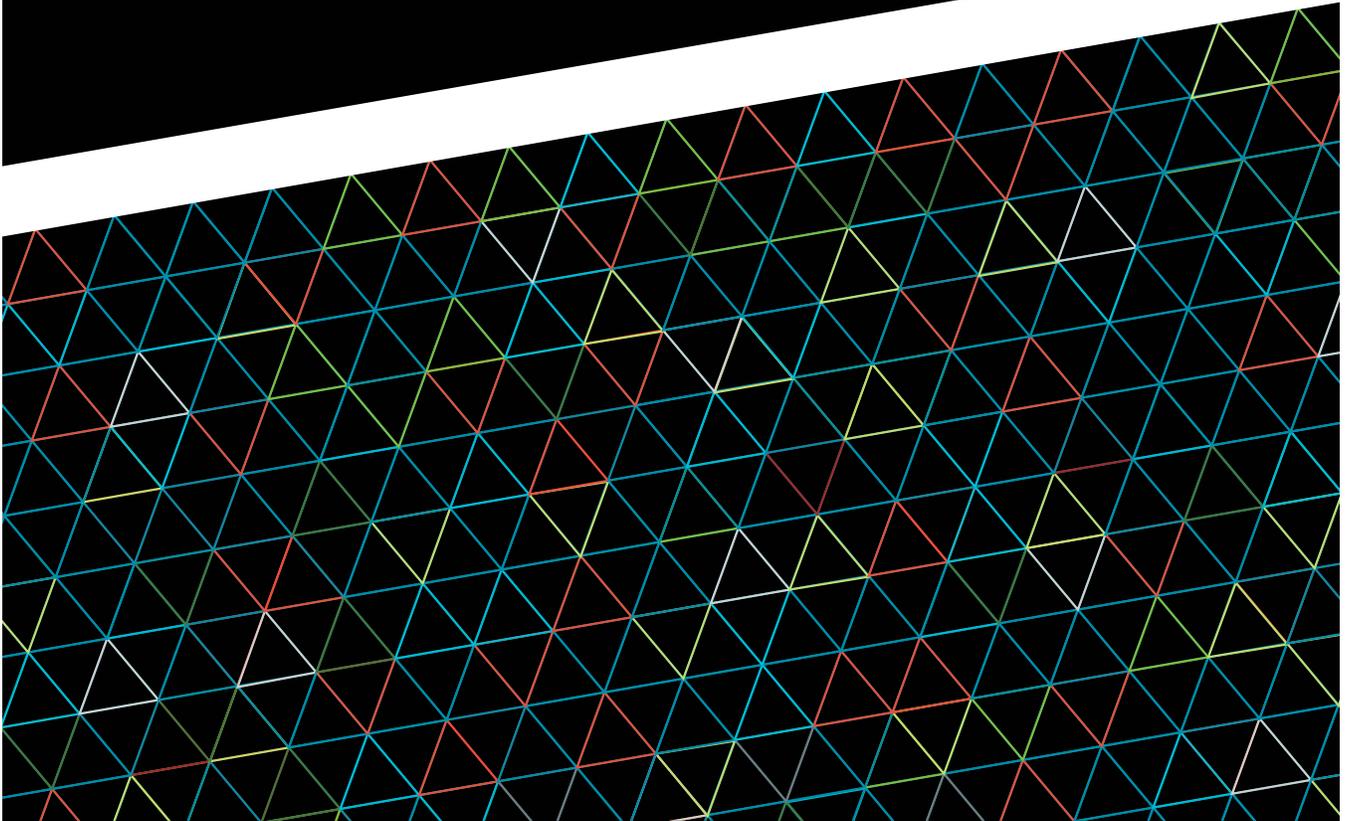




2022 Quarterly

REPORTS

January 25, 2023



Q1

2022



Urban Core Strategic Plan



A Vision for the Future

The Greater Omaha Chamber capped off an exciting first quarter with the release of our Urban Core Strategic Plan on March 27. This 107-page, long-term vision for the region’s metropolitan center represents the culmination of almost four years of work from our Urban Core Committee. This group, made up of volunteers representing various stakeholders in the urban core, oversaw studies that evaluated housing, retail, parking and governance and used the results to craft the strategic plan.

