

Q4  
2016

# NO STANDSTILL. NO OFF SWITCH. ONLY MOMENTUM.

The end of another busy quarter and another full year. We are proud of what we've accomplished for and with our members, investors and community. 2017 is certain to bring new challenges – and new wins – in the quarters to come. We look forward to much more moving forward. Thank you for your continued support and enthusiasm. Without it, none of this is possible.



Economic Outlook

Omaha joined a national network of 71 **TechHire** communities dedicated to creating pathways for more Americans to access well-paying tech jobs and expanding local tech sectors. Omaha's designation as a national TechHire community was made possible through a collaboration of the **Chamber**, **AIM Institute**, **Interface Web School** and **Omaha Code School**. This initiative will help to accelerate our tech talent efforts and build up our region's Silicon Prairie.

A unique food startup incubator, **The Kitchen Council** was founded in partnership with the **Council Bluffs Area Chamber of Commerce** and **Iowa West Foundation** to lower barriers to entry for new food companies while spurring economic development, job creation and entrepreneurial growth.

We announced our slate for the **2017 Greater Omaha Chamber Board of Directors**. Their expertise and support of the Chamber and our hard-working members will continue to push our organization and community forward.

In an effort to educate, excite and inspire tomorrow's workforce, the Chamber – with support of community partners – launched **CAREEROCKIT**, a weeklong event aimed at offering 10,000 career experiences to area students. We're looking for host businesses to participate. Experiences will be offered April 1 – 8, 2017.

Our **Economic Outlook Luncheon** brought together more than 800 members to gain insights into our community's local economic trends and challenge each other to foster a more inclusive business community.



## THE NEXT BIG THING HAPPENS HERE.

# GOAL

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

## Membership Base

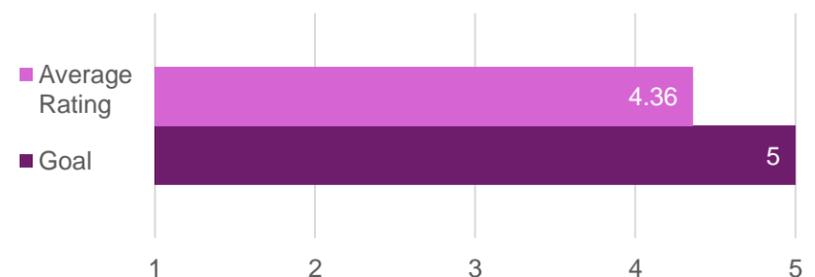


## Event Engagement

### 2,925 Attendees - Q4

# of Events		# of Attendees
1	Signature Events	802
25	Economic Development	1,348
7	Member Services	580
10	REACH	73
4	Young Professionals	122

### Attendee Satisfaction - Q4



## Marketing

### OmahaChamber.org Web Analytics - Q4

Total Site Visits	35,794
New Visitors	19,674
Returning Visitors	16,120
Average Time on Website	2 minutes 56 seconds

### Measures of Organizational Image - Q4

Earned Media	
Number of Articles	44
Readership	2,535,949
Advertising Impressions	1,769,964

### Communication Effectiveness - Q4

Total E-communications Sent	31
Average Number of Individuals Sent To	9,250
Average Percent Delivered	98%
Average Percent Opened	19%

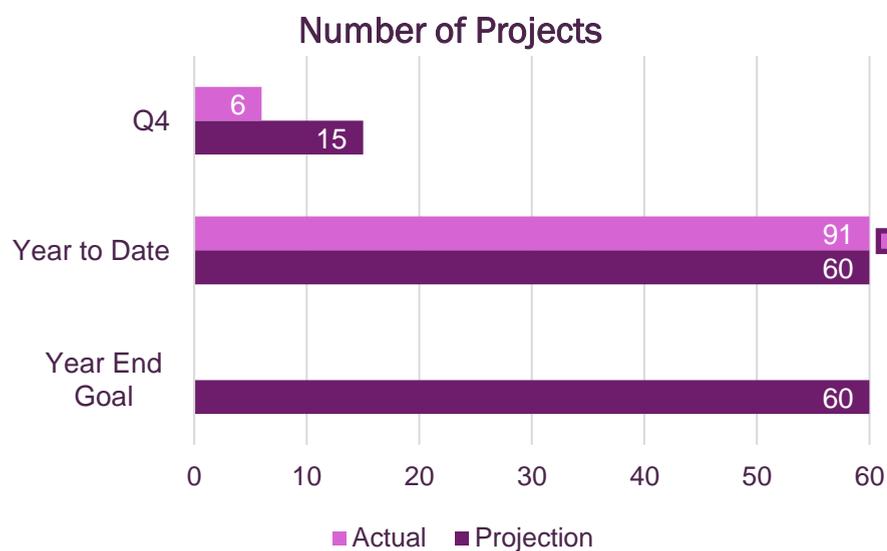
### Greater Omaha Chamber Social Media Channels

