



# 2020 Quarterly REPORTS

January 21, 2021

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Q1 2020



## Adapting to a Changing World



### A rapid response for our members and staff

The paradigm-shift of the COVID-19 global pandemic cannot be understated. Personally. Professionally. All of our lives were rapidly and radically changed by the necessary and appropriate steps to keep ourselves, our families and our community healthy.

The Chamber's response to COVID-19 began on March 9th, when we deployed a resource page for our members, connecting them with up-to-date and rapidly changing information from official, primary sources. In three short weeks this page morphed multiple times to prioritize the needs of our member organizations. By the end of March, it was our most visited page on the website.

Our entire staff began to work remotely on March 16. At that time we began response planning that included business continuity discussions, member outreach, and programmatic changes. Like the resource page, these strategies shifted as the initial and immediate impacts of social distancing reverberated through our community. We are proud of the work our team accomplished in such a short time and in such an unconventional way.

### Where we go from here

Moving forward in 2020 will not be business as usual. We understand that our work will not be the same, and the effort and impact we need to make on our members and the business community at large are not what they were one month ago. We have set out four organizational pillars that will help our teams as they revisit their programs of work and chart the Chamber's course for 2020. Those pillars are:

1. Provide "resiliency resources" to our members so the vulnerable may weather the storm and those able to grow/expand can do so
2. "Flatten the curve" of regional unemployment, helping our displaced workforce find work in the short and long term
3. Anticipate and champion the needs of the Omaha region for a rapid and vibrant recovery
4. Create a foundation for our own recovery through membership engagement and retention

While we recognize that our goals and work will shift moving forward, we want to recognize our accomplishments for the first quarter and progress toward our original goals. The following sections highlight our successes and outcomes for Business Growth, People, Place and Core Services

# SUCCESS IN Q1



There were no shortage of inspiring moments at the 2020 YP Summit.

## YP Summit

The YP Summit, once again, was a marquee event for the entire region. More than 1,500 attendees joined us to celebrate the future. From two inspiring keynote speakers to fifteen breakout sessions, there were plenty of takeaways for personal, professional and community development.

Our many sponsors provided engaging spaces for attendees to ideate on how to move our region forward. As always, the vibe surrounding the event was inspiring and electric. By the end of the day, we were even trending on Twitter.

## Annual Meeting

Our first signature event of the year featured an amazing keynote from Daniel Coyle, author of *The Culture Code*. Little did we know how important his message of building safety, sharing vulnerability and establishing purpose with your staff would be. We reviewed the Chamber's impact in 2019 and recognized our annual honorees:

Volunteers of the Year – Mogens Bay & Ken Stinson  
Headliner of the Year – United States Strategic Command  
Chairman's Award of Excellence – Jason Gustafson



## Careerockit!



Now in its fourth year, Careerockit has grown steadily in size and scope. To fulfill the program goal of connecting area students to the wide breadth of jobs available across the region, we've scaled the connections to provide as many career experiences as possible. The program runs in February, but planning begins in September and October the year before. We start by having educators sign up and make requests for the types of experiences their students will enjoy. We then actively recruit businesses to match with those classrooms.

This year Careerockit exploded into the stratosphere, with more than 25,000 career experiences. That number spanned across seven counties, 22 school districts, 101 individual schools and 205 participating businesses. Those are impressive numbers.

This program is a key cog in our workforce efforts. Connecting students with employers builds a regional pipeline, where our hometown talent sees the career possibilities right here in our market. We make the early connections and keep the engagement high throughout their schooling.



# BUSINESS GROWTH

To accelerate business growth in the region, we focus on: building the capacity, innovation and competitiveness of our core industries; attracting and building new knowledge-based businesses; nurturing a dynamic community of innovation and startups; and supporting small business success.

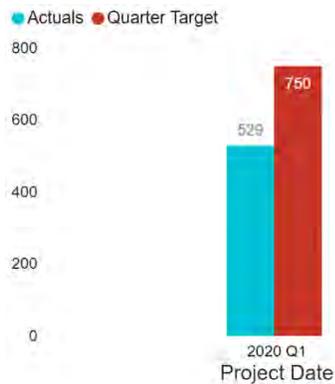
## Key Annual Benchmarks:

- 2,000 jobs
- \$100M in new payroll
- \$600M new capital investment
- 50 new tech startups

## Q1 Results:

- Key metrics were below quarterly targets as multiple projects were put on hold due to COVID-19
- Activities shifted to client outreach and supporting companies gain access to recovery funds

### 2020 New and Retained Jobs (Actual vs Projected)



New and retained jobs associated with landed projects for the first quarter of 2020.

### New Payroll Created in 2020



Payroll associated with newly created jobs of landed projects for the first quarter of 2020.

### 2020 Total Capital Investment



The total capital investment from landed projects in 2020.

### Startups Launched (Actual vs Projected)



Startups launched during the first quarter of 2020 measured against the quarterly goal.

# PEOPLE

Our talent and workforce initiatives work with businesses, schools and other partners to deliver programs and services to attract new talent to the market, support the training and development of existing workers, retain and grow our young professionals and expose area students to future career pathways.