The plan identified eleven “Big Moves” with two already underway following January announcements from Mayor Stothert and Mutual of Omaha. Together they laid out the vision for Omaha’s modern streetcar and Mutual of Omaha’s new headquarters on the first block at the head of the RiverFront redevelopment. Together, these

important projects represent the backbone of the Urban Core Strategic Plan, and jumpstart our progress toward a vibrant future.

Annual Meeting & YP Summit

The Greater Omaha Chamber brought two of its major annual events back in person for 2022. At the Annual Meeting we welcomed keynote speaker Carla Harris and recognized Dr. Jeffrey Gold (Volunteer of the Year), Janet Noll (Chairman’s Award of Excellence) and Walter Scott (in memoriam). The YP Summit hosted more than 1,300 young professionals for a dynamic day of professional development and networking. Featuring two keynotes and 15 breakout speakers, the inspirational day was jam-packed with opportunities for our region’s future leaders.

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:

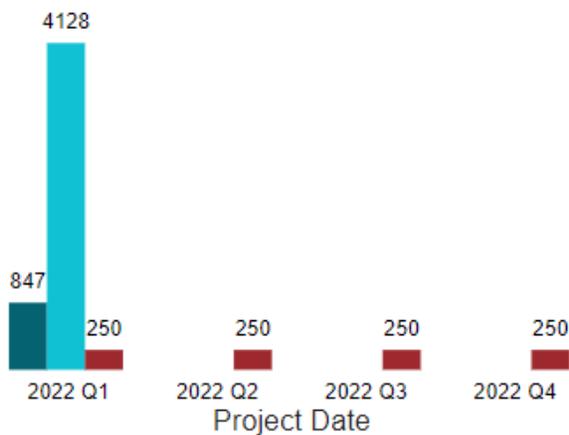
- 1,000 jobs
- \$50 million in new payroll
- \$600 million new capital investment
- 50 new startups identified and engaged
- 400 Small Business Consulting and Support Hours

Q1 Results:

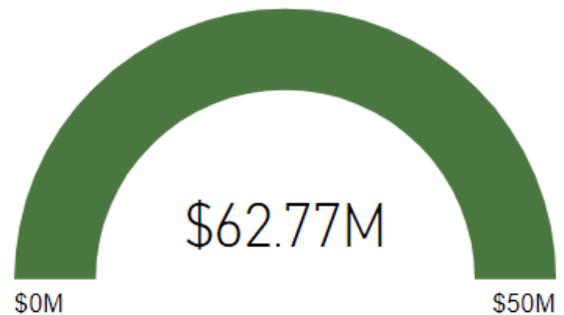
- There were 17 project announcements during Q1 representing \$707 million in capital investment and 4,975 new/retained jobs
- Exceeded 2022 annual goals for jobs, capital investment and new payroll
- 32 new startups identified and engaged
- 12 REACH & REACH facilitated group trainings

2022 New and Retained Jobs for Landed Projects

● New Jobs ● Retained Jobs ● Quarter Targets



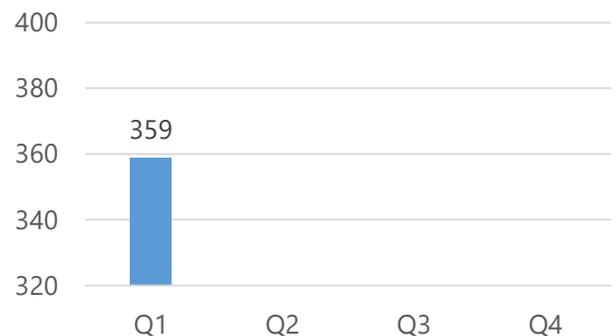
2022 Payroll Created for New Jobs



2022 Total Capital Investment from Landed Projects



2022 Small Business 1-on-1 Consultation Hours



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.

