

Q4
2018

Here's How We Win: Collaboration Equals Capital Investment

When our region's CEOs talk, people listen, and this year's Economic Outlook Survey proved no exception, with area experts shouting up the region's potential for prosperity, and more than two-thirds of CEOs forecasting increases in 2019 sales revenue over 2018. Make no mistake: Here in Greater Omaha, we are an oasis of optimism; and, as a high-innovation, low-cost-of-living environment, fourth quarter 2018 helped round out an exceptional year.

With gains made possible by a talented workforce, exceptional leaders and a collaborative desire to do more every day, Omaha also became fourth quarter's [No. 2 city millennials should consider for optimal careers](#), based on a GOBankingRates study that considered median salaries and cost of living.

As we applaud regional wins such as this, and report year-to-date capital investment of more than \$1.4 billion, it's clear we accomplish more, together. Thank you for your remarkable leadership in this incredible place.



Prosper 2.0 Tops 22 Million

Regional response to [Prosper Omaha 2.0](#), a strategic economic development campaign designed to fast track Greater Omaha's [preferred future](#), has raised more than \$22 million in business pledges toward the initiative's \$32 million goal – just 12 months after launching the six-county initiative. The inaugural Prosper Omaha strategy launched in 2014, produced nearly 300 landed projects, grew \$4.2 billion in capital investment and created more than 13,000 jobs – thanks to \$25.9 million in support from 300 investors.

Future is Bright

Futurist and *Forbes* publisher Rich Karlgaard helped area executives look ahead at the November 13 Economic Outlook Luncheon. Nearly 800 CEOs and senior executives – many of whom are already driving the region's competitive mission – attended the annual event. An influential figure in business and economics, Karlgaard provided insight on adapting in an era of technological and political disruption. Event sponsors included ACCESSbank, Baird Holm LLP, D.A. Davidson & Co., Deloitte LLP, Lamp Rynearson and media sponsor KETV.

We Don't Coast

If regions had resumes, this would be Greater Omaha's. The annual [Omaha: We Don't Coast](#) publication, a high-energy overview of the Midwestern Metro ZipRecruiter calls "No. 1 for new college grads to start their careers" and New York Times heralds as having "a progressive approach to free time," is now available. A popular recruiting tool and companion publication for organizations, residents, and newcomers, *Omaha: We Don't Coast* is a free Chamber-member resource for talent attraction and employer engagement.

Measure	Current Quarter	2018 YTD	Year End Goal	% to Goal	Progress Indicator
Prosper Omaha					
Landed Projects					
# of projects	6	33	60	55%	↓
Total jobs	342	2,439	2,400	102%	→
new	318	2,027	N/A	N/A	
retained	24	412	N/A	N/A	
Capital investment	\$ 35,000,000	\$ 1,416,274,220	\$ 600,000,000	236%	↑
Project Pipeline					
Total # of projects opened	25	199	200	100%	→
New to the Market/Start-Up	18	134	N/A	N/A	
Retention/Expansion	7	65	N/A	N/A	
Number of prospect visits	13	60	60	100%	→
REACH					
Startups launched	7	26	N/A	N/A	→
Companies Assisted	78	205	150	137%	↑
Kitchen Council					
Startups launched	2	10	21	48%	↓
Startup Ecosystem					
Startups launched	45	101	20	505%	↑
Venture capital invested	122,000,000	\$ 145,305,473	\$ 31,000,000	469%	↑
Site Development					
# of GO Ready sites	8	N/A	10	80%	↓
# of sites in the pipeline for certification	3	N/A	6	50%	↓
Talent Initiatives					
Organizations using the Recruiter Toolkit	96	273	N/A	N/A	→
Regional Image					
Advertising impressions	6,975,288	21,987,416	62,500,000	35%	↓
We Don't Coast website sitevisits	7,738	43,339	50,000	87%	↓
WDC articles/stories	208	1,775	70	2536%	↑
WDC reach/audience	83,707,435	743,492,839	24,000,000	3098%	↑
Membership					
Total dues value	\$ 1,885,749	\$ 1,885,749	\$ 2,000,000	94%	↓
Total members	2,907	2907	3,150	92%	↓
New members					
#	116	351	500	70%	↓
\$	\$ 38,941	\$ 141,895	\$ 199,000	71%	↓
Dropped members					
#	122	552	480	115%	↓
\$	\$ 44,583	\$ 240,088	\$ 212,160	113%	↓