## Key Annual Benchmarks:

- 55 companies engaged in D&I
- 500 new trained tech talent workers
- 20,000 career experiences area students
- 500 people retrained for higher skill, higher wage jobs

## Q1 Results:

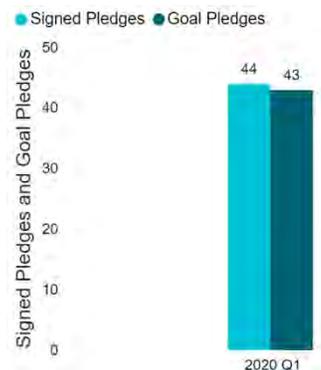
- Careerokit exceeded its goal of career experiences by over 20%
- CODE currently on target for D&I goal
- Talent activities are re-focusing on emerging employment challenges from COVID-19

2020 Career Experiences



The 2020 Career Experiences from the Careerokit week.

2020 CODE Pledges Signed



CODE pledges signed through March 31.

# PLACE

Place-making efforts continue to accelerate as foundational support to business and talent growth. The focus includes several very different and complex initiatives, all with an eye to long-term regional vibrancy and competitiveness.

## Key Annual Benchmarks:

- \$200M investment in urban core
- Transportation plan completed
- Passing of business incentive package (LB720)

## Q1 Results:

- Urban core studies on transportation, housing, retail, redevelopment underway
- ConnectGO Goals & Principles released
- LB 720 on hold as the legislative session was suspended due to COVID-19

# CORE SERVICES

These core service teams concentrate on providing excellent business intelligence, events, financial management, fundraising, human resources, marketing, member and technology services.

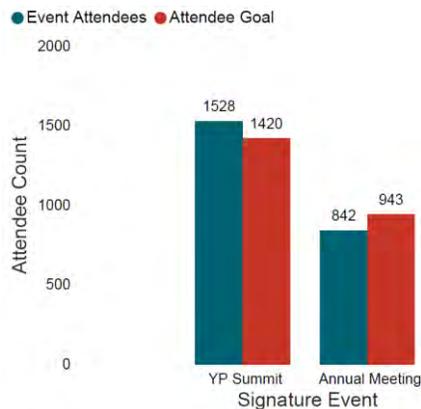
## Key Annual Benchmarks:

- Hit attendance and revenue targets for signature events
- Add 450 new members with a dues value of \$185,000
- Achieve a retention rate of 86%
- Prosper Omaha 2.0 campaign pledges of \$32 million

## Q1 Results:

- YP Summit surpassed attendance and revenue goals
- Annual meeting drew nearly 850 attendees
- Membership sales saw a sharp drop beginning in mid-March, drops were put on hold due to COVID-19
- PO 2.0 fundraising for Q1 was \$1.1M bringing total to \$28M; 61% is general fund and 39% is program specific or grants
- Membership, Event, and Fundraising revenue goals will be revisited due to COVID-19

Signature Event Attendance (Actual vs Goal)



Attendance at the two signature events that took place in the first quarter of 2020.

New Member Dues (Actual vs Budget)



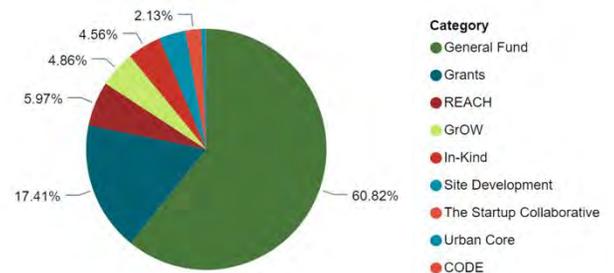
Values of new member sales against the projected sales value

