

# SCORECARD

Q1&2  
2018

ACTUAL  
2014-2018

GOAL  
2014-2018

## PROSPER OMAHA

### REGIONAL ECONOMIC DEVELOPMENT

Landed Projects	19	316	300	
Jobs	1,618	15,000	<b>12,000</b>	✓
Capital Investment	\$1.31B	\$5.53B	<b>\$3B</b>	
Startups	14	118	<b>100</b>	
Venture/Angel Capital Investment	\$21.9M	\$117.90M	\$150M	
Business Assistance	306	2,041	<b>1,000</b>	✓

### BRAND AND IMAGE

Articles	1,427	4,252	<b>350</b>	✓
Readership	494M	2.65B	<b>120M</b>	
Advertising Impressions	7.45M	70.15M	<b>25M</b>	
We Don't Coast Brand Adoption	19	368	500	
Social Media Followers	583	9,815	10,000	

### BUSINESS CLIMATE

Site Development	7	<b>6</b>	✓
Land Bank			
SPARK (CDFI)			
Candidate Academy			

### TALENT DEVELOPMENT

Tech Workers	19,021* (Q3 of 2017)	20,000		
Interns Engaged		<b>500</b>	✓	
Young Professionals Engaged	1,778	12,427		<b>10,000</b>
Business/School Partnerships	225	381		<b>100</b>

### FUNDRAISING

Investors	300	<b>300</b>	✓
Amount Pledged	\$25M	<b>\$23M</b>	



ECONOMIC DEVELOPMENT PARTNERSHIP