



No standstill. No off switch. Always focused on moving forward. Always working to elevate our region. With you, for you and because of you, Greater Omaha is bustling with fresh investment; an influx of new, well-paying jobs; and an awoken pride in who we are, where we are and how we operate.

When we invited you to be part of **Prosper Omaha**, you graciously accepted and generously invested in our ambitious goal – to increase access to prosperity for all. "Prosperity is a good thing, a quality of life that allows us to accomplish goals we all hold dear" – I believe in those words as strongly now as when I wrote them more than five years ago.

Because of our collective Prosper Omaha successes, members of our six county community – north, south, east and west – are benefitting from game-changing economic development: more than 361 landed projects totaling \$5.6B in capital investment and more than 15,000 jobs. In true "We Don't Coast" fashion, we not only met – but shattered – Prosper Omaha goals.

I am incredibly proud of what we've accomplished together. I am energized for the future. But, most of all, I am grateful for your support. On behalf of the Greater Omaha Chamber, thank you for being part of something real and impactful for those who live and work in our region.

Together, we have created a powerful momentum that will move us ever forward as we build on progress and accelerate toward greater prosperity.

David G. Brown President and CEO Greater Omaha Chamber

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PROSPER OMAHA

Leveraging Extraordinary Opportunities for the Region

The power of collaboration is incredible. All of us – from Chamber staff, to our partners in the Greater Omaha Economic Development Partnership, to our community-focused investors – have a stake in the successes of Prosper Omaha. Together, we are driving growth of the region's strong, diverse economy and creating opportunities for all. That is a legacy we can all celebrate.

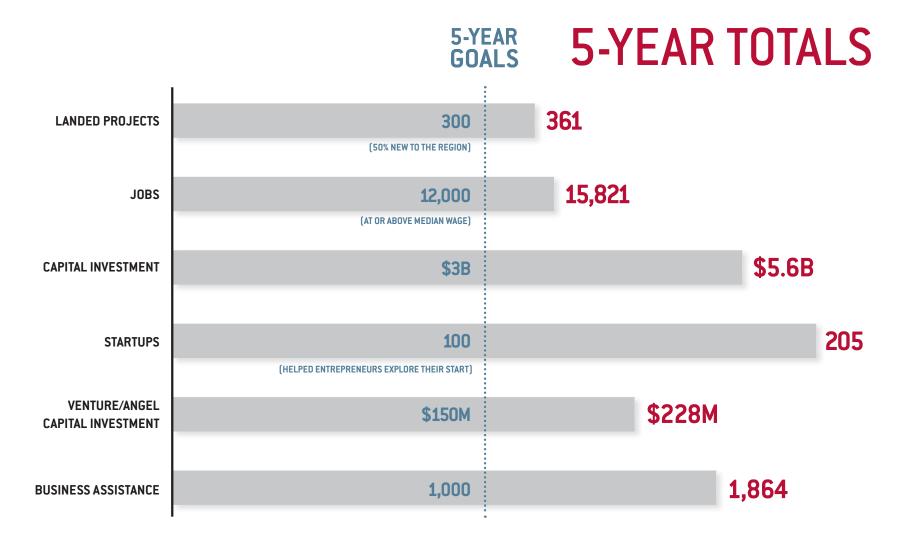
As we look ahead to the accomplishments of Prosper Omaha 2.0, let me join our many stakeholders in extending a sincere "thank you" to the organizations and individuals whose generous financial commitments made Prosper Omaha such an undeniable success.