Prosper Omaha 2.0 Pledged Amount



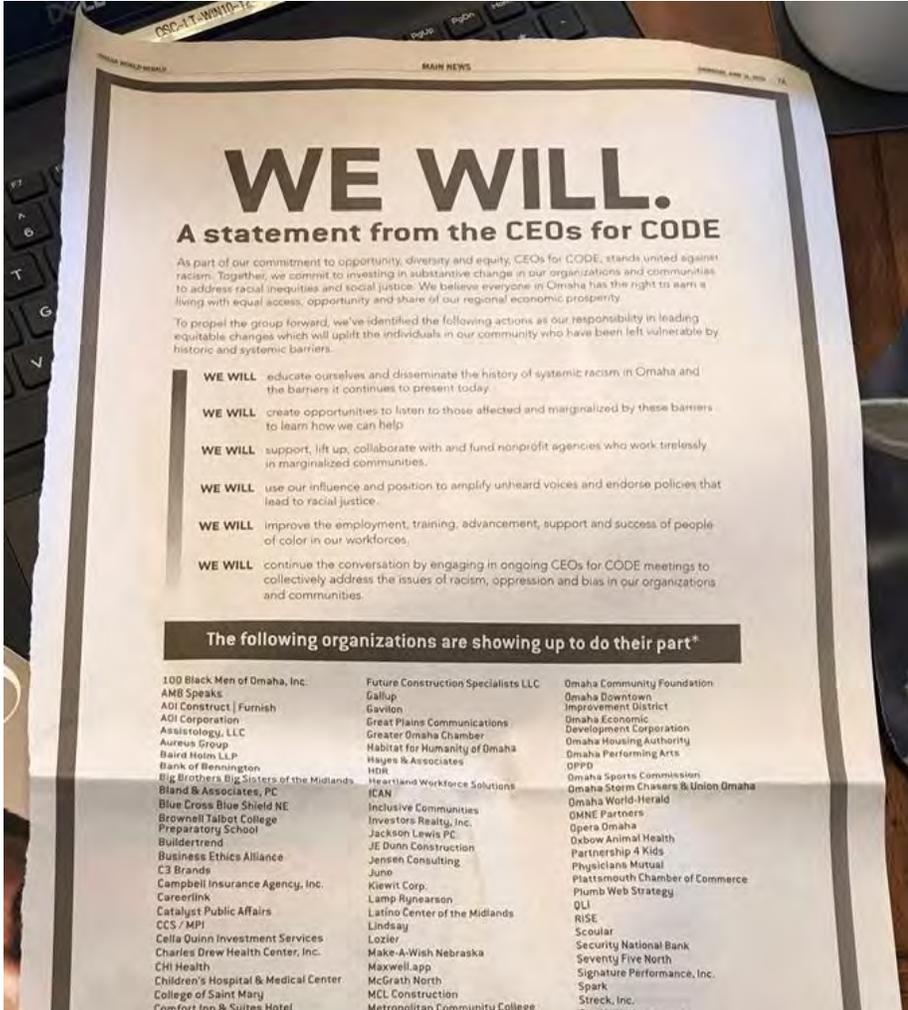
Total amount pledged toward Prosper Omaha 2.0 campaign.

Prosper Omaha 2.0 – Program Breakout



Total amount pledged toward Prosper Omaha 2.0 campaign.

# Q2 2020



## Preparing for Recovery

The Greater Omaha Chamber created an [economic recovery plan](#) to help area businesses make decisions to safely resume commerce. This plan includes the creation of the THRIVE 2020 task force, and the release of our We Rise recovery playbook.

Based on guidance from the medical professionals at the University of Nebraska Medical Center, this recovery plan is a methodical, phased approach to a responsible reopening. We're watching numbers from [UNMC's Pandemic Recovery Acceleration Model \(PRAM\)](#) to inform our decisions about our current stage of operation.

THRIVE 2020 subcommittees have been meeting to develop recommendations on what the Greater Omaha Chamber can do to accelerate our region's recovery from the pandemic. With a focus on economic development, entrepreneurship, small business, diversity and equity, talent and public policy, we're aligning resources to propel Omaha's prosperity.

While it may feel like we've been navigating the pandemic for a very long time, we are still in the early stages of its impact. Building the foundation and positioning our region for a rapid recovery will benefit the residents in the short, mid and long term.

We're excited to partner with all the other determined and committed organizations involved in Omaha's rebound. Together we will rise, stronger and on a better trajectory toward Omaha 2040 than ever before.

## A Commitment to Change

The protests against police brutality in late May and early June were a national awakening. The disproportionate deaths of people of color at the hands of authorities led to a deeper awareness of systemic racism, and a call to action for everyone to catalyze change in ways that haven't happened before.

The Greater Omaha Chamber was well-prepared for this moment. [Our Commitment to Opportunity, Diversity and Equality \(CODE\)](#) had been in place since 2018, when we identified a very real gap in the lived experiences of minorities in the Omaha workforce.

In the days after protests in Omaha, we gathered more than 140 CEOs and executives in a conversation about how our companies and organizations can do better. From that conversation we crafted the ["We Will" statement](#), which more than 250 area business leaders signed on to. This statement laid out what Omaha must do, and how the CEOs for CODE will take action to create that change.

Equal access to opportunity and prosperity is a requirement for our community to thrive. We are all responsible for tearing down the systemic injustice that keeps some communities marginalized in our society. [Help us](#) position the Omaha business community as an advocate, ally, and instrument of change.

# SUCCESS IN Q2



## A Wide Range of Relevant Programming

The coronavirus pandemic created an environment where our in-person events were no longer available. That was a huge loss in our engagement and networking efforts. Of course, our team quickly pivoted to provide high-quality programming in an online format. Some of the highlights of those efforts are below:

### Recovering from COVID-19

The Entrepreneurs' Education Collaborative, a multi-organizational partnership, held a series of webinars to help small and startup businesses face the challenges of the pandemic head on. This well-attended series provided up-to-date information in the wildly changing business conditions of the pandemic.

- 19 total events (and counting) in the series
- 957 total attendees across the series

### Business Bites

In partnership with Creighton University's Heider College of Business, we co-hosted a series of short webinars for Omaha professionals. With content developed by Creighton professors and moderated by Greater Omaha Chamber staff, these webinars covered a wide-range of relevant topics.

