Prosper Omaha 2.0
Building on Progress. Accelerating Toward Prosperity.
2019-2023
Over the years, our regional economy has grown more diverse, more tech-oriented and more robust—thanks to the impact of Chamber economic development programs and the steadfast backing of our business and community leaders.

Since 2014, our Prosper Omaha strategy, fueled by $25.9M of support from 300 investors, has produced almost 300 landed projects totaling $4.2B in capital investment and more than 13,000 jobs for Greater Omaha. Buoyed by our collective progress, we are inspired to go for greater over the next five years, embrace limitless opportunities with extraordinary purpose and vision, and push our region to unprecedented levels of prosperity and competitiveness.
The best we can be.
Envision it. Then achieve it.

It’s time to transform what could be into what will be. That means amplifying the economic success of the past with a robust, future-based strategy that targets high-quality, innovative and more diverse opportunities.

Introducing Prosper Omaha 2.0, the Chamber’s next, transformative 5-year economic development campaign. Designed to build on progress and accelerate toward prosperity for all residents, Prosper Omaha 2.0 frames a series of priorities and strategies, key performance indicators, five-year outcomes and macro-measures with a focus on business growth, people and place.

An ambitious and prosperous future is within our reach, but success is going to require “all-in” engagement – everyone doing their part to help achieve our greatest potential as a region.

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CHALLENGES & OPPORTUNITIES

- The demographic reality of a rapidly-retiring baby boomer generation, delayed and smaller families of Millennials, and uncertain immigrant population growth means regions across the country are having to fight for people and talent like never before. Our region is no different.

- If our population continues to grow at its current rate of one percent per year, (what many would consider the minimum threshold to maintain current prosperity levels), Greater Omaha’s population would only grow to 1.2 million people by 2040. This is about 100,000 fewer people than we will need to provide workers at the level necessary to meet projected labor force requirements in 2040.

- Prosper Omaha 2.0 recognizes this challenge and calls for a change in economic development strategy to more aggressively tackle this looming issue.
Welcome to a new trajectory of growth based on building the capacity, innovation and competitiveness of our core industries, attracting and building new knowledge-based businesses, and nurturing a dynamic ecosystem of innovation and startups.
Strategic Direction

- Recruit and retain businesses that create significant wage, investment and job growth and help small businesses expand and thrive from across the region
- Strengthen core sectors and target high-impact technologies
- Boost our startup ecosystem
- Create a more diverse and inclusive economy
- Increase international investments and exports

Outcomes Over Five Years

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People

Greater Omaha is changing. We are aging and our next-generation is more diverse and more educated. Our talent strategy focuses on embracing our diverse population as a community treasure, showcasing premier inclusive-hiring and promotion practices, and bolstering our efforts to develop, retain and attract the nation’s top talent – ensuring that every resident has the opportunity for prosperity.
Strategic Direction

- Increase career awareness so the best and brightest choose to begin and grow their careers here
- Retain and attract the world’s best talent
- Implement best-in-the-nation diversity and inclusive hiring and promotion practices
- Transition existing talent into growing careers and industries so every resident has the opportunity to improve their prosperity

Outcomes Over Five Years

Measurements

- **100** companies engaged in diversity and inclusion initiatives
- **10k** new trained tech talent workers
- **100k** career experiences for area students
- **10k** people retrained for higher skill, higher-wage jobs

Competitive Standings

Brookings Institution
Metro Monitor:

- Employment rate (change in employed)
- Median wage
- Relative poverty
Great cities have a vibe that says, “there is something going on here.” That’s why Greater Omaha is fast becoming one of the most inspirational places in the world – a place where your senses (what you see, hear, taste and touch) confirm this region’s high energy, no-holds-barred flavor.

Place
Strategic Direction

- Drive targeted development and redevelopment to enhance the region
- Promote the development of an enhanced transportation system
- Develop and execute marketing strategies that increase the awareness of the region’s positive attributes
- Focus on actions that create vibrant and connected downtowns throughout the region
- Encourage the development of more inspiring and engaging public places
- Build upon strong assets and drive economic growth through solid and intentional partnerships

Outcomes Over Five Years

Measurements

- $1B investment in urban core
- Modern transit system funded and under construction
- Marketing strategies to secure 275M impressions

Competitive Standings

US News & World Report Annual Best Places to Live rankings:
- Desirability
- Quality of life
A solid foundation. A potential-rich future.

We are on the cusp of launching into a powerful, prosperous and bold new future with Prosper Omaha 2.0. Achieving our goals – and ensuring the tomorrow the next generation deserves – is going to take a common commitment and the full measure of our “We Don’t Coast” mentality. The destination is worth it – a Greater Omaha recognized as one of the most inspirational places in the country that is a magnet for talent and income, and generates a higher quality of life for everyone.

Together, with your continued support, we will transform inspiring vision into community-changing reality.

Resources

To accomplish this bold plan, we have implemented a Prosper Omaha 2.0 fundraising effort aimed at raising $32 million over five years:

- $16M allocated for Business Growth initiatives
- $7.6M allocated for People initiatives
- $8.4M allocated for Place initiatives

As with the first Prosper Omaha effort, funds raised for this strategy will be leveraged with $20 million in additional economic development funds generated through our traditional Chamber funding sources. Overall staff support is anticipated to be at the same levels as Prosper Omaha I, and like that campaign, we fully expect to see additional efforts combined with dozens of partners across the region.

Many of the economic development outcomes you have come to expect from Prosper Omaha will continue along with a greater concentration on income-generating core industries and emerging technologies, tech start-ups, exports and foreign investment, diversity and inclusion efforts, career experiences and pathways, brand awareness, urban core revitalization and transportation systems.
Let’s get to work. The Power of Your Prosper Omaha 2.0 Investment:

**Business Growth**
New jobs, payroll, investment and tech startups.

**People**
The nation’s top talent living, working and thriving right here.

**Place**
A stronger urban core, modern transit, increased community marketing – and an elevated global standing.
Prosper Omaha 2.0 is the latest funding program for the Greater Omaha Chamber Economic Development Partnership. The program has a tradition of focused, economic development activity that companies, foundations and individuals have been investing in for over 20 years.

Greater Omaha Chamber Economic Development Partnership represents a six-county area that includes the Greater Omaha Chamber (Douglas County), Cass County Nebraska Economic Development Council, Gateway Development Corporation (Washington County), Sarpy County Economic Development Corporation, Greater Fremont Development Council (Dodge County) and Advance Southwest Iowa Corporation (Pottawattamie County). This seamless regionalized partnership operates as a one-stop shop, driving growth and championing collaboration.