Dee Baird Senior Vice President – Economic Development Greater Omaha Chamber 2014-2018 5-YEAR REPORT

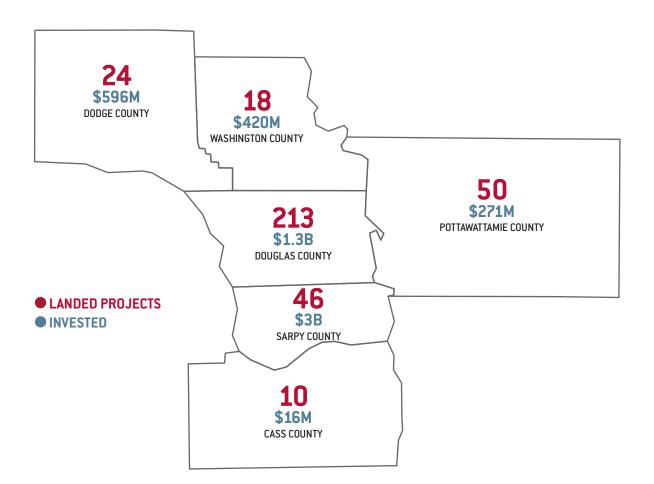


CREATE, GROW, RECRUIT BUSINESSES AND JOBS IN THE REGION

Companies, tiny to titan, flourish here – from the neighborhood mom & pop to the Fortune 500s known around the world.



GROWING OUR REGION



Prominent Developments

2014

Cresco Capital Fremont Beef Company Madonna Rehabilitation Hospital Prairie Star Botanicals Sergeant's Pet Care Tyson Foods USSTRATCOM Wiles Agribusiness

2015

Fidelity (Phase 2) Graepel North America Inc. Green Plains Inc. HDR, Inc. Kiewit Corporation Nebraska Hop Yards, LLC / Midwest Hop Producers, LLC STS Services Structural Component Systems, Inc. Woodhouse Auto Family

2016

D3 Banking Blue Buffalo Eckoh Flywheel Novozymes Thrasher, Inc.

2017

Costco/Lincoln Premium Poultry Facebook LightEdge

2018

R&R Realty Group

Sojern

Spreetail

Toast, Inc.

Warren Distribution

PROGRESS THROUGHOUT OUR REGION



"Perhaps the most visible impact of Prosper Omaha has been the amount of investment from out-of-state that has been attracted to the region. International and national brands including Facebook and Costco have chosen to grow in Nebraska in part thanks to hard work and collaboration across the public and private sectors of our

community. In the long run, I think the more enduring impact will be the focus that Prosper Omaha has created around people and attracting, retaining and developing talent. "

- James Blackledge, Economic Development Council Chair



Business Development

Prosper Omaha fueled a full-throttle push to bring new business to the region. Announcement after announcement – from corner to corner – proved our success. **Costco** broke ground in Dodge County on its first-ever poultry processing plant, and **Facebook** announced its plans to build a data center campus in Sarpy County. Economic results include the \$200 million **Veramaris** facility (an Evonik and Royal DSM partnership) in Washington County and a growing **Wiles Agribusiness** venture in Cass County, Nebraska.

Tech company **Toast** chose downtown Omaha for its first U.S. office outside of Boston, contributing to an urban core resurgence that also includes **Kiewit Corporation's Training and Innovation Center** and redevelopment in the **Capital District** while Midtown saw growth with **HDR's** headquarters' announcement.

All of these economic wins channeled plenty of national attention our way, including back-to-back-to-back honors for Omaha-Council Bluffs as **Site Selection's top Tier-2 metro area** for new and expanded corporate projects.

With Your Support, We Made Three Innovative and Impactful Development Programs – Reality.

REACH

REACH, our comprehensive outreach to certified small and emerging businesses, has been growing since 2015, connecting SEBs with even more business education, mentoring, technical assistance and capital. Over the last three years, REACH volunteers – architects, attorneys, general contractors and more – have helped provide more than 8,000 hours of one-on-one and group education mentorship. The result: Programs supporting 157 loans, \$2.4 million in funding and \$13 million in contacts for small contractors.

To put the scope of REACH in perspective, if every hour of education equaled one inch of height, REACH would have provided enough hours of education to equal the height of the Statue of Liberty two times over.

The Startup Collaborative

We got radical in 2017 with the launch of **The Startup Collaborative**, an industry-leading startup fellowship program that is helping innovators – and our broader entrepreneurial ecosystem – thrive. In 2018, TSC, in collaboration with Murphy Vision Funds and Invest Nebraska, announced it would begin making growth capital investments in early stage tech startups.