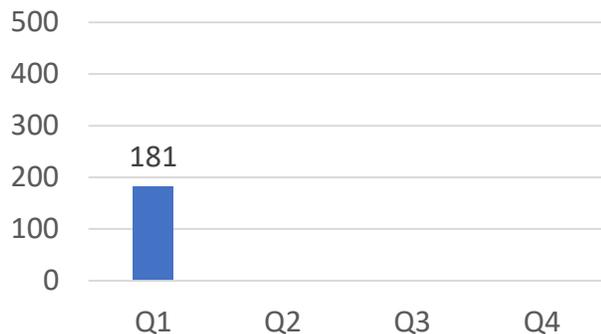
Key Annual Benchmarks:

- 100 companies engaged in Diversity and Inclusion work
- 1,000 new clients served via GrOWNavigators
- 68 individuals enrolled in leadership development programs
- 2,100 event attendees for signature talent events

Q1 Results:

- Diverse Talent Playbook for HR Professionals launched
- GrOW signed contracts with two new employer partners
- Total of six seminars held between Leadership Omaha and Omaha Executive Institute and three podcasts delivered

2022 GrOW Navigator New Clients Served



2022 Signature Talent Events



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:

- Ten (10) active GO Ready sites
- Support the passage of a comprehensive tax reform bill
- Secure ARPA funding for state and local business initiatives
- Completed Urban Core strategic plan to be presented to the public
- ConnectGO strategy implementation

Q1 Results:

- Finalized, approved and published Urban Core Strategic Plan
- Helped the City of Omaha win a \$3M federal earmark for the N 24th Street Streetscape project
- Assisted with Metro's outreach supporting its MetroNEXT Strategic Plan
- Preparing to proceed with engineering of the streetcar
- Submitted federal funding request to proceed with engineering for urban core street reconfigurations

MEMBER SERVICES

Strengthen member businesses through valuable programs, events and services. Grow the total membership base through new sales and retaining existing customers.

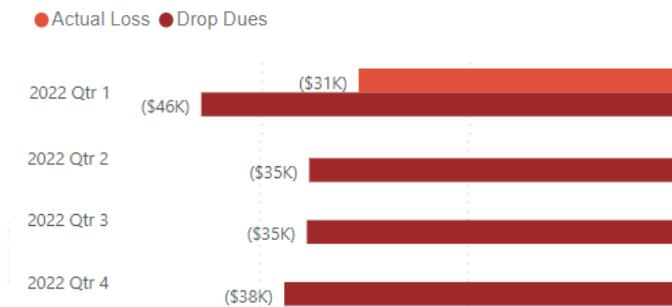
Key Annual Benchmarks:

- Add 380 members/\$164,000 dues value
- Retain 86% member dues
- Drop no more than 350 members/
\$154,000 dues value
- Signature and Networking Events with attendance of 5,960 and net revenue of \$428,190

Q1 Results:

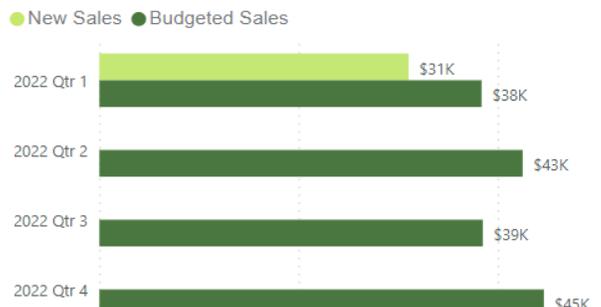
- Dues from 75 new membership sales were 19% below budget
- The value of dropped member dues was 33% better than budget leading to net positive dues for the quarter
- The Annual Meeting and YP Summit had a combined 1,964 registered attendees with net revenue for the two events slightly below budget (-8.7%)

Dropped Member Dues (Actual vs Budget)



Value of dropped member dues against the projected value

New Member Dues (Actual vs Budget)



Value of new member sales against the projected sales value

CORE OPERATIONS

At the foundation of the organization is a variety of essential work that supports Chamber members and the variety of programs found in the business growth, people and place focus areas. These core service teams concentrate on providing excellent business intelligence, financial management, fundraising, human resources, marketing and technology services.