- 8 total events in the series
- 330 total attendees across the series
- 416 video views after the live events

### Rebecca Ryan – Planning Amidst Uncertainty

Futurist (and friend of the Greater Omaha Chamber) Rebecca Ryan led more than 250 attendees through a webinar on how to plan for the future during challenging times. Her unique point of view helped frame how to approach thinking about the future and planning for a wide range of potential outcomes.

## Member Outreach

Making sure our members had the tools and support they needed to weather the pandemic was one of our top priorities. Shortly after the coronavirus response began we made a commitment to contacting each and every one of them.

It was an audacious goal, but by the end of May we had made a connection with more than 3,000 stakeholders. These conversations covered a wide range of topics and allowed our staff to hear first hand how the pandemic was affecting local business.

Thanks to the entire Greater Omaha Chamber staff who helped with the outreach, and thanks to all our members who support the work of the Chamber every day.

## Business Excellence Awards



### 2019 Small Business of the Year: Bozell

We weren't able to celebrate in person, but that didn't stop us from recognizing 16 Omaha-area businesses for their excellence. Awarded across the categories of leadership, philanthropy, innovation and sustained excellence.

These businesses represented a broad cross section of industries, from advertising agencies to telecommunications companies. These businesses have set (and exceeded) the standard for excellence in our community.

Throughout the month of May we recognized each of these winners on our social media channels, and provided them with a toolkit to help promote their award.

[Take a look at all the winners](#), and prepare your nominations for next year.

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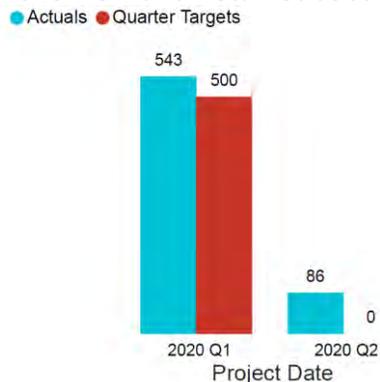
## Key Annual Benchmarks (Revised):

- 1,250 jobs
- \$50M in new payroll
- \$300M new capital investment
- 30 new tech startups

## Q2 Results:

- Many projects in the pipeline for Q2 were delayed due to COVID-19 which impacted jobs, investment and payroll outcomes
- Focus shifted to client outreach and support with 741 Business, Retention, Expansion (BRE) calls during the quarter
- Startup activity has continued but at a slower pace than projected

2020 New and Retained Jobs (Actual vs Goal)



New and retained jobs associated with landed projects for the first two quarters of 2020.

New Payroll Created in 2020



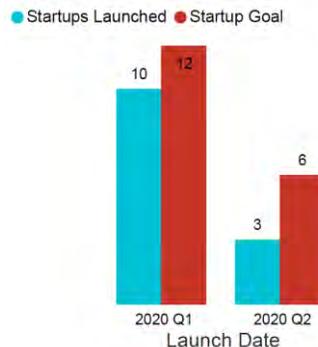
Payroll associated with newly created jobs of landed projects for the first two quarters of 2020.

2020 Total Capital Investment



The total capital investment from landed projects in 2020.

Startups Launched (Actual vs Goal)



Startups launched during the first quarter of 2020 measured against the quarterly goal.

# PEOPLE

Our talent and workforce initiatives work with businesses, schools and other partners to deliver programs and services to attract new talent to the market, support the training and development of existing workers, retain and grow our young professionals and expose area students to future career pathways.

## Key Annual Benchmarks (Revised):

- 55 companies engaged in D&I
- 1,500 unique visitors to online resource guide
- 20,000 career experiences area students (Goal met in Q1)

## Q2 Results:

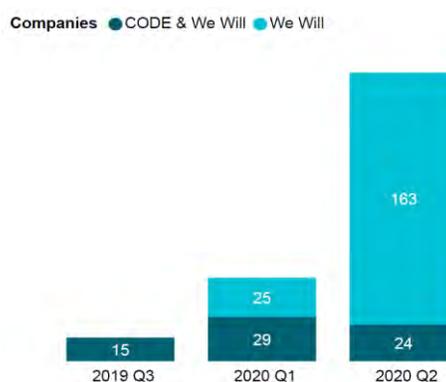
- The annual goal for CODE Pledges was exceeded reaching 68 by the end of Q2
- 256 companies signed the “We Will” statement
- The online Resource Guide for Job Seekers was launched and saw 1,247 unique visitors

Visitors to Resource Guide for Job Seekers



The unique visitors who visited the unemployment resource guide.

2020 CODE Pledges and “We Will” Statement



CODE Pledge and “We Will” statement signed. Dark blue indicates both have been signed and light blue represents “We Will”.

# PLACE

Place-making efforts continue to accelerate as foundational support to business and talent growth. The focus includes several very different and complex initiatives, all with an eye to long-term regional vibrancy and competitiveness.

## Key Annual Benchmarks (Revised):

- \$200M investment in urban core
- Transportation plan completed
- Passing of business incentive package (LB720) and state support for UNMC NExT project (LB 1084)

## Q2 Results:

- Legislative session delayed until Q3
- LB 720 Tool Kit Launched
- Urban core studies on transportation, housing, retail, redevelopment completed (Findings will be assessed in light of COVID-19)
- ConnectGO Emerging Strategy under development.