Measure	Current Quarter	2018 YTD	Year End Goal	% to Goal	Progress Indicator
Engagement					
Event Attendance					
Signature events	692	4,981	5,000	100%	→
REACH	7	515	1000	52%	↓
Networking events	1,492	2,923	2,000	146%	↑
Leadership programming	376	1,097	820	134%	↑
Event & Program Satisfaction					
		YTD Avg.	% on a 5 Point Scale		
Signature events	4.15	4.28	N/A	83%	→
REACH	4.25	4.44	N/A	85%	→
Networking events	4.52	4.52	N/A	90%	→
Leadership programming	4.4	4.43	N/A	88%	→
Member Recognition					
Awards	3	57	41	139%	↑
Directory Views	45,088	193,785	150,000	129%	↑
Chamber Image					
Editorial Articles/Stories	657	4,090	50	8180%	↑
Editorial Reach/Audience	289,022,572	4,865,772,832	12,000,000	40548%	↑
Chamber CEO Presence					
Community Presentations	16	78	60	130%	↑
Strategic meetings	134	443	250	177%	↑
Digital Engagement					
OmahaChamber.org total sessions	43,787	201,130	200,000	101%	→
Email Communications	61	307	N/A	N/A	→
Avg. % Emails Opened	32%	N/A	>30%		→
Facebook Followers	7,028	N/A	7,244	97%	→
Twitter Followers	15,056	N/A	15,429	98%	→
LinkedIn Followers	5,368	N/A	4,297	125%	↑
Resources					
Human Capital					
Employees added	7	21	N/A	N/A	→
Employees departed	7	17	N/A	N/A	→
Prosper Omaha 2.0 Fundraising					
\$ pledged	\$ 4,019,025	\$ 22,112,956	\$ 32,000,000	69%	↓
# of investors	45	140	425	33%	↓
Financial Health					
Total Revenue					
Chamber	\$ 248,503	\$ 3,241,535	\$ 3,553,067	N/A	→
Prosper Omaha	\$ 499,033	\$ 4,218,925	\$ 4,946,185	N/A	→
Total Expenses					
Chamber	\$ 531,872	\$ 3,073,584	\$ 3,548,067	N/A	→
Prosper Omaha	\$ 712,959	\$ 3,862,357	\$ 4,931,185	N/A	→

* Financials estimated through November

Additional Quarterly Accomplishments

Create, grow and recruit businesses, jobs and investment in the region



- Kitchen Council hosted 15 events, including events for external organizations and our own programming (DIY workshops, entrepreneur speaker series and pop-up dinners)
- As of December 22, 2018, REACH has been serving the City of Omaha for three years. At the last City Council meeting of the year, a new three-year contract it was proposed by City Council. Additionally, the City elected to invest in a new application managed by REACH; Contractor FIT (Feedback & Improvement Tool). This is a commercial contracting rating tool that assists general contractors with their due diligence in selecting high-performing sub-contractors.
- Education Provided by REACH Recognized by International Code Council (ICC) included educational efforts from both 1-on-1 and group education classes in the month of December - pushed the total program-to-date hours of education to just over 8,000 hours. The ICC has certified the Greater Omaha Chamber as Nebraska's only Preferred Provider of continuing education credits for the construction industry.
- Reach provided seven educational sessions in fourth quarter and over 200 small businesses engaged in technical assistance and educational opportunities

Grow, recruit and retain talent needed for the future



- Leadership Omaha 41 is in full swing and the class is very engaged and inquisitive
- Final Boss & Co. 2018 event (Talent) was well attended and received very positive feedback
- Leadership Omaha Alumni Association hosted a holiday happy hour with record attendance – great momentum for the LOAA committee
- OEI participants discussed government, healthcare and quality of life in the last three seminars of the calendar year. Recruitment has begun for the 2019 class.
- 4 focus groups and several individual conversations were held in preparation for a new leadership-development program launching in Q1 2019.
- The Landing Crew held its final meeting of the year, discussing hiring military veterans. C & A Industries hosted the event, which provided valuable information to the recruiters in attendance.
- Established CODE and launched the pledge of employers. Thus far recruited 15 employers to sign the pledge.
- Launched Careerockit 2019 with record number of student group sign-ups.
- Launched ticket sales and sponsorships, and selected keynote and breakout speakers for 2019 YP Summit.

Deliver relevant and high quality member events, services and information



- Held one signature event (Economic Outlook Luncheon) and several networking events, providing more than 2,000 members an opportunity to connect and learn.
- Completed 40 research requests for economic development prospects, staff, members, and the community at large
- Hosted a record number of vendor and guests at the annual Member Appreciation Holiday Open House
- In November held a workshop for small business owners “Legal Forum: Protecting Your Small Business Assets”
- Digital community grew to 1000 across social media and newsletter audiences
- Published the region's first-ever “We Don't Coast” page on Wikipedia

Foster a more competitive business environment



- Certified the City of Bellevue Industrial Park as GO Ready. The 87-acre site brings the total number of GO Ready sites to 8 with 3 sites currently in the pipeline.
- The Mega-Site Task Force has finalized the site concepts for 2 targeted locations in the region and is now working on potential organizational structure options and a site prospectus to approach potential developers.
- Completed an analysis of the tax impact of earnings for jobs created under the Nebraska Advantage Act
- Completed a target industry/occupations analysis to assist in prioritizing new projects