Key Annual Benchmarks:

- Promote Omaha and the Chamber through a variety of media outlets, social media and advertising
- Manage expense and income to budget
- Support IT and human resources
- Provide governance and oversight of Chamber operations

Q1 Results:

- Marketing efforts resulted in 650K social media impressions, 835K paid advertising impressions and 118K website pageviews
- Recognized by the National Safety Council as one of Nebraska's Safest Companies
- Kicked off planning for 2024-2028 fundraising campaign

Q2 2022



Unicameral Success



Welcome Veta T. Jeffrey

In April we announced the selection of Veta Jeffrey as the next president and CEO of the Greater Omaha Chamber. She started in May and has been busy meeting the staff, volunteers, members and Omaha business community.

A Session Defined By Opportunity

Thanks to the American Rescue Plan Act (ARPA) there were \$1.04 billion dollars available to be allocated during 2022. Working with the Nebraska Chamber and Lincoln Chamber, we supported a series of “Good Life Game Changer” recommendations. These recommendations led to funding for internships and apprenticeships (LB 1167 – Flood), as well as infrastructure projects (LB 1033 – Arch). ARPA funding will impact a wide-range of important infrastructure, housing, broadband and other critical economic development efforts.

We were also active in related bills focused on major investment in North and South Omaha (LB 1024/1025 – Wayne; LB 1238 – Vargas). These economic development bills will generate investment in Omaha communities, including a long-planned airport industrial park.

The governor also signed two Chamber-supported tax policy bills that reduced the income and corporate tax rates (LB 938/939 – Linehan).

Overall, it was an active and important session that continued to build on the Greater Omaha Chamber’s vision for a business-friendly and prosperous region.



Omaha Explores Startup Ecosystem with MIT

Led by the Greater Omaha Chamber, a group representing Omaha will participate in the ninth cohort of [MIT’s Regional Entrepreneur Acceleration Program](#). The cohort launched on May 10, and is a two-year journey examining Omaha’s entrepreneurial strengths and weaknesses.

BUSINESS GROWTH

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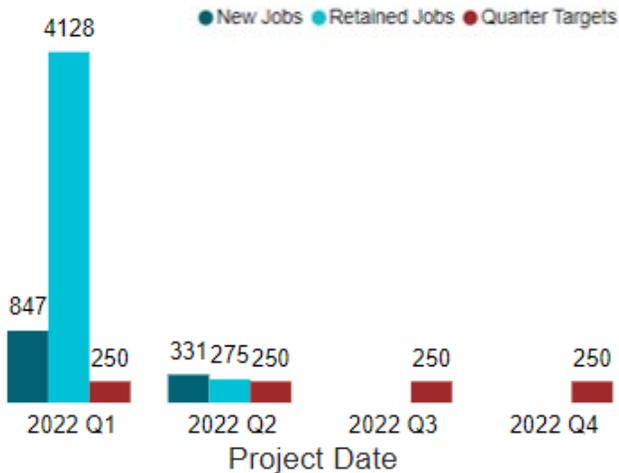
Key Annual Benchmarks:

- 1,000 jobs
- \$50 million in new payroll
- \$600 million new capital investment
- 50 new startups identified and engaged
- 400 Small Business Consulting and Support Hours

Q2 Results:

- There were 13 project announcements during Q2 representing \$850 million in capital investment and 606 new/retained jobs
- Exceeded 2022 annual goals for jobs, capital investment and new payroll
- 36 new startups identified and engaged
- 25 REACH & REACH facilitated group trainings

2022 New and Retained Jobs for Landed Projects



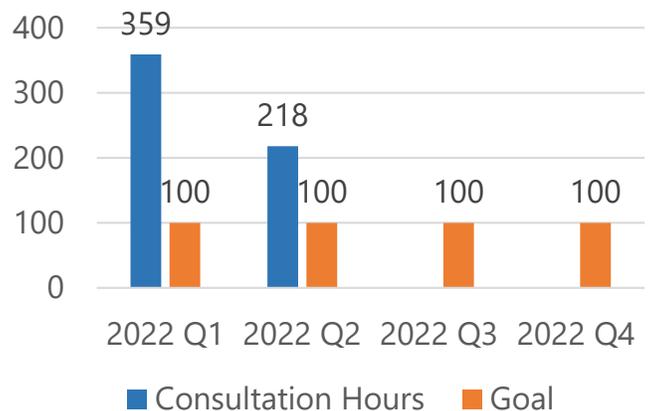
2022 Payroll Created for New Jobs



2022 Total Capital Investment from Landed Projects



2022 Small Business 1-on-1 Consultation Hours



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:

- 100 companies engaged in Diversity and Inclusion work
- 1,000 new clients served via GrOWNavigators
- 68 individuals enrolled in leadership development programs
- 2,100 event attendees for signature talent events

Q2 Results:

- CODE hosted 35 professionals for the Employer Coalition Meeting
- Total of six seminars held between Leadership Omaha (LO) and Omaha Executive Institute.
- LO graduated the Class 44 and selection was completed for Class 45.

