executive director.

Site Development

GO Ready Site Development - Q1

Q1 Progress: The GO Ready Site Fund was created in 2014 to help our Partners cover the costs of taking the controlled sites through the GO Ready certification process. The Fund was capitalized by several of our economic development investors and was intended to serve as a revolving fund as sites are sold and proceeds can be reinvested back into the Fund. Proceeds from the sale to Facebook will flow back into the Fund and allow us to continue to grow our site development work throughout the region.

Several of our GO Ready sites have either been assigned to a potential buyer or sold for a project. The Sarpy Power Park West GO Ready site was recently sold to Facebook for their announced 970,000 square foot data center. We also assigned the Sarpy Power Park East site to Facebook for a future project. The 30 acre Blair South (Phase 1) GO Ready site was assigned to a potential project and they are currently undergoing due diligence for project feasibility.

With those GO Ready sites off the market for now, we still have six approved GO Ready sites across the Partnership area.

Annual Goal: Six available sites for development.

Industrial Property Under Control

Progress: We signed a new two year option agreement for an 80 acre parcel of ground located in the Valley/Waterloo area and will be taking this property through the GO Ready program.

Not taking into account the two assigned properties, we maintain 5 properties under contract or ownership by a local partner. Each Partner entity is currently undergoing a site evaluation process to identify the next site in their area to control.

Annual Goal: Maintain five industrial properties under contract.

GOAL

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

Leadership Development

Leadership Omaha - Class 39



Inclusion
Seminar

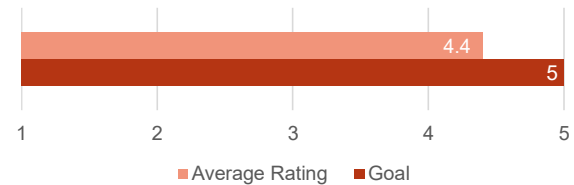


Justice
Seminar



We Don't Coast
Seminar

Average Monthly Seminar Rating



Status update on program:

- Liz Kerrigan started on January 25 as the new Leadership Strategist.
- Applications for Class 40 went live on March 27.
- Selection and curriculum committee members have been recruited for the upcoming year. Liz is confidently taking over the program.

Omaha Executive Institute



Education
Seminar



Business and Economy
Seminar

Status update on program

- OEI will visit USSTRATCOM on May 18.
- Recruitment for the 2017 class has begun.

Talent & Workforce

P-16 Partnerships - Q1

Educator Internships:

- Application closed and participating companies were confirmed. A few notable companies who signed on this year were PayPal and Hudl - they will bring a strong STEM presence.

P-16 Events:

- Hosted the first Engineering Day meeting. The turnout was great and companies were excited to see the program return to Omaha. We discussed what worked well in 2014 and what can be changed. Majority of companies are open to sponsoring and playing a role in event planning.

Tech Talent - Q1

- Launched TechHire Kick-off Party on Feb 9th at AIM Exchange Building with 110 attendees and 30 interest inquiries post event; Participated in KETV's *Chronicle leading up to event*.
- Hosted a Tech Talent Guiding Coalition and Stakeholder Meeting with 26 total attendee.
- Participated in Women in Technology in the Heartland (WITH) panel on tech talent diversity and inclusion.
- Promoted Careerockit and recruited 15+ companies to provide technical experiences

WeDontCoast.com Web Analytics - Q1

Total Site Visits	4,282
New Visitors	2,940

Returning Visitors	1,342
Average Time on Website	1 minute 52 seconds

Young Professionals

Omaha YP Social Media Channels



Fans: 6,792
Impressions: 132,115



Followers: 8,193
Impressions: 33,700



Followers: 1,045
Engagement: 107

Young Professionals Update

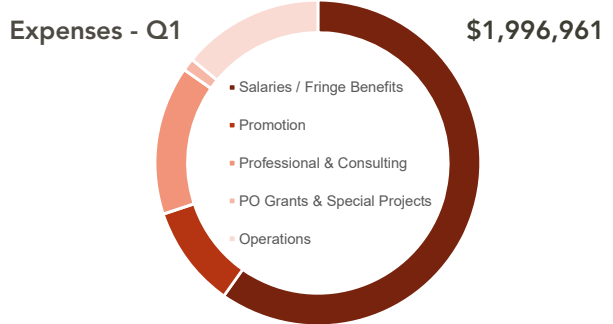
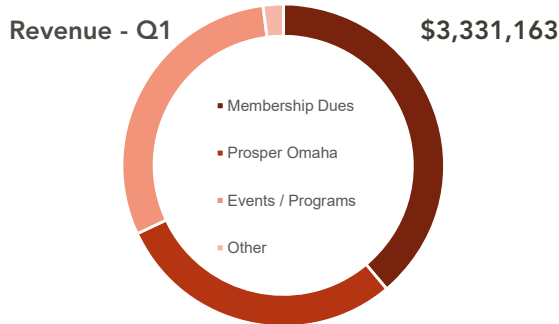
- YP Summit Pre-Party was held. Had many show up that were not registered.
- YP Summit and Collaborative Leadership event held at Creighton as part of their sponsorship of our year-round programming. Largest YP Summit of all time.
- It was the largest YP Summit of all time.

OmahaYP.com Website Analytics

Website Visitors	12,616
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GOAL Operate the Chamber with excellence

Organizational Resources



Total Revenue Year to Date: \$3,331,163
Revenue is 1.03% better than budget

Total Expenses Year to Date: \$1,996,961
Expenses are 8.61% better than budget

Prosper Omaha Fundraising



285 Investors*
\$25,300,658**
Goal: \$24,000,000

**Investor numbers do not reflect repeat investors.*

President's Strategic Relationships - Q1

Strategic Meetings	71
Media Events / Interviews	12
Speaking Engagements	10
Chamber Events / Meetings	68
Board 1:1's	46
Prosper Omaha Meetings	6

Technology & Research

- The Salesforce implementation process is on track for the end of the third quarter.
- We have a finalist selected for the updated website that will link to our Salesforce.
- A business review was held with Lutz Technology. We identified some areas to increase cyber security that will be implemented in the second quarter.
- The 2017 Barometer will be released on April 21, 2017.
- We are in the final stages of completing the research for the YP Diversity and Inclusivity Study.

Marketing

Measures of Omaha Region Image

Earned Media

Number of Articles	104
Readership	3,084,748
Advertising Impressions	3,824,428

We Don't Coast Social Media Channels



3,673 Fans
Goal: 4,000
Interactions: 58
Clicks: 11



2,693 Followers
Goal: 3,000
Interactions: 34
Clicks: 12



1,865 Followers
Goal: 1,000
Interactions: 2,618

Employee Engagement

Employee Turnover

	Employees Hired	Employees Exited
Full Time	7	3
Part Time	11 (E&I Interns)	1 (regular); 2 (interns)

Employee Engagement Opportunities

Opportunities for employee engagement:
Three All-Staff Meetings / Five Socials
One Chamber YP Outing
Three Manager Meeting
Thirteen Mentor Pairings
Five employee committee meetings including: Inclusivity, Social, Safety, YP and Wellness meetings

****Modifications are made to Prosper Omaha financial commitments, therefore adjustments may be made to previously reported data to reflect the most accurate information in this quarterly report.**