# CORE SERVICES

These core service teams concentrate on providing excellent business intelligence, events, financial management, fundraising, human resources, marketing, member and technology services.

## Key Annual Benchmarks (Revised):

- Contact 3,000 members/customers by end of May 2020
- Hit revised revenue targets for remaining events (\$158,855)
- Add 275 new members with dues value of \$125,000
- Achieve a retention rate of 70%
- Prosper Omaha 2.0 campaign pledges of \$29 million

## Q2 Results:

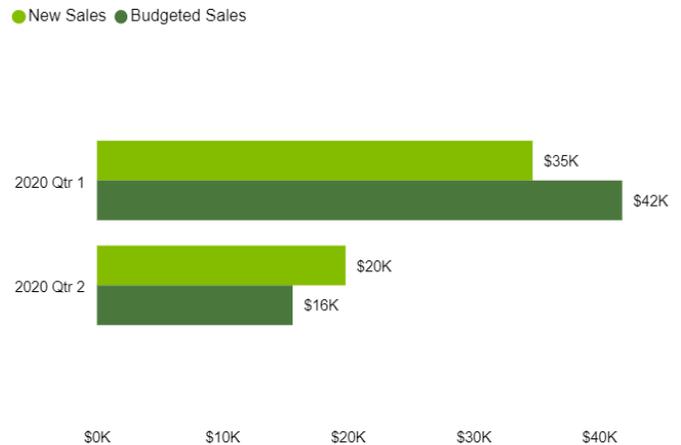
- Outreach efforts resulted 3,037 customer contacts
- New member sales exceeded Q2 targets for revenue and number of members
- Membership billing was delayed for businesses impacted by COVID-19
- PO 2.0 fundraising for Q2 was over \$200,000 including \$125,000 directed to CODE activities

Unique Customer Outreach



Unique customers contacted during a second quarter, organization-wide, outreach campaign.

New Member Dues (Actual vs Budget)



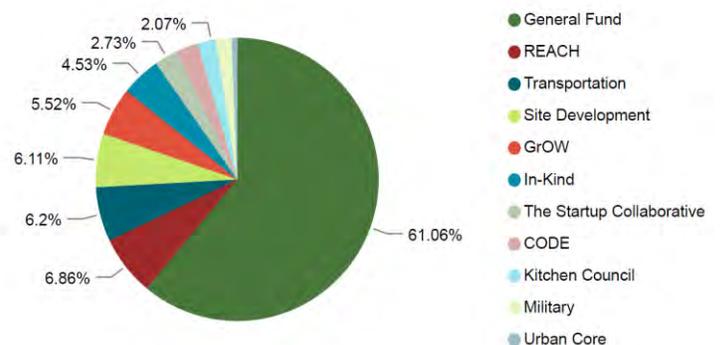
Values of new member sales against the projected sales value

Prosper Omaha 2.0 Pledged Amount



Total amount pledged toward Prosper Omaha 2.0 campaign.

Prosper Omaha 2.0 – Program Breakout



Total amount pledged toward Prosper Omaha 2.0 campaign.

# Q3 2020



## LB 1107: GOOD FOR NEBRASKA

As with everything in 2020, Nebraska's Unicameral session was anything but normal. After a several month hiatus due to the pandemic, the state senators reconvened on July 20 to complete the last seventeen days of their "short session." There was much work to be done, and not a lot of time to do it.

Of note for the Greater Omaha Chamber was LB 1107, which included the ImagiNE Nebraska Act. This important piece of legislation would replace the sunseting Nebraska Advantage business incentive package at the beginning of 2021. We've been working on this bill for more than two years, and in 2020 we were determined to see it through.

We were involved with a coalition of like-minded organizations, including the Nebraska State Chamber, Lincoln Chamber of Commerce and Nebraska Economic Developers Association to advocate for LB 1107. We organized around a "Good For Nebraska" platform that demonstrated how business incentives positively impact everyone in our state. From direct capital investment to jobs in supporting industries, when business expands or relocates in Nebraska, we all win.

In the end, it was a "[Grand Compromise](#)" that brought ImagiNE Nebraska, the UNMC NeXT project and property tax relief together in one amendment. With time running out, [the measures passed](#) and Nebraska's friendly economic environment was reaffirmed and preserved.

## VIREO GROUNDBREAKING

The Cass County Nebraska Economic Development Council (CCNEDC) in partnership with the City of Plattsmouth and Greater Omaha Economic Development Partnership landed a project in Cass County. [Vireo Resources](#) broke ground on their 32,000 square foot expansion project that will add [300 new full-time jobs within 3-5 years](#) and grow the Nebraska location ten-fold.