2022 GrOW Navigator New Clients Served



2022 Signature Talent Events



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:

- Ten (10) active GO Ready sites
- Support the passage of a comprehensive tax reform bill
- Secure ARPA funding for state and local business initiatives
- Completed Urban Core strategic plan to be presented to the public
- ConnectGO strategy implementation

Q2 Results:

- Successful legislative session for Chamber priorities including tax reform and ARPA funding for workforce development, infrastructure, and economic development in North/South Omaha.
- Convened the second cohort of the Urban Core Committee to focus on implementing the Urban Core Strategic Plan. Established Housing and Marketing Subcommittees.
- Commenced preliminary engineering for the streetcar with the City of Omaha and the Omaha Streetcar Authority.

MEMBER SERVICES

Strengthen member businesses through valuable programs, events and services. Grow the total membership base through new sales and retaining existing customers.

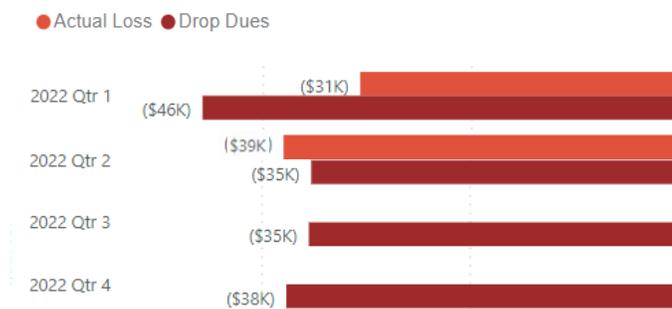
Key Annual Benchmarks:

- Add 380 members/\$164,000 dues value
- Retain 86% member dues
- Drop no more than 350 members/\$154,000 dues value
- Signature and Networking Events with attendance of 5,960 and net revenue of \$428,190

Q2 Results:

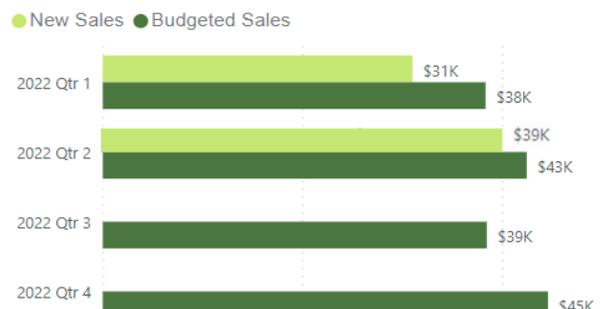
- Dues from 91 new membership sales were 9% below budget for the quarter. YTD new dues are down 14%.
- The value of dropped member dues was slightly higher than budget for the quarter but 14% better than budget YTD.
- YTD, Signature and Networking Events have a combined 3,513 attendees.

Dropped Member Dues (Actual vs Budget)



Value of dropped member dues against the projected value

New Member Dues (Actual vs Budget)



Value of new member sales against the projected sales value

CORE OPERATIONS

At the foundation of the organization is a variety of essential work that supports Chamber members and the variety of programs found in the business growth, people and place focus areas. These core service teams concentrate on providing excellent business intelligence, financial management, fundraising, human resources, marketing and technology services.

Key Annual Benchmarks:

- Promote Omaha and the Chamber through a variety of media outlets, social media and advertising
- Manage expense and income to budget
- Support IT and human resources
- Provide governance and oversight of Chamber operations

Q2 Results:

- Marketing efforts resulted in 310K social media impressions, 498K paid advertising impressions and 106K website pageviews
- Began Network Infrastructure Lifecycle Improvements in order to bring on new technologies for increasing both security and cloud storage.