Kitchen Council

After months of planning and preparation, we realized our vision for **Kitchen Council**, the region's largest incubator for food entrepreneurs, in 2018. A partnership of the Greater Omaha Chamber, Council Bluffs Area Chamber of Commerce and Iowa West Foundation, Kitchen Council gives a growing number of members access to a fully-licensed commercial kitchen and a foothold in the new food economy.





"The five years spanning the Prosper Omaha initiative have seen great growth in initiatives focused on assisting the capacity growth of small contractors and in assisting minority-owned firms. The REACH program established a capacity building program for small contractors that is unlike any other program. Its innovation and mastery of the

leveraging of resources across a community can be seen in the utilization of Chamber Member industry experts to provide: pertinent business acumen, mentoring and access to capital. Had it not been for the creation of this program, millions of dollars in contracts and credit extensions would not have happened. It is because of this program that many business owners, and employees of those firms, have had opportunities that have spurred economic growth in the area's underserved markets."

- Jason Fischer, Minority Economic Development Council Chair



ESTABLISH A WELLRECOGNIZED EXCITING BRAND AND IMAGE

Here, you earn everything you get. There is no standstill. No off switch. Only momentum, fueled by a drive to let go and do what we love.



THIS IS GREATER OMAHA, AND WE DON'T COAST.



"In this very collaborative, unprecedented way, we built an image for the region that's helping to positively identify and shape our culture. 'We Don't Coast' is a stand-up moment for Greater Omaha which not only allows us to champion what's great about our region, but holds us accountable when we should be doing better and moves us to

action in making things right. Our challenge now is to not let up, keep letting it live throughout the region and to champion the brand as much as possible. No coasting allowed."

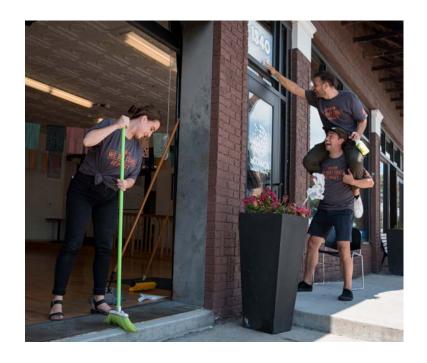
- Steve Gordon, Brand and Image Council Chair

Building an image for a community is no small undertaking. We created ours in a way no other community had before; a truly collaborative effort that enlisted almost 200 volunteers and 16 local creatives. The end result was an exciting, widely-embraced concept – "We Don't Coast" – that effectively communicates our region's character, deep pride and "can do" spirit.

After its debut in 2014, we put We Don't Coast to work, unveiling a dynamic website focused on attracting new talent and a blog to showcase our quality of life and champion those living up to the WDC promise. We took We Don't Coast to Seattle, Boston, Atlanta and many more to tout our thriving tech scene and draw workers to Greater Omaha, and incorporated the message in target industry marketing.

Equally important, we reflected the spirit of We Don't Coast in our community by launching the #WeKeepTalent initiative after Conagra's headquarters move; by rallying behind our Old Market businesses after the devastating 2016 fire, and by encouraging community-wide participation in others-focused projects, such as 24 Hours of Impact.