## THRIVE 2020

The rollout of the [WE RISE regional recovery plan](#) included the creation of the THRIVE 2020 Task Force and its associated committees. Together, this effort represented a focus on accelerating our regional growth by identifying the necessary projects and programs for recovery. The scope of this task force encompassed six important elements:

- Economic Development
- Small Business
- Workforce
- Diversity & Equity
- Entrepreneurship
- Public Policy

Committees convened around each of these topics and created a list of strategic recommendations geared toward identifying and overcoming regional challenges caused or exacerbated by the COVID-19 pandemic. Example recommendations include:

- Increase regional supplier diversity
- Position Omaha as a leader in MedTech industry
- Improve regional workforce data collection
- Connect businesses with CARES Act training programs

Those are just few examples of the regional needs the Greater Omaha Chamber will be addressing through short- and long-term initiatives. Our thanks to the many staff and volunteers who drove the THRIVE 2020 process.

## HIRE CONFERENCE

On July 30, more than 200 talent recruitment and human resource professionals came together, virtually, for our [5th Annual HIRE Conference](#). This exciting event represented our first multi-speaker, multi-session professional development event since the pandemic began.

It was a rousing success. The attendance was a new record for the event, and feedback was glowing. Our event and leadership teams set a great example and high bar for many events to come. Thank you to the sponsors and volunteers who supported the event.

# BUSINESS GROWTH

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## Key Annual Benchmarks (Revised):

- 1,250 jobs
- \$50M in new payroll
- \$300M new capital investment
- 30 new tech startups

## Q3 Results:

- Jobs were slightly below target for the quarter but are 13% above goal YTD
- Payroll (-36%) and investment (-66%) continue to lag YTD goals
- Startups are trending below target with 22 launched this year
- REACH facilitated four education sessions resulting in 239 hours of instruction, nearly 20% over target.
- A strong fourth quarter is projected for jobs, investment, and payroll

2020 New and Retained Jobs (Actual vs Goal)



New and retained jobs associated with landed projects for the first three quarters of 2020.

New Payroll Created in 2020



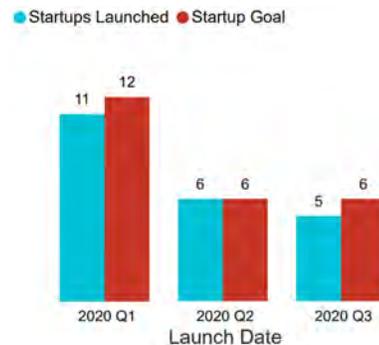
Payroll associated with newly created jobs of landed projects for the first three quarters of 2020.

2020 Total Capital Investment



The total capital investment from landed projects in 2020.

Startups Launched (Actual vs Goal)



Startups launched during the first three quarter of 2020 measured against the quarterly goals.

# PEOPLE

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## Key Annual Benchmarks (Revised):

- 55 companies engaged in D&I
- 1,500 unique visitors to online resource guide
- 20,000 career experiences for area students (Goal met in Q1)

## Q3 Results:

- The annual goal for CODE Pledges was exceeded reaching 84 by the end of Q3 with an additional 237 business & community Leaders signing the "We Will" statement
- The online Resource Guide for Job Seekers has had 1,411 unique visitors since its launch in Q2
- The GrOW program expanded to six employers with two new agreements signed in Q3
- Leadership Omaha Class 42 had a graduating class of 49 and kicked off Class 43

Visitors to Resource Guide for Job



The unique visitors who visited the unemployment resource guide, year to date.

2020 CODE Pledges and "We Will" Statement



CODE Pledge and "We Will" statement signed. Dark blue indicates both have been signed and light blue represents "We Will".

# PLACE

Place-making efforts continue to accelerate as foundational support to business and talent growth. The focus includes several very different and complex initiatives, all with an eye to long-term regional vibrancy and competitiveness.

## Key Annual Benchmarks (Revised):

- \$200M investment in urban core
- Transportation plan completed
- Passing of business incentive package (LB720) and state support for UNMC NExT project (LB 1084)

## Q3 Results:

- LB1107 was passed which incorporated LB720, LB1084, and property tax relief
- Transportation activities included launching a study of Council Bluffs transit and a survey of employee transportation needs
- Urban Core studies on transportation, housing, retail, redevelopment completed; Urban Core strategic plan under development

# CORE SERVICES

These core service teams concentrate on providing excellent business intelligence, events, financial management, fundraising, human resources, marketing, member and technology services.

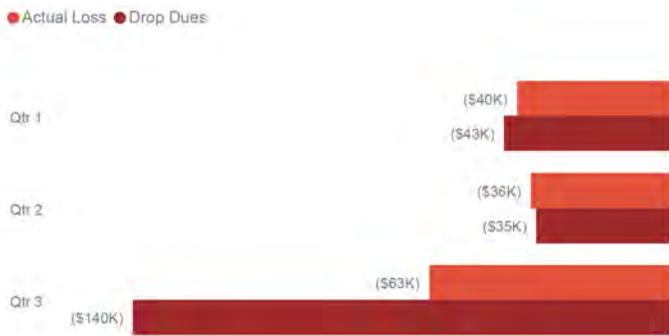
## Key Annual Benchmarks (Revised):

- Contact 3,000 members/customers by end of May 2020 (Goal met in Q2)
- Hit revised revenue targets for remaining events (\$158,855)
- Add 275 new members with dues value of \$125,000
- Achieve a retention rate of 70%
- Prosper Omaha 2.0 campaign pledges of \$29 million

## Q3 Results:

- Exceeded Q3 membership sales goals
- Retention rates are above target with 74% of members renewed and 80% of the dues paid for accounts billed through Q3
- Hit revised annual membership revenue target for 2020
- Secured \$214,000 in PO 2.0 pledges and investment in PO programs during Q3

### Dropped Member Dues (Actual vs Budget)



Value of dropped dues against the budgeted loss.