Q3

2022



Welcome to the Omaha Business Hall of Fame



Five more business icons were inducted into the Omaha Business Hall of Fame on August 17. Once again, the Holland Center played host to a beautiful event where we recognized two of Omaha's most recognizable developers, the USA Today Woman of the Year for Nebraska, and the founders of one of our fastest growing franchises. The inductees in the 2022 Omaha Business Hall of Fame class were:

- Don & Linda Eckles, Scooter's Coffee/Harvest Roasting
- John F. Lund, Lund Company
- Jay Noddle, Noddle Companies
- Carmen Tapio, North End Teleservices, LLC

Almost 500 attendees celebrated the careers and impacts these leaders have had on the Omaha community, both professionally and personally.



Hearing Our Small Business Leaders

In August, the Greater Omaha Chamber hosted listening sessions with small and emerging business owners from North and South Omaha. The goal of these meetings was to hear what challenges these business owners faced as they attempted to maintain and grow their businesses.



Attending on behalf of the Greater Omaha Chamber were Veta Jeffery and representatives from Economic Development, CODE, membership, entrepreneurship and communications. This cross-functional approach will distill what we learned through these conversations into actions that thoughtfully and intentionally address opportunities to strengthen our regional business community.



HIRE Conference Sold Out

The HIRE Conference returned to an in-person format for 2022 and was at full capacity. This full-day conference focuses on recruitment, retention and human resource topics that help our member businesses attract the talent they need. This year's event featured a keynote from Jermaine Jamison, Director of Diversity, Equity and Inclusion for Kansas City's SHRM chapter.

BUSINESS GROWTH

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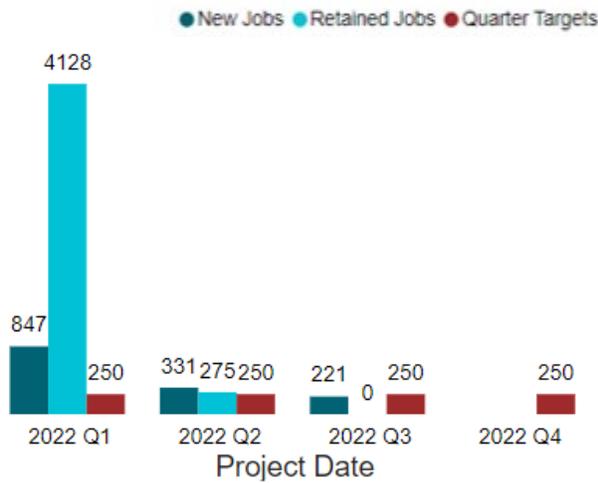
Key Annual Benchmarks:

- 1,000 jobs
- \$50 million in new payroll
- \$600 million new capital investment
- 50 new startups identified and engaged
- 400 Small Business Consulting and Support Hours

Q3 Results:

- There were 5 landed projects during Q3 representing 231 million in capital investment and 221 new jobs.
- Exceeded 2022 annual goals for jobs, capital investment and new payroll.
- 33 new startups identified and engaged.
- 11 REACH & REACH facilitated group trainings.

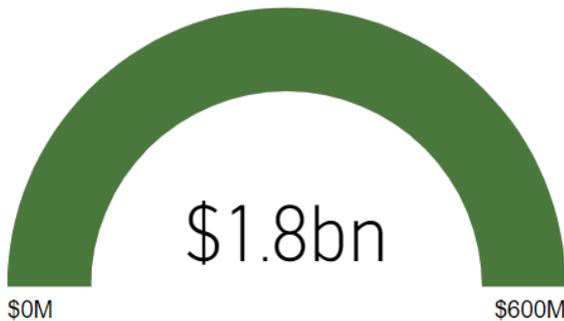
2022 New and Retained Jobs for Landed Projects



