

# SCORECARD

GOAL  
2014-2018

2017

ACTUAL  
2014-2017

## PROSPER OMAHA

### REGIONAL ECONOMIC DEVELOPMENT

Landed Projects	300	50	297	
Jobs	12,000	2,522	<b>13,382</b>	✓
Capital Investment	\$3B	\$2.31B	<b>\$4.22B</b>	
Startups	100	33	<b>104</b>	
Venture/Angel Capital Investment	\$150M	\$16.6M	\$96.0M	✓
Business Assistance	1,000	505	<b>1,735</b>	

### BRAND AND IMAGE

Articles	350	356	<b>2,825</b>	✓
Readership	120M	1.35B	<b>2.16B</b>	
Advertising Impressions	25M	21.5M	<b>62.7M</b>	
We Don't Coast Brand Adoption	500	57	349	
Social Media Followers	10,000	1,395	9,232	

### BUSINESS CLIMATE

Site Development	6		<b>6</b>	✓
Land Bank				
SPARK (CDFI)				
Candidate Academy				

### TALENT DEVELOPMENT

Tech Workers	20,000	1,583	19,067* (Q1 of 2017)	
Interns Engaged	500	452	<b>853</b>	✓
Young Professionals Engaged	10,000	2,429	<b>10,649</b>	
Business/School Partnerships	100	94	<b>156</b>	

### FUNDRAISING

Investors	300	24	<b>300</b>	✓
Amount Pledged	\$23M	\$951,121	<b>\$25M</b>	



ECONOMIC DEVELOPMENT PARTNERSHIP

# PROSPER OMAHA

When life meets business, almost nothing beats “together.” It’s the way we accomplish more. From who we are, to where we’re going, when we’re connecting, we achieve ridiculously amazing results.

Last year’s successes are a testament to the partners who made things possible, and speak to the strength of our region.

## Here’s a glance at what we accomplished together in 2017:

We’ve surpassed our regional economic capital investment goal (more than \$2.3 billion secured to date) and are soaring beyond our intern-employment, brand-and-image readership and SPARK (CDFI) marks.

These broad victories are shouldered by a host of relationship, and revenue-generating achievements, including attracting 33 startups and \$16,655,000 in angel investment, through the 2017 launch of The Startup Collaborative.

Our community celebrated another new start: Facebook’s entry into the regional market with plans to create a 146-acre, 100-percent-renewable-energy-driven data-center campus in Sarpy County.

On the talent front, we remained in the forefront, celebrating the incredible success of Careerokit, our fresh and award-winning talent development initiative that connected more than 8,000 students with more than 11,000 career experiences during its inaugural year.

As we enter our 125th year, we’re already experiencing the excitement of Greater Omaha 2040, the region’s visionary, breakthrough framework for establishing ourselves as a world class region. Greater Omaha 2040 ([GreaterOmaha2040.com](http://GreaterOmaha2040.com)) is helping to propel our community to a bold and ambitious future.

It’s that aspirational future that fuels our “We Don’t Coast” mentality, and we’ll continue to model it as we finish this year strong.

Here’s to teamwork in 2018 — teamwork that accelerates Prosper 2.0 and powers a bold, extraordinary future. Teamwork that is essential and economically engaging.

This is our region. This is our team. This is who we are, together; and, that’s exactly how we will accomplish more.

Take a look at the scorecard on the back of this letter for a more complete rundown of 2017.

Sincerely,



David G. Brown  
President & CEO

