

# PROSPER OMAHA INVESTOR



To Esteemed Prosper Omaha Investors ■ From David G. Brown, President and CEO

We're more than halfway through our Prosper Omaha initiative – and 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 **increase business, jobs and investment in the region, build Omaha's worldwide brand and image, improve the competitiveness of our business climate and carry out a dynamic talent development strategy.** Our goal is prosperity across our region – not just for some but for all. More opportunities to flourish. More quality in our quality of life.

Thank you for investing in and supporting our dedicated economic development efforts. You own a piece of every one of our accomplishments and none of this would be possible without your support.

Here is a snapshot of what we accomplished together during the first quarter of 2017.

**INCREASING  
BUSINESS,  
JOBS AND  
INVESTMENT IN  
THE REGION**

We're cheering a repeat win with regional implications. For the second year in a row – and the third time since 2014 – **Site Selection magazine** has ranked **Omaha-Council Bluffs the No. 1 metro area** (population between 200,000 – 1 million) **for new and expanded business projects.**



## TOTAL LANDED PROJECTS

YEAR TO DATE

|                    |               |
|--------------------|---------------|
| NUMBER OF PROJECTS | 22            |
| CAPITAL INVESTMENT | \$110,742,881 |
| JOBS - TOTAL       | 721           |
| NEW EMPLOYEES      | 435           |
| RETAINED EMPLOYEES | 286           |

# TOTAL PIPELINE DATA

|                           | YEAR TO DATE |
|---------------------------|--------------|
| NUMBER OF FILES OPENED    | 47           |
| NEW TO MARKET/STARTUP     | 24           |
| RETENTION/EXPANSION       | 23           |
| NUMBER OF PROSPECT VISITS | 8            |

Our team worked closely with **California-based Ellie Mae** on an expansion project that will help ensure the company's future growth in Greater Omaha. Later this year, the mortgage software provider will move within the North Park business complex at 120th and Blondo Streets to a space twice as large as its current site. The project includes a **\$1 million renovation** to Ellie Mae's new office. Within the next five years the company looks to increase its payroll to 100, **adding 35 new jobs**.



# BUSINESS ASSISTANCE

|                          | YEAR TO DATE |
|--------------------------|--------------|
| EXISTING BUSINESS VISITS | 183          |
| BUSINESS ASSISTANCE      | 282          |

We officially launched **The Startup Collaborative**, a new era in our startup ecosystem. This inspired and accountable growth-seeking approach to company and community building has one goal: **to radically improve the odds of startup success**.



# TOTAL E & I PROJECTS\*

|                                  | YEAR TO DATE |
|----------------------------------|--------------|
| NUMBER OF STARTUPS               | 10           |
| ANGEL/VENTURE CAPITAL INVESTMENT | \$305,000    |

Omaha's first **Jumpstart Challenge** of 2017 launched in February featured **16 new startup concepts** to **three civic challenges**. Each challenge had a specific set of goals focusing on business, culture and community. Winning concepts received a \$2,500 cash prize as well as a one year sponsored fellowship to The Startup Collaborative.

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

**BUILDING  
OMAHA'S  
WORLDWIDE  
BRAND AND  
IMAGE**

More than 40,000 equestrian show jumping and dressage enthusiasts from 20+ countries descended on Omaha for the **FEI World Cup**, creating a perfect opportunity to build up Omaha's We Don't Coast brand and image on a global scale.



We hosted the media room for **more than 175 members of the media** covering the five-day event. Everyone was given **We Don't Coast swag bags** and **media resource kits** to assist in any of their needs. Coverage for the event also included a commercial television spot – allowing us the opportunity to reach a global audience of 600,000 and create more attention around Omaha and our regional brand.



**IMPROVING THE  
COMPETITIVENESS  
OF THE NEBRASKA  
AND GREATER  
OMAHA BUSINESS  
CLIMATE**

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. The 30-acre Blair South GO! Ready site was assigned to a potential project and is currently undergoing due diligence for project feasibility. With those sites off the market

for now, we still have five approved GO! Ready sites across the region.

**Spark** has added two more board members and continues to receive operating grants. The 501(c)(3) organization has secured an executive director to start in May. We will continue to offer support to Spark by helping onboard the new executive director.

## IMAGE EFFORTS

|                         | YEAR TO DATE |
|-------------------------|--------------|
| NUMBER OF ARTICLES      | 104          |
| READERSHIP              | 3,084,748    |
| ADVERTISING IMPRESSIONS | 3,824,428    |

## WDC USAGE

|                 | YEAR TO DATE |
|-----------------|--------------|
| NUMBER OF USERS | 10           |

CREATING  
A DYNAMIC  
TALENT  
DEVELOPMENT  
STRATEGY

We officially kicked-off **Greater Omaha's designation as a national TechHire Community** this February in partnership with the **AIM Institute, Interface Web School** and **Omaha Code School**. Joining this national network of 71 TechHire communities will help us to spearhead

efforts to help more of our workforce start and transition into technology careers.



More than **1,500 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.



ECONOMIC DEVELOPMENT PARTNERSHIP

Modifications are occasionally made to the size and scope of our Prosper Omaha landed projects and Prosper Omaha financial commitments, therefore adjustments may be made to previously reported data to reflect the most accurate information in this quarterly report.

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