Facebook	Twitter	LinkedIn
<b>6,060 Fans</b>	<b>13,886 Followers</b>	<b>2,382 Followers</b>
Goal: 6,000	Goal: 14,000	Goal: 3,000
Impressions: 100,000	Impressions: 160,000	Impressions: 41,000
Engagement: 14,000	Engagement: 1,000	Engagement: 600

# GOAL

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

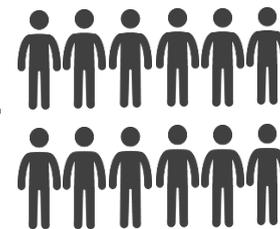
## Landed Projects\*\*



**Capital Investment - Q4**  
**\$312,750,000**

Quarter Goal: \$150,000,000  
 Year to Date: \$612,374,464  
 Year End Goal: \$600,000,000

**Total Jobs - Q4**  
**279 Total Jobs**

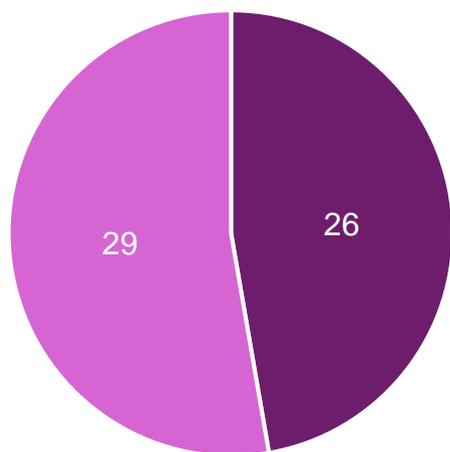


105 New Jobs | 174 Retained Jobs  
 Year to Date: 3,452 Total Jobs  
 Year End Goal: 2,400 Total Jobs

## Project Pipeline

**55 Files Opened - Q4**

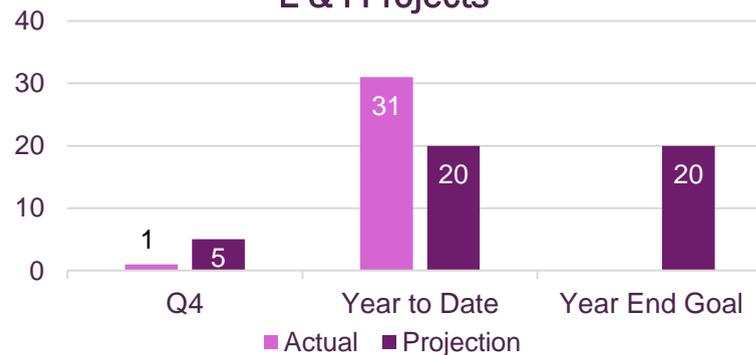
Year to Date: 215  
 Year End Goal: 200



■ New to Market / Start Up ■ Retention / Expansion

## Entrepreneurship & Innovation

**E & I Projects\***



\*E & I Projects included in total landed projects.