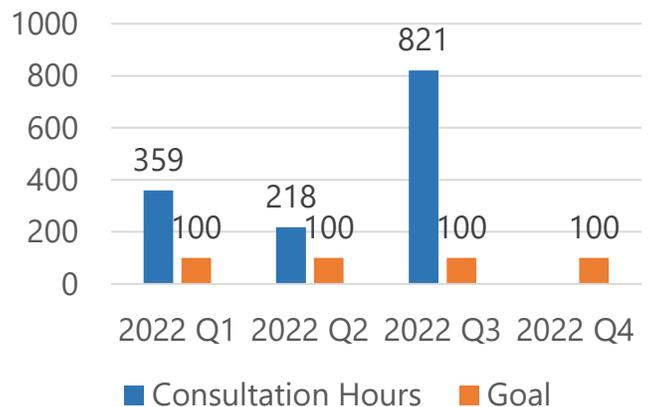
2022 Payroll Created for New Jobs



2022 Total Capital Investment from Landed Projects



2022 Small Business 1-on-1 Consultation Hours



PEOPLE

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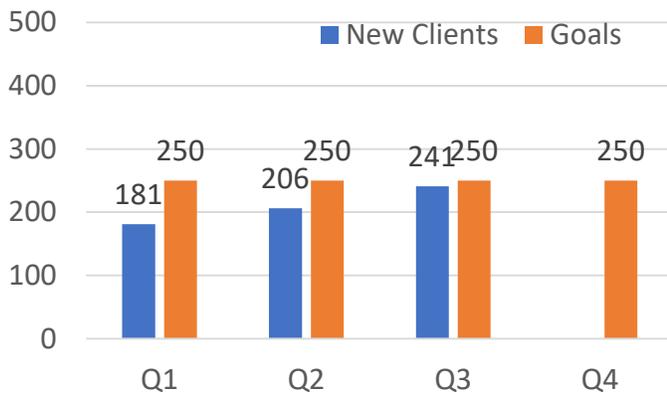
Key Annual Benchmarks:

- 100 companies engaged in Diversity and Inclusion work
- 1,000 new clients served via GrOW navigators
- 68 individuals enrolled in leadership development programs
- 2,100 event attendees for signature talent events

Q3 Results:

- CODE hosted 2 Employer Coalition and 2 Education Series Meetings with a total of 107 professionals attending.
- LeadDIVERSITY Meet & Greet and first session held for Cohort 4 – 24 participants (Partnership with Inclusive Communities).
- LO Orientation and Open Retreat was hosted for Class 45 – 49 class members.

2022 GrOW Navigator New Clients Served



2022 Signature Talent Events



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:

- Ten (10) active GO Ready sites
- Support the passage of a comprehensive tax reform bill
- Secure ARPA funding for state and local business initiatives
- Completed Urban Core strategic plan to be presented to the public
- ConnectGO strategy implementation

Q3 Results:

- Proceeding with preliminary engineering on the streetcar.
- Began development of an Urban Core marketing plan. Commissioned an inventory of housing in the Urban Core.
- Assisted with project development and outreach for the Nebraska Economic Recovery Act.

MEMBER SERVICES

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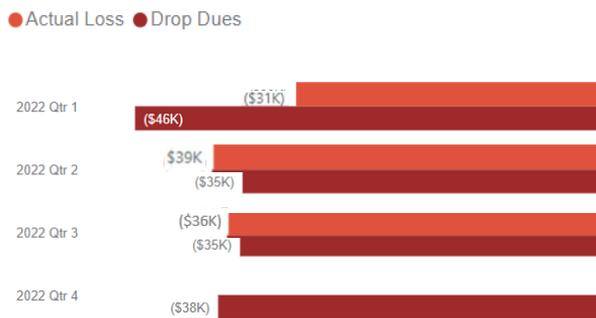
Key Annual Benchmarks:

- Add 380 members/\$164,000 dues value
- Retain 86% member dues
- Drop no more than 350 members/
\$154,000 dues value
- Signature and Networking Events with attendance of 5,960 and net revenue of \$428,190

Q3 Results:

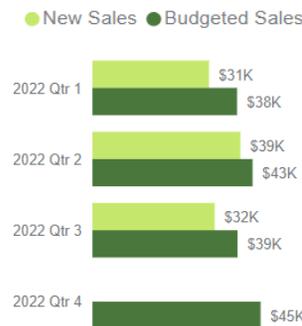
- Dues from 71 new membership sales were 16% below budget for the quarter. YTD new dues are down 14%.
- The value of dropped member dues was slightly higher than budget for the quarter but 9% better than budget YTD.
- YTD, Signature and Networking Events have a combined 4,512 attendees.

