



Value for Small Business

We love small business! More than 80 percent of our members have 50 or fewer employees - and 40 percent have five or fewer employees. The bottom line is: Small business is our business.

That's why we are committed to providing programming and services to support our small businesses. Business owners have told us there are three important services the Chamber can provide them:

- Help grow top-line business income
- Help improve their bottom line
- Create a business environment where business can thrive

Help to grow your top line

We help members grow their top-line income through programming and services designed for increased visibility and access to customers. Our events and marketing tools provide strategies for both new-customer discovery, and current-customer engagement. Plus, when we grow the economy together, that means more potential sales for your business.

Personally get in front of more potential customers

Make the most of your time by using our events and groups to make more initial connections and build relationships.

- Pick from more than 70 events to expand your network
- Receive discounts to join referral groups ([Centersphere and Business Network International](#))
- Volunteer with the Chamber to grow the community and meet other like-minded professionals

Market your company to a larger audience

Expand the reach of your website, social media and marketing efforts using our channels, seen daily by thousands!

- Improve your SEO (search engine optimization) – get found more through our online member directory
- Post your own news and discounts in Member News which averages over 450 views per month



- Tag us! Tagging increases engagement and engagement increases the potential to be seen. Find us on LinkedIn, Facebook, Instagram and Twitter.
- Media/Communications toolkit – a news release and media advisory template, along with a media list is available only to members, a \$500+ value
- Sponsor or host an event - use us to bring customers to you
- Co-brand with us – use digital membership logo on your website and marketing materials
- Display your window cling and membership plaque proudly to show your current and potential customers and employees that you are a civic leader

We grow the market so you have more customers

Our regional economic development efforts add millions of dollars and thousands of jobs annually which increases sales opportunities for our members.

- Business Recruitment and Expansion: 300 projects totaling \$4.28 in capital investment and more than 13,000 jobs since 2014
- International Trade: Members receive discounts on Certificates of Origin and our staff can help you navigate importing and exporting opportunities
- Military Support: Retention and attraction of new missions to Offutt AFB resulting in an annual economic impact of \$1.5 billion

We support public investments to provide contract opportunities for local business

- The Chamber supported 2012 and 2017 OPS Bond issues resulting in \$900 million in new construction projects
- The Chamber created four Street and Sewer Bond promotion committees resulting in \$337 million in new construction projects
- Our REACH program created to ensure that small and emerging businesses got \$6.2 million in sub-contracts on large public construction projects since 2015

Gain broader recognition

Don't be shy – let us shout you up to the community by applying for one of our 50+ awards given annually.

- Join an illustrious bunch of hardworking businesses and nominate yourself or others for a Small Business of the Month award
- Business Excellence Awards – get recognized on the red carpet for innovation, leadership or philanthropy
- Omaha Business Hall of Fame features impactful business and community leaders
- Provide us with how you use the Chamber and be a featured testimonial

Help to improve your bottom line

We help our members improve their bottom line by providing a variety of essential services and programming specifically designed for small businesses. Much of this quality programming is free to members or available for a reasonable cost. There is strength in numbers – and our small business members can accomplish more using the Chamber than going it alone.

Business Assistance

- Check out the business assistance portal to gather information from local experts, find links to necessary forms and receive education to help your business thrive.

Data



- Information is power – subscribe to monthly economic indicators and use our wealth of regional data to advise your business decisions.

Education

- Access a wide range of learning for yourself and your employees.
 - Small Business Workshops provide relevant and affordable training throughout the year such as: sales; marketing, effective conflict management, legal, credit remediation, quickbooks or small business boot camp
 - Blog posts provide quick updates on other members and timely topics
 - A comprehensive 10-week Construction Industry Certificate course
 - Lead Together Podcasts accessed day or night to hear insights from local leaders
 - Attend Inside the C-Suite events for intimate discussions with area leaders
 - Readitfor.me gives you access to three book summaries every month, fast-tracking you to success as a business expert

Leadership Development

- Participate in programs specifically designed to enhance professional and civic leadership.
 - Boss & Co. events gather business owners and senior leaders to discuss a variety of topics such as innovation, talent and communication
 - Executive training through the MindSet Leadership Series which provides dozens of proven, practical ideas that will pay immediate dividends on your leadership ability and your company culture
 - Leadership Omaha connects and grows civic leaders
 - Omaha Executive Institute introduces new leaders to each other and the community
 - Invest in emerging leaders through the year-long Propel Leadership program

Creating an environment where your small business can thrive

Advocacy

- Our public policy team amplifies your voice by ensuring local, state and federal policy and regulations are as favorable as possible for business. Sign up to learn more about the latest policy initiatives or participate in a legislative forum. This session our team is reviewing 700+ bills in the Legislature for their effect on business and will advocate for our members.

Talent and Workforce

- Grow your business with great people!
 - Use our recruitment materials and the HIRE conference to find and keep great employees
 - Participate in CODE (Commitment to Opportunity Diversity and Equity) to build a more inclusive workplace and community
 - Work Lab – Upgrade the skills of your existing workforce
 - Engage with our Young Professionals Council to retain and attract young professionals to your company and the community
 - Careerokit – think for the long term and host a student experience at your business to introduce middle school and high school students to your business

Infrastructure Development

- We work on a variety of infrastructure and place-making initiatives so the region is a vibrant place to do business, work and live.



- Participate or keep informed of the variety of programs working on infrastructure including the Chamber's Transportation Council, Urban Core Committee and Smart Cities.
- We also monitor and lobby for appropriate environmental regulation and fees including:
 - Water/Sewer fees
 - Permitting assistance
 - Development process assistance

Don't miss the many opportunities to get involved, get connected and get your business moving.

See OmahaChamber.org/small-business-value for direct links to the information provided above.

Or contact our member services team at memberservices@OmahaChamber.org for more information.



Melinda Sorenson



Robert Drake



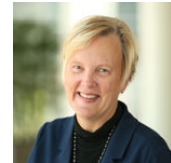
DeAnn Reed



Katie Cords



Candy Sip



Anne Branigan

Greater Omaha Chamber
808 Conagra Drive, Suite 400
Omaha, NE 6810

402-346-5000