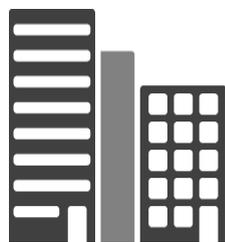


**\$50,000 Invested - Q4**

Year to Date : \$32,170,464  
 Year End Goal: \$30,000,000

**5 Prospect Visits - Q4**

Year to Date : 36 Visits  
 Year End Goal: 60 Visits



## SelectGreaterOmaha.com

**Website Analytics - Q4**

Total Site Visits	4,585
New Visitors	3,027
Returning Visitors	1,558
Average Time on Website	2 minutes 17 seconds

# GOAL Foster a more competitive business environment

## Public Policy

- **Federal Update:** Cohosted a debate between candidates for the U.S. House of Representatives representing Nebraska's second congressional district. Continued coordination with organizations such as the U.S. Chamber of Commerce on federal issues affecting the business community.
- **Senator Relations Update:** In collaboration with Chamber Economic Development, members, business leaders from across the state, elected officials, and administration staff, researched and developed a proposal to modernize Nebraska's economic development incentives, with the aim of making for a more effective and efficient overall program.  
 After consultation with Chamber members and elected officials, researched and developed a proposal to reform Nebraska's tax structure, with the aim of providing substantial, meaningful reductions of individual and corporate income tax rates.  
 In conjunction with the Nebraska Chamber of Commerce and Industry, hosted a forum to provide members with the opportunity to meet with state senators and candidates.  
 Participated in or monitored numerous interim studies and hearings conducted by committees of the Legislature on issues that would affect Chamber members and our 2017 agenda.
- **City Council Update:** Continued working with Chamber members and the City Council on various issues, with the intent of further enhancing Omaha's business friendly reputation.
- **PAC Update:** After extensive interviews and evaluations, the Chamber PAC supported the winning candidates in 64 percent of the general

## Community Development Intermediary

### Program Status Update - Q4



Spark received operating grants from the Nebraska Investment Finance Authority and the Weitz Family Foundation. To date, we have raised approximately \$640,000, and we are about 43% of the way to our three-year operations funding goal. Additional funding requests have been submitted to other prospective donors and are under consideration. The 501(c)(3) application was submitted in mid-August and approved at the end of October.

We continue to develop a partnership with MetaFund to leverage funding for projects and house Spark's revolving loan fund. The board of directors is currently seeking an executive director for Spark whom they hope to have in place in Q1 2017.

## Site Development

### GO Ready Site Development - Q4

**Progress:** We have seven sites participating in the GO Ready Site Development Program. Each of our partner organizations has a site in the program with two in Sarpy County. The two sites in Sarpy County (Power Park West and Power Park East) are under Letter of Intent/Purchase Agreement. A 30 acre site in Washington County is also under a Purchase Agreement for a project currently conducting due diligence for project feasibility. Both of these projects were facilitated by having the sites GO Ready so the prospective buyers had upfront knowledge the sites could be appropriately developed for their projects. Closing on both projects would be in Q1 2017.

Application for GO Ready assistance to help certify three additional properties located in Mills County, Iowa, and Douglas and Sarpy counties in Nebraska.

**Annual Goal:** Five available sites for development.

### Industrial Property Under Control

**Progress:** There are currently eight sites under option or owned by our partner EDC organizations or affiliated entities. We have also identified 15 potential pipeline properties across the region for further investigation that would be good candidates for the GO Ready program.

We have presented a proposed option on one of these sites. The Site Investigation and Development TAG held its initial kick-off meeting for a Market Analysis and Demand Study to determine future industrial land development needs and anticipated absorption to help drive additional development across our partner counties.

**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



**Education**  
Seminar

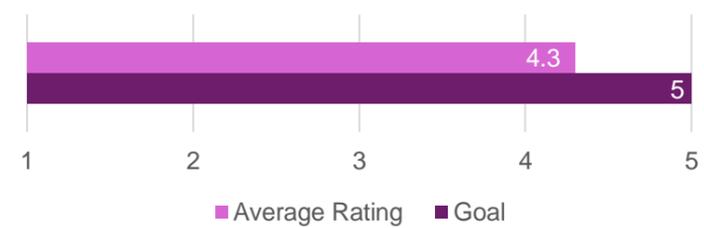


**Biz and Econ. Development**  
Seminar



**Government**  
Seminar

### Average Monthly Seminar Rating



#### Status update on program:

- Chris Johnson, managing principal of LEO A DALY, will chair the 2017-2018 Selection Committee.
- Class 39 small groups have planned social gatherings separate from seminar days and the first was held on December 1.

