

QUARTERLY REPORT

PROSPER OMAHA INVESTOR



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

Moving forward - it's all part of making things happen; and the region did just that this past quarter.

While the economy continued its uptick, **pushing the capital investment goal past the \$2 billion mark**, area visitors and residents showed they know how to have fun - hosting a whopping 56 outdoor festivals - by the close of third quarter. No doubt about it, we don't coast. We work. We play. We deliver results; and, we do it together. Thank you for your commitment to each other, and for your confidence in the Chamber.



With partners United Way of the Midlands and Urban League of Nebraska, we wrapped up our comprehensive and collaborative Strategic 4Sight (S4S) planning process. Now, we look forward to unveiling the preferred future that emerged. This bold vision – a blueprint for transforming our community into an even better version of itself – will form the foundation for our next five-year economic development campaign, Prosper Omaha 2.0.

For a region that doesn't coast, reaching the finish line means beating the goal - and continuing the solid momentum that fuels sustained success. Case in point: We've not only activated our Prosper Omaha five-year goals, we are actively achieving them. With more than 18 months remaining in the plan, we've surpassed our regional economic capital investment goal (more than \$2 billion secured to date), and are soaring beyond our intern-engagement, brand-and-image readership and SPARK (CDFI) marks. Business-assistance goals, fundraising and business/school-partnership engagement numbers have also already been reached. We're moving upward daily, and securing meaningful results that make our region as competitive as it is inviting.

TOTAL LANDED PROJECTS

	YEAR TO DATE
NUMBER OF PROJECTS	44
CAPITAL INVESTMENT	\$2,179,092,881
JOB - TOTAL	2285
NEW EMPLOYEES	1639
RETAINED EMPLOYEES	646

INCREASING BUSINESS, JOBS AND INVESTMENT IN THE REGION

Amazon announced plans to build a second headquarters. The Greater Omaha Chamber Economic Development Partnership is proactively pursuing the project, which would entail 50,000 jobs and \$5 billion in capital investment.



A delegation from the Chamber joined the Governor's Trade Mission to Japan and attended the 49th Annual U.S. Midwest Japan Conference in Tokyo. Relationship building and strengthening were key. The delegation met with prospective businesses and took time to thank Japanese companies already invested in our region. Omaha will host the 50th annual conference next year.

TOTAL PIPELINE DATA

	YEAR TO DATE
NUMBER OF FILES OPENED	154
NEW TO MARKET/STARTUP	93
RETENTION/EXPANSION	61
NUMBER OF PROSPECT VISITS	44



BUSINESS ASSISTANCE

	YEAR TO DATE
EXISTING BUSINESS VISITS	344
BUSINESS ASSISTANCE	495

IMPROVING THE COMPETITIVENESS OF THE NEBRASKA AND GREATER OMAHA BUSINESS CLIMATE

Whether we're talking about Facebook or other landed projects, the success we've had with our GO Ready site certification program demonstrates its value to the private sector. During Q3, we approved our first two privately-owned sites as Certified GO Ready: a 74-acre site near Springfield and a 140-acre site at 132nd and

Cornhusker. We continue to maintain another five GO Ready sites controlled by our economic development partners.

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

Creative, fun and now, award-winning. Our "Welcome to the Prairie" campaign developed to bring awareness to our tech and startup scene – our Silicon Prairie – was honored by the International Economic Development Council (IEDC) with a Silver Excellence in Economic Development Award.

Be on the lookout for our annual "Omaha – We Don't Coast" magazine, showcasing the sights, sounds, people and businesses impacting our dynamic region.



The Startup Collaborative (TSC), partnered with the University of Nebraska Omaha's Center for Innovation, Entrepreneurship and Franchising to deliver the first-ever Breakthrough Weekend. During the 54-hour sprint, 10 teams worked through levels 1-4 of TSC's fellowship program. Several startup concepts emerged with very early signals of market validation. For example, breakthrough weekend winner Makayla Rohrer and her team - VirtuTech - developed a plan for augmented-reality fire-drill simulation. VirtuTech's potential customers are high-schools, colleges, corporations (medium-to-large that reside in buildings more than three stories tall) and production facilities.



IMAGE EFFORTS

	YEAR TO DATE
NUMBER OF ARTICLES	42
READERSHIP	1,592,963
ADVERTISING IMPRESSIONS	129,958

WDC USAGE

	YEAR TO DATE
NUMBER OF NEW USERS	36

TOTAL E&I PROJECTS*

	YEAR TO DATE
NUMBER OF STARTUPS	18
ANGEL/VENTURE CAPITAL INVESTMENT	\$13,855,000

*E & I Projects included in total landed projects.

CREATING A
DYNAMIC
TALENT
DEVELOPMENT
STRATEGY

How do we know our first year of Careerokit was an incredible success? A full 100-percent of businesses answering our post-event survey said they were planning to re-engage next year. Careerokit is set for launch the week of Feb. 11 – 17, 2018. We're looking to create more than 15,000 career experiences this school year. Interested in participating as a host organization? Check out Careerokit.com for more information.



Promoting Greater Omaha as a career destination for tomorrow's engineers – that was a key goal of E-Day, a day-long engagement with more than 400 first-year engineering students. The afternoon agenda included a company expo; talks on teamwork in engineering, leadership and corporate responsibility; and a choice of afternoon tours stops, including Aksarben Village, Buildertrend, CLAAS, Omaha's Henry Doorly Zoo & Aquarium and the University of Nebraska Medical Center Biomedical Informatics Facility.

CHAMBER
TEAMS
WITH UNL
ENGINEERING
STUDENTS



The Chamber and Urban League of Nebraska recently joined forces to facilitate the region's much-anticipated Diversity and Inclusion Survey, a research initiative focused on developing recommendations to address community and workplace disparities. The analysis surveyed professionals between the ages of 20 and 40. Themes – such as more than 50 percent of African-American YPs aspiring to own a business, and 53 percent of all YPs indicating their workplace was not diverse – emerged. The findings will be developed into recommendations for moving forward.



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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