### New Member Dues (Actual vs Budget)



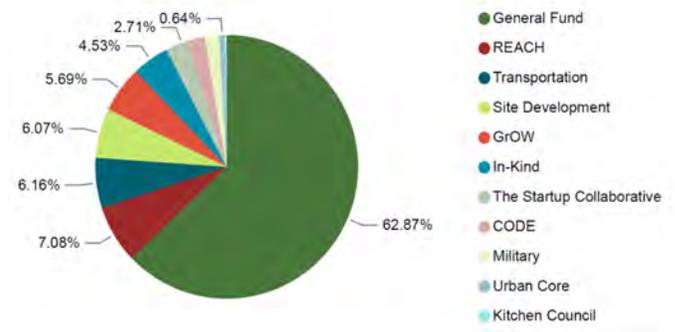
Values of new member sales against the projected sales value.

### Prosper Omaha 2.0 Pledged Amount



Total amount pledged toward Prosper Omaha 2.0 campaign.

### Prosper Omaha 2.0 – Program Breakout



Total amount pledged toward Prosper Omaha 2.0 campaign.

# Q4 2020



## Big Projects Land in Q4

When the pandemic hit in March, many of the economic development projects targeting the Omaha region were put on pause. Our Business Attraction and Expansion team didn't let that slow down their efforts.

Thanks to their continuous excellence and expertise, Greater Omaha had two major business attraction projects land in the fourth quarter of 2020.

First off, retail giant **Amazon** joined other notable tech leaders like Google, Facebook and Paypal by finding a home in the region. In October, [Amazon announced a new robotic fulfillment center in Sarpy County](#). Once fully up and running, the operation could bring up to 1,000 full time jobs with an estimated economic impact of \$203.9 million annually.



Rendering of Amazon fulfillment center

Less than a month later, [Washington County scored a project with another national retailer](#). **Dollar General** announced a distribution center based in Blair. That 800,000 square-foot facility would employ 400 workers with the potential economic impact of \$106.1 million each year.

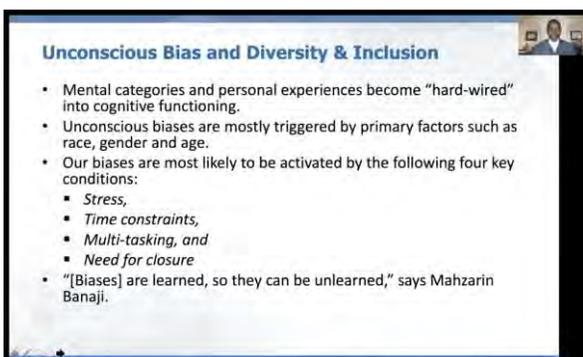
See the full scope of the region's 2020 economic development projects on the next page.

## The 2020 Conference Goes Virtual, Goes Bigger.

After the successful launch of The Conference on Opportunity, Diversity and Equity in 2019, the follow up came with lots of expectations and challenges. Set against the backdrop of a pandemic and heightened attention on equity, diversity and advocacy, this year's programming was a crucial element in our region's healing and recovery. In the end, 913 individuals registered for the 2020 event, besting the previous year's attendance by 36%.

Highlights of the event included two impactful keynote speakers. Coach Rob Mendez and business leader Caroline A. Wanga shared their unique point of view on what it means to foster acceptance and lead teams to success. Their stories and insights transcended sports and business, providing strong support for building diverse, interconnected communities.

The program was in-depth and expansive, with Creighton University again facilitating a pre-conference development session. The 16 breakout topics ranged from Native American history to mental health, with "Extend Your Experience" sessions further engaging attendees. Our post-event survey revealed that 95% of attendees were either "very satisfied" or "satisfied" with their experience, once again setting the bar high for next year's event.



The Conference: breakout session screenshot (Source: Virgil Fludd, The Carvir Group, Inc.)

### CODE Champion Sponsors:



BUILDING AMERICA®



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- 1,250 jobs
- \$50M in new payroll
- \$300M new capital investment
- 30 new tech startups

## Q4 Results:

- Exceeded annual benchmarks for capital investment and new payroll by 60% and nearly tripled the number of targeted jobs based on a strong Q4
- Launched 24 startups in 2020 against a goal of 30
- A marketing campaign to generate ED leads was kicked off in Q4 with over 850k impressions generating 219 contacts.