### Omaha Executive Institute



**Government**  
Seminar



**Health & Human Sciences**  
Seminar



**Quality of Life**  
Seminar

#### Status update on program

- The class had the opportunity to tour the Buffett Cancer Center in November. They are looking forward to seeing the final space, including the Chihulily Chapel.
- During the Quality of Life seminar in December, we looked at topics ranging from public safety to the arts to nonprofit governance at Hot Shops.

## Talent & Workforce

### P-16 Partnerships - Q4

#### College Campus Visit:

- Northwest Missouri State - attended a career fair for a more in-depth interaction with job seekers. This experience allowed us to network with a large number of technology and business students. We discovered NWMO has a robust graduate program for computer science and we are looking into how to tap into this talent and bring them to Omaha. Through collaboration, we directed students to interact with companies recruiting for Omaha positions. There is a large space to grow this effort to make an impact on campuses to ensure we are a sought-after place for

#### P-16 Events:

- Serving on the board for ACE Mentor Program of Greater Omaha. The program will launch January of 2017 in three Omaha Public Schools. The goal is to expose high school students to careers in architecture, construction and engineering through hands-on mentoring.

### Tech Talent - Q4

- Received White House #TechHire community designation in collaboration with AIM, Omaha Code School, Interface Web School and various businesses.
- Grew stakeholder followership by 13%; held event "Building Partnerships for Tech Community Funding."
- Met with four local businesses on how to strategically fulfill tech talent long-term pipeline and short-term needs.
- Received media coverage from Omaha World-Herald.

### WeDontCoast.com Web Analytics - Q4

Total Site Visits	7,866	Returning Visitors	2,050
New Visitors	5,816	Average Time on Website	1 minute 26 seconds

## Young Professionals

### Omaha YP Social Media Channels



**Fans: 6,354**  
Impressions: 14,882



**Followers: 8,021**  
Impressions: 4,458



**Followers: 919**  
Engagement: 44

### Young Professionals Update

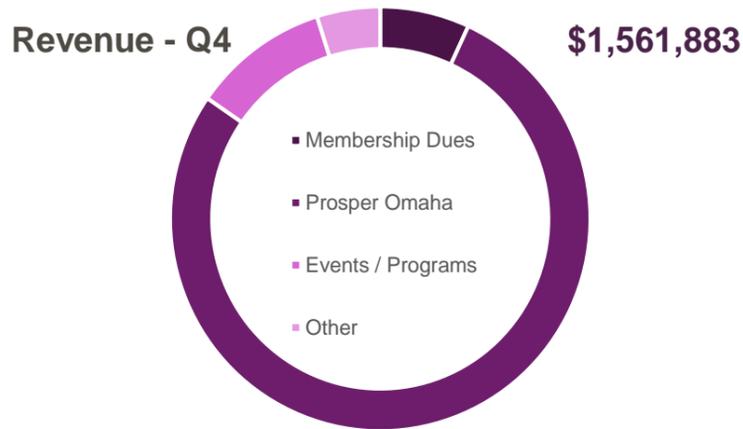
- Black YP Survey: The Black YP Task Force developed and presented a plan to deploy the new survey to Black Young Professionals
- 10<sup>th</sup> Street Market: The 10<sup>th</sup> St. Market Task Force has come to a consensus on their strong support for this project and will formally endorse this civic asset and will have a member on their board
- YP Summit: We launched ticket sales and have already sold out of Early Bird tickets in record time!

### OmahaYP.com Website Analytics

Website Visitors	3,972
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# GOAL Operate the Chamber with excellence

## Organizational Resources



Total Revenue Year to Date: \$7,829,933  
Revenue is 2.68% less than budget - Estimated through November

Total Expenses Year to Date: \$7,813,062  
Expenses are 2.65% better than budget - Estimated through November

### Prosper Omaha Fundraising



**281 Investors\***

**\$25,176,695\*\***

Goal: \$24,000,000

*\*Investor numbers do not reflect repeat investors.*

### President's Strategic Relationships - Q4

Strategic Meetings	<b>38</b>
Media Events / Interviews	<b>4</b>
Speaking Engagements	<b>15</b>
Chamber Events / Meetings	<b>54</b>
Board 1:1's	<b>24</b>
Prosper Omaha Meetings	<b>21</b>