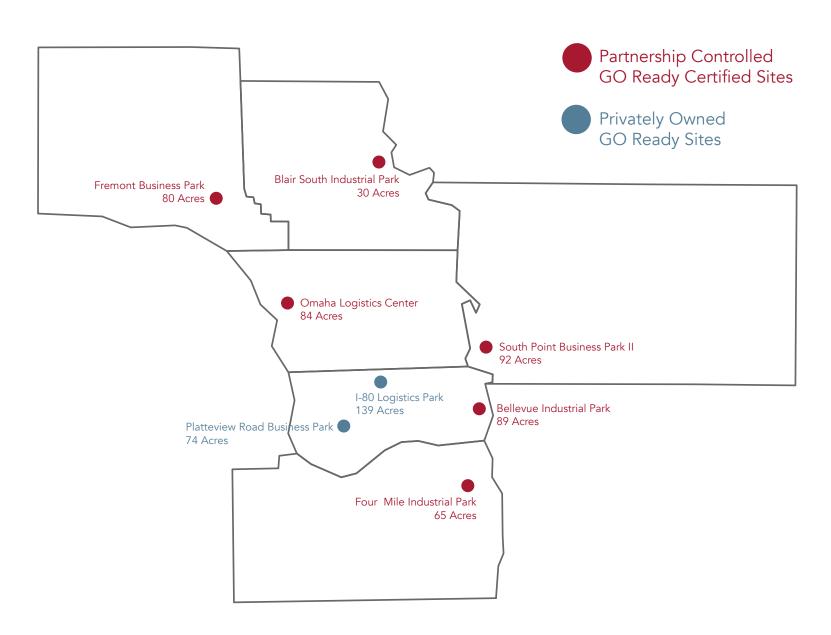
Currently, more than 500 organizations are utilizing the brand to tell their stories and elevate the image of our entire region to reach billions.





CREATE A BUSINESS CLIMATE THAT IS CONDUCIVE TO GROWTH

We work hard to keep the business climate friendly, taxes moderate and attractive sites at the ready. Our cost of living is low, our quality of life is high – and our steady economic growth is the envy of the nation.



COMPETITIVENESS ENSURES WE ARE ALWAYS IN THE GAME.



"In order for the Greater Omaha region to compete effectively for projects on a national basis, we must have well-planned-out sites and available buildings for businesses. The Site Development and Investigation TAG has proactively gone out and created developable sites and worked with developers to generate

more inventory, ultimately allowing us to reach our capital investment and job creation goals for Prosper Omaha."

- Tim Kerrigan, Site Development Chair



Site Development

Site development is critical to increasing competitiveness and building capacity. To address our needs as a region, we developed a **GO! Ready Site Program** to create a formal site certification process and more options for businesses looking to locate to the region. As a partnership, we have certified 10 GO! Ready Sites since 2014, and continue to pursue additional candidate properties for certification.

Legislative Successes

We've been on the front lines, leading efforts to create one of the nation's most competitive business climates. Our public policy team notched significant business-friendly wins over the last several years, including:

- \$10 million infusion for the Nebraska Job Training Fund
- Based Modification Market of the Nebraska Advantage Act 2020
- Passage of LB 957, which provides \$13.7 million for the Offutt Air Force Base levee upgrades
- Urged support of \$421 million Omaha Public Schools' Bond Issue, which passed.

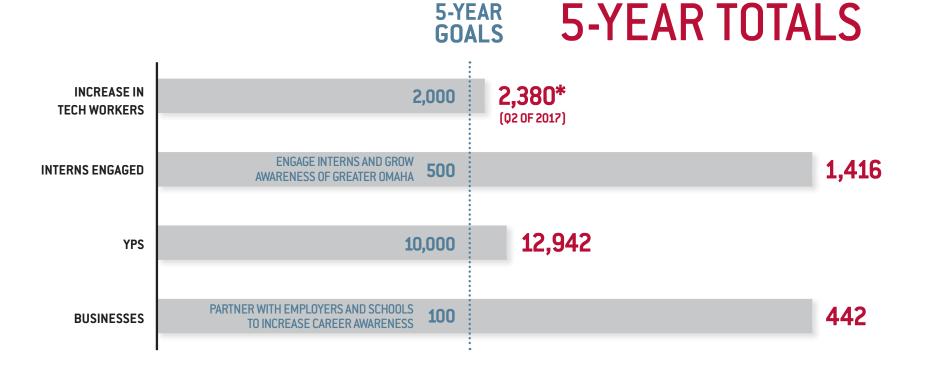
Community Development

With leadership in place, the **Omaha Municipal Land Bank** is in full effect, moving forward to help return vacant properties and dilapidated houses to productive use and positively impact our neighborhoods. Our devotion to community development also shines through **SPARK**, a 501(c)(3) created to ignite neighborhood transformation in areas suffering from decay, high unemployment and low incomes.