2020 New and Retained Jobs (Actual vs Goal)



New and retained jobs associated with landed projects

New Payroll Created in 2020



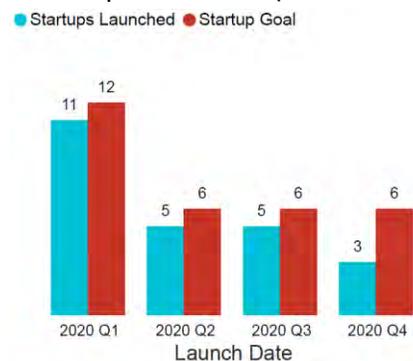
Payroll associated with newly created jobs of landed projects

2020 Total Capital Investment



The total capital investment from landed projects

Startups Launched (Actual vs Goal)



Startups launched measured against the quarterly goal

# PEOPLE

Our talent and workforce initiatives work with businesses, schools and other partners to deliver programs and services to attract new talent to the market, support the development of existing workers, retain and grow our young professionals, expose area students to future career pathways and expanding diversity and inclusion in our workplaces. Our leadership development initiatives focus on connecting and elevating visionary leaders in order to provide a deep pool of community and professionals leaders to advance the Omaha metro area.

## Key Annual Benchmarks (Revised):

- 55 companies engaged in D&I
- 1,500 unique visitors to online resource guide
- 20,000 career experiences area students (Goal met in Q1)

## Q4 Results:

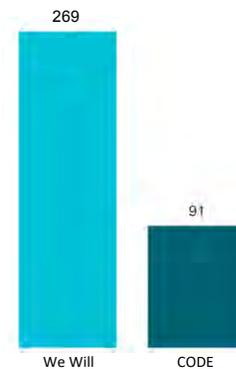
- The annual goal for CODE Pledges was exceeded reaching 91 by the end of Q4 and 269 leaders have signed the “We Will” statement
- The CODE Conference drew over 900 registrations
- GrOW secured a new contract now with 6 active employers
- The online Resource Guide for Job Seekers exceeded the target of 1,500 unique visitors since its launch in Q2
- Omaha Executive Institute kicked off a virtual class of 20 senior-level executives and their spouses

Visitors to Resource Guide for Job Seekers



Unique visitors to the unemployment resource guide

2020 Companies Engaged in D&I Work



CODE Pledge and “We Will” statement signed are used as an indicator of DEI engagement by businesses

# PLACE

Place-making efforts continue to accelerate as foundational support to business and talent growth. The focus includes several very different and complex initiatives, all with an eye to long-term regional vibrancy and competitiveness.

## Key Annual Benchmarks (Revised):

- \$200M investment in urban core
- Transportation plan completed
- Passing of business incentive package and state support for UNMC NExT project (Goal met in Q3)

## Q4 Results:

- Transportation plan completed
- Received over 2,000 responses to transportation surveys in the region
- Urban Core strategic plan is in development
- Urban Core projects underway include Riverfront, The Mercantile, Millwork Commons, Kiewit HQ, Live Music Venue
- Held PAC fundraising events targeting \$50k in contributions

# CORE SERVICES

These core service teams concentrate on providing excellent business intelligence, events, financial management, fundraising, human resources, marketing, member and technology services.

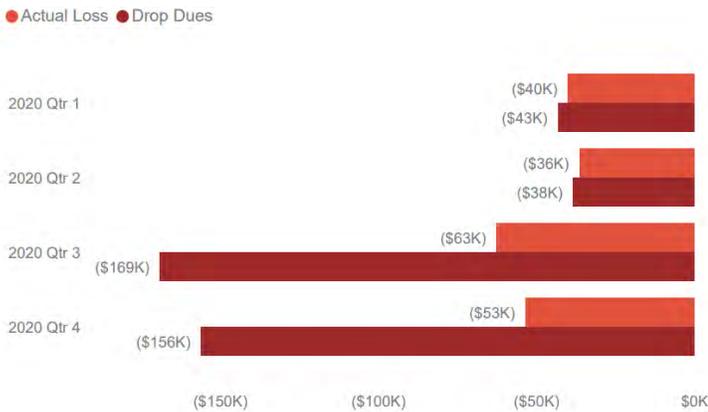
## Key Annual Benchmarks (Revised):

- Contact 3,000 members/customers by end of May 2020 (Goal met in Q2)
- Hit revised revenue targets for remaining events (\$158,855)
- Add 275 new members with dues value of \$125,000
- Achieve a retention rate of 70%
- Prosper Omaha 2.0 campaign pledges of \$29 million

## Q4 Results:

- Met Q4 and annual membership sales goals
- Retention rates are above target with 84.3% of members renewed and 84.6% of the dues paid for accounts billed through Q4
- Q4 signature events exceeded the combined revenue target and both virtual events exceeded net revenue goals due to decreased expenses
- Secured \$688,000 in PO 2.0 pledges and investment in PO programs during Q4

### Dropped Member Dues (Actual vs Budget)



Value of dropped members against the projected value

### New Member Dues (Actual vs Budget)



Value of new member sales against the projected sales value

### Prosper Omaha 2.0 Pledged Amount



Total amount pledged toward Prosper Omaha 2.0 campaign

### Signature Events



Gross revenue for Signature Events held during the quarter