## Technology & Research

- Lutz Technology has taken over as our managed services partner. Our computer refresh is underway. All staff have new computers installed and configured.
- Evaluation is underway to determine our future CRM needs.
- Kayleigh Bradley-Vogt has completed the transition into the technology role, replacing RuthAnn Manley who retired in December.
- The research and IT departments are formally merging in January 2017 to become the Business Intelligence unit. The goal is to provide a more comprehensive, evidence-based approach to data research and analysis, organization-wide. Much preparation has gone into restructuring this new department and we're excited for what this will enable us to deliver for the Chamber's programs and for our members!
- In 2016, the research function completed over 300 projects with an overall on-time percentage of 82%. Of those projects, 56% were internal Chamber projects and 44% were from external clients. The highest demand internally was for projects related to Talent and Business Development within Economic Development.

### Marketing

#### Measures of Omaha Region Image

##### Earned Media

Number of Articles	<b>114</b>
Readership	<b>36,557,495</b>
Advertising Impressions	<b>4,468,623</b>

#### We Don't Coast Social Media Channels



**3,644 Fans**

Goal: 4,000

Impressions: 20,000

Engagement: 226



**2,640 Followers**

Goal: 3,000

Impressions: 10,000

Engagement: 150



**1,643 Followers**

Goal: 1,000

Engagement: 3,000

### Employee Engagement

#### Employee Turnover

	Employees Hired	Employees Exited
Full Time	<b>4</b>	<b>5</b>
Part Time	<b>1</b>	<b>0</b>

#### Employee Engagement Opportunities

Opportunities for employee engagement:
<b>Three</b> All-Staff Meetings
<b>Two</b> Chamber YP Meetings
<b>Three</b> Manager Meetings
<b>Two</b> Employee Socials
<b>Four</b> employee committee meetings including: Inclusivity, Social, Safety 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.**

## 2016 Annual Measures

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

#### Annual Measures

- Increase in net membership base (>3,200 members and \$1,962,000 in dues)
- Develop benchmark data for member engagement

#### 2016 Outcomes

- Increased net membership by 18 members for a total active membership base of 3,164 and estimated dues base total of \$2,061,805
- We surveyed more than 8,200 attendees from 70+ events and programs. Satisfaction surveys were distributed for various programming with an overall average rating of 4.35 on a 5.0 scale.

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

#### Annual Measures

- GDP Growth: greater than 2.5 percent
- Civilian employment: 1 percent growth annually
- \$600 million in investment from landed projects
- 2,400 new and retained jobs associated with landed projects at or above median wage
- 500 business visits
- 20 tech startups launched
- \$30 million in capital deployed or received

#### 2016 Outcomes

- GDP growth from 2014 - 2015: 2.1 percent
- Civilian employment: 0.71 percent growth annually
- \$612,374,464 in investment from landed projects
- 74% of the 3,452 new and retained jobs associated with landed projects were at or above median wage
- 543 business visits
- 31 tech startups launched
- \$32,170,464 in capital deployed or received

### GOAL: Foster a more competitive business environment

#### Annual Measures

- Key bills passed in legislature

#### 2016 Outcomes

Key bills passed in legislature:

- **LB 754** created the Commission on Military Affairs. Approved.
- **LB 947** authorized the professional licenses for immigrants with lawful presence status. Approved.
- **LB 957** provided \$13.7 million for the Offutt Air Force Base levee upgrades, and \$4 million for the Site and Building Development Fund. Approved.
- **LB 960** directed \$450 million in state highway revenues to high priority highway construction projects. Approved.
- **LB 1093** created the Bioscience Steering Committee. Approved.
- **LB 1110** was the Workforce Innovation and Opportunity Act. Approved.

- Improved competitive rankings

- Nebraska's Tax Foundation ranking improved from 27th to 25th.
- The income tax rank improved from 25th to 24th.

- Increase member PAC participation

- We had 49 PAC contributions in 2016 which totaled \$71,000.00. 12 of the 49 committed to a 3-year contribution.

- A Community Development Financial Institution created

- SPARK was created to ignite neighborhood transformation in areas suffering from decay, high unemployment and low incomes.