GROW, RETAIN AND RECRUIT THE WORKFORCE OF THE FUTURE

If you're ready to ignite your career – if you're determined to make a mark instead of just making do – this is your place.



COMMUNITY IMPACT

+3.7%
CIVILIAN
EMPLOYMENT GROWTH

Increase 2014 - 2018

+6.1%JOB
GROWTH

Increase 2014 - 2018

+14.0%

POST-SECONDARY DEGREE HOLDERS

Increase 2014 – 2017

A DRIVING FORCE IN TALENT AND WORKFORCE DEVELOPMENT.



"The Chamber has accomplished great things in attracting, retaining and developing our workforce. Whether it's through providing growing industry data to educator internships and Careerockit, we are providing easy on ramps for businesses to engage with our schools, and our schools to align with the training and education needs of our growing economy."

- Niki Theophilus, Talent Council Chair



Careerockit

In an effort to educate, excite and inspire tomorrow's workforce, the Chamber – with support of community partners – launched **Careerockit**; an award-winning, weeklong event aimed at offering thousands of career experiences to area students to bring awareness to career opportunities right here in Greater Omaha. To date, Careerockit has facilitated more than 32,000 student experiences.

That's not the only way your Prosper Omaha investment connected students to business and future career opportunities – far from it.

- We promoted Greater Omaha and its job opportunities through recruitment trips to Iowa State University and Northwest Missouri State. Ongoing communication ensures Greater Omaha remains top-of-mind.
- Through our **Summer Connector** program, we engaged with hundreds of summer interns, creating more awareness around Greater Omaha's amenities, high quality of life and opportunities available for students after college.
- Once they're here, our corps of volunteer **We Don't Coast** ambassadors can help them get plugged into the community quickly.

Diversity and Inclusion

Working together. That's the only way we're going to advance diversity and inclusion in our region. In 2018, we joined the Urban League in celebrating the launch of **CODE** (Commitment to Opportunity, Diversity and Equity), our collaborative new diversity and inclusion initiative. CODE is a call to action for those who believe we can and must do better.

PROSPER OMAHA 2014 – 2018* FINANCIAL REVIEW

Brief overview of the campaign.

INLUME:		EXPENSES:	
Program Contributions	\$19,553,040	Regional Economic Development	\$18,813,581
Grants	\$2,948,756	Brand and Image	\$2,554,138
Sponsorships	\$1,772,171	Business Climate	\$1,820,135
Interest/Rent/Sales	\$671,736	Talent Development	\$1,685,189
Total Income	\$24,945,703	Total Expenses	\$24,873,043
Total Investors	305		

^{*2018} numbers are not final.

The Next Phase | Prosper Omaha 2.0

Building on Progress. Accelerating Toward Prosperity.

Twenty years from now, we see a region without pockets of poverty, that leads in innovation and medical research, and attracts talent and investment as competitively as any of America's other great regions.

In 2019, we fast track this **preferred future** by unleashing **Prosper Omaha 2.0**, our next five-year economic development plan. Prosper Omaha 2.0 calls for a catalytic change in our economic development strategy – a strategy designed to build prosperity for all residents by more aggressively focusing on innovation-

fueled business growth, the development and attraction of people who have the opportunity and drive to thrive right here, and the cultivation of a place that both inspires and serves as a model for community ingenuity.

What we have accomplished – and what we will accomplish – we accomplish together. Thank you again for your partnership, investment and trust – and most of all, for your incredible commitment to our community.



ECONOMIC DEVELOPMENT PARTNERSHIP

SelectGreaterOmaha.com

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The Partnership is a program of the Greater Omaha Chamber, embracing an innovative two-state, regional approach to economic development, increasing jobs and investment in eastern Nebraska and southwest Iowa by providing a full range of services.