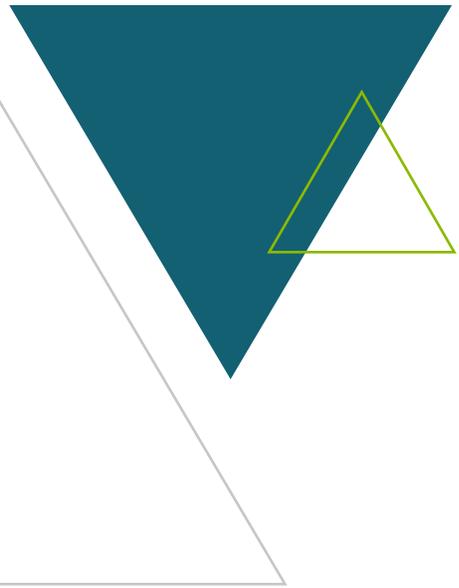




2025 ANNUAL REPORT

OmahaChamber.org/annual-report





2025 IN REVIEW

The past year marked a defining moment for the Greater Omaha Chamber focused on building momentum, sharpening our competitive edge, and delivering measurable impact for the region we serve. Through results-driven advocacy, a bold economic development strategy, and a service focused membership model, the Greater Omaha Chamber had a signature year that we will build on for years to come. From record-setting capital investment and expanded job opportunities to meaningful policy wins and deeper member engagement, our work in 2025 laid the foundation for long-term regional growth. As we look ahead, we remain committed to advancing a more competitive, connected, and opportunity-rich Greater Omaha — one that attracts investment, retains talent, and positions our region to win in an increasingly competitive national landscape.

ECONOMIC & WORKFORCE DEVELOPMENT

2025 served as the first year of A *Greater Omaha* economic development strategy. From our research, we know that economic growth is facing several headwinds including brain drain, high utility demands, and shifting political opinions. A Greater Omaha sought to revive economic development best practices while addressing and mitigating these challenges.

In 2025 economic development invested in proactively generating growth opportunities, resulting in over **90 qualified project opportunities** inclusive of expansion of existing employers and importing jobs from companies expanding across the country. The Greater Omaha Chamber facilitated the successful evaluation of our economy by these companies, resulting in more than \$12 billion in capital investment and more than 600 new and retained jobs. Notably, \$12 billion is a record year, boosted by a new data center that will have a sustained and economic impact on our region for years. Our work serves businesses of all sizes, and more than **750 small businesses** were engaged in meaningful programing including trainings and technical assistance to support their growth.

The Brain Gain priority was established in response to a persistent issue inhibiting Omaha's ability to grow primary jobs. The newly formed Workforce Excellence team focused on regional talent recruitment and retention, connecting locals and outsiders with opportunities to grow and thrive in Omaha. Most notably, the Back to Omaha talent recruitment marketing campaign generated more than 1.8 million impressions, promoting a return to Greater Omaha among prospective boomerang talent, complemented by boots on the ground talent recruitment on college campuses across the country. To better understand more systemic workforce issues, the Greater Omaha Chamber commissioned a Brain Drain, Future Ready Workforce, and Childcare Market studies, which will inform brain gain work into 2026.

LANDED PROJECTS IN 2025:

- ▶ **\$12.3B** Capital Investment
- ▶ **630 NEW** & Retained Jobs
- ▶ **\$13,490,180** New Payroll

PUBLIC POLICY ACHIEVEMENTS

In 2025, the Greater Omaha Chamber continued to display strong leadership in advocating for our business community. Headlining our year was the launch of Omaha COMPETES, the Chamber's comprehensive competitiveness agenda focused on tax competitiveness, workforce, and economic growth. **Other key victories included the defense of the ongoing reduction in corporate (from 7.81%) and personal (from 6.84%) income taxes to 3.99% by 2027**, and the passage of a new defense industry tax credit, LB649, which will provide a 5% wage credit for qualified defense contractors who employ at least 10 high-skill employees that have wages of at least 150% of the statewide average wage.

Furthermore, LB265 addressed Nebraska's workforce shortage by centralizing workforce development program funds into one program area, the new Workforce Development Program Cash Fund. It also created the Manufacturing Modernization and Workforce

Development Pilot Investment Act, which established one-time grants that provide for a one-to-one match up to \$250,000 per project on private investment from manufacturers toward capital expenses on smart technology. The Greater Omaha Chamber played a key role during the implementation of the voter-approved paid sick leave ballot measure. LB415 included key clarifications of the definition of "small business," while including an exemption for businesses of 10 or fewer employees, while adjusting accrual rules and shifting enforcement from a private right of action to administrative penalties.

Additionally, the Greater Omaha Chamber launched a new public policy-focused event, Politics & Eggs, a quarterly power breakfast that gives elected officials from all levels of government the chance to speak directly to Chamber members on the issues that matter to them.

KEY LEGISLATION PASSED:

- ▶ **LB 649, The Defense Efforts Workforce Act**
- ▶ **LB 265, Manufacturing Modernization & Workforce Development Pilot Investment Act**
- ▶ **LB 415, Implementing the voter-approved Nebraska Healthy Families & Workplaces Act**

MEMBER & INVESTOR RELATIONS

The Greater Omaha Chamber took a significant step forward with the implementation of a new membership tier model, designed to better align with the evolving needs of our business community. The enhanced structure allows members to engage more intentionally with Greater Omaha Chamber offerings while providing flexibility and value as organizations grow. The Greater Omaha Chamber continued to serve as a trusted

convener through a strong lineup of signature and networking events. The experiences brought members together to build relationships, share ideas, and collaborate across industries. Looking ahead we are well positioned to build on this momentum by continuing to deliver high-impact events and deepen member engagement to support a strong, connected, and thriving regional marketplace.

MEMBERSHIP RESULTS:

- ▶ **5,500+ MEMBERS & 215+ SPONSORS ENGAGED** through Signature & Networking Events
- ▶ Member Retention was **88%, +4% HIGHER** than the National Average for Chambers
- ▶ **LAUNCHED A NEW OMAHACHAMBER.ORG** connecting people & businesses while propelling the region's growth.

CONCLUSION

By strengthening economic development practices, advancing forward-looking public policy, investing in talent and workforce solutions, and keeping our members at the center of everything we do, the Greater Omaha Chamber is positioning the region for sustained success.



THANK YOU TO OUR SPONSORS

for making this event possible!

PRESENTING SPONSORS

Baxter   **GFiber**

McGrath | North
ATTORNEYS



SUPPORTING SPONSORS



fiserv. **Google**



Scan to view the 2025 Annual Report or visit:
OmahaChamber.org/annual-report



808 Conagra Dr., Ste. 400, Omaha, NE 68102

(402) 346-5000