Operate the Chamber with excellence

- Clifton Strengths Discovery Workshop held in November for employees hired in the last two years. 22 employees participated.
- Completed conversion of Salesforce data to new CRM platform
- Conducted CRM onsite training for all staff
- Conducted IT Security Training
- Completed 2019 Careerockit automated data tracking processes and reports
- Staff activities included: Meetings of the diversity/inclusion teams to plan events; Two staff happy hour celebrations at area member restaurants; Management team-leader meetings; Three all-staff meeting; Fall Family Event and Wellness programs around personal well-being including Healthy Halloween Potluck, Month of Gratitude and in-house yoga and meditation sessions.

2018 Annual Measures

GOAL: Deliver relevant and high quality member programs, events, services and information

Annual Measures

- Increase in net membership base (>3,300 members and \$1,950,000 in dues)
- Develop benchmark data for member engagement

2018 Outcomes

- Net membership decreased by 202 members for a total active membership base of 2,907 and estimated dues revenue total of \$1,885,749
- Surveyed more than 9,500 attendees from 70 events and programs. Satisfaction surveys distributed for various programming with overall average rating of 4.4/5.0 scale

GOAL: Create, grow and recruit businesses, jobs and investment in the region

Annual Measures

- GDP Growth: greater than 2.5 percent
- Civilian employment: 1 percent growth annually
- \$600 million in investment from landed projects
- 2,400 new and retained jobs associated with landed projects at or above median wage
- 60 business visits
- 20 tech startups launched
- \$31 million in capital deployed or received

2018 Outcomes

- GDP growth from 2016 - 2017: 0.91%
- Civilian employment 2016-2017: 0.45%
- \$1,416,274,220 in investment from landed projects
- 58% of the 2,439 new and retained jobs associated with landed projects were at or above median wage
- 60 business visits
- 101 tech startups launched
- \$145,305,473 in capital deployed or received

GOAL: Foster a more competitive business environment

Annual Measures

- Key bills passed in legislature
- Improved competitive rankings
- Increase member PAC participation
- A Community Development Financial Institution created

2018 Outcomes

- Key bills passed in legislature:
 - LB 754: Creates the Commission on Military Affairs
 - LB 947: Authorizes professional licenses for immigrants with lawful presence status
 - LB 957: Provides \$13.7 million for the Offutt Air Force Base levee upgrades, and \$4 million for the Site and Building Development Fund
 - LB 960: Directs \$450 million in state highway revenues to high priority construction projects
 - LB 1093: Creates the Bioscience Steering Committee
 - LB 1110: Workforce Innovation and Opportunity Act
- Nebraska's Tax Foundation moved up 1 ranking to 24th.
- The income tax rank maintained ranking at 24th.
- 2018 is our last year of the 3-year pledge. With contribution from all 27 pledges, we will collect \$40,400
- A Community Development Financial Institution was created

2018 Annual Measures

GOAL: Grow, recruit and retain the talent and workforce needed for the future

Annual Measures

- Increase number of individuals employed
- Increase percent of individuals employed at above-media wage income
- Increase percent of individuals with post-secondary degrees
- Increase percent of high school graduates going on to 2 and 4 year colleges
- Increase percent of high school graduates

2018 Outcomes

- Gained a net of 2,300 new jobs from 2016-2017
- From 2016-2017, Omaha's population that made above-average earnings increased by 3.0%.
- Percent of individuals with post-secondary degrees increased by 3.7 percent from 2016-2017
- Decrease: In the 2016-17 school year, 70.7% of on-time HS grads continued to college. In 2015-16 school year, 71.1% of HS grads went to college – a decrease of 0.4%
- Increased number of people holding a high school degree (or equivalent) by 1.60% from 2016-17

GOAL: Operate the Chamber with excellence

Annual Measures

- Expenses and income managed to budget
- Continued focus on employee engagement monitored by Q-12 scores and dialogue
- Accomplishment of Chamber goals and objectives
- Board, member, sponsor and investor feedback
- Engagement in community projects
- Statewide relationship building
- Chamber program promotion in community

2018 Outcomes

- Expenses and income have been managed to budget (thru Nov. 2018).
- 86% Overall satisfaction
- 100% Staff Engagement
- Accomplished majority of measures in this program of work
- Feedback is uniformly positive
- Involved in virtually all major community activities relevant to our mission.
- Strong partnerships developed with Lincoln, State of Nebraska, Governor's Office, Regional Partner's, State Chamber and Statewide Local Chambers.
- Development and marketing of several new initiatives as well as longstanding efforts resulted in more aggressive marketing of Chamber in community.