Dropped Member Dues (Actual vs Budget)



Value of dropped member dues against the projected value

New Member Dues (Actual vs Budget)



Value of new member sales against the projected sales value

CORE OPERATIONS

At the foundation of the organization is a variety of essential work that supports Chamber members and the variety of programs found in the business growth, people and place focus areas. These core service teams concentrate on providing excellent business intelligence, financial management, fundraising, human resources, marketing and technology services.

Key Annual Benchmarks:

- Promote Omaha and the Chamber through a variety of media outlets, social media and advertising
- Manage expense and income to budget
- Support IT and human resources
- Provide governance and oversight of Chamber operations

Q3 Results:

- Marketing efforts resulted in 235,001 social media impressions, 762,516 paid advertising impressions and 114,672 website pageviews.
- Revised organization structure and personnel to align with updated Chamber priorities.
- 100% staff participation in site safety training for fire, severe weather and active shooter.

Q4 2022



Focus on Development



Economic Outlook

The Economic Outlook forum set the stage for over 400 business leaders, advisors and economic development professionals to prepare for what's to come in 2023. A panel of local experts participated in a facilitated discussion covering current topics including workforce, supply chain, mental health in the workplace, and consumer trends. Key points of the discussion focused on inflation, remote working trends, and economic projections for 2023.



The Conference Makes An Impact

Once again, the Conference on Opportunity, Diversity and Equity hosted more than 800 attendees for a full day of learning and development. Inspiring keynote speakers Janet Stovall and Jeff Raikes joined a dozen breakout presenters covering a wide range of DEI-focused topics and received rave review from attendees.

First Leadership Lab Sells Out

This two-day workshop designed for emerging leaders was a sold-out success. Attendees spent day one learning about their own leadership style. Day two was focused on collaboration and conflict management.

CODE Education Series Kicks Off

The first of a four-part series focused on New American Integration kicked off in December. This important series touches on key issues in growing our workforce, and how immigrants and refugees can be welcomed and included in our community.

Holiday Open House Returns



BUSINESS GROWTH

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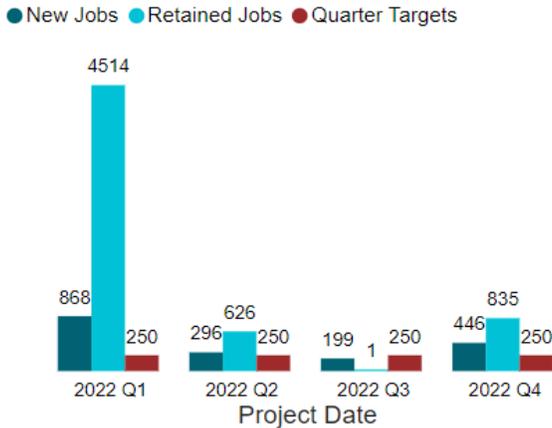
Key Annual Benchmarks:

- 1,000 new jobs
- \$50 million in new payroll
- \$600 million new capital investment
- 50 new startups identified and engaged
- 400 Small Business Consulting and Support Hours

Q4 Results:

- There were 20 landed projects during Q4 representing \$297 million in capital investment and 446 new jobs.
- Exceeded 2022 annual goals for jobs, capital investment and new payroll.
- 104 startups identified and engaged during 2022.
- Provided 890 hours of small business consulting and support plus an additional 2,181 hours of support through REACH and minority economic development efforts.

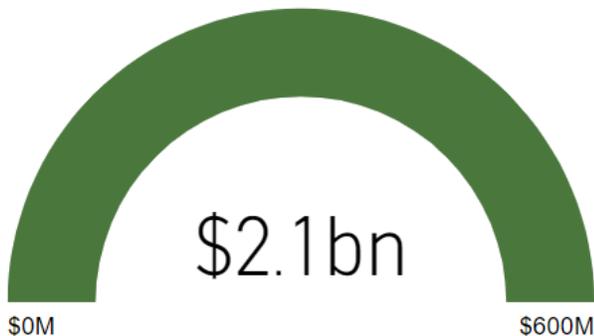
2022 New and Retained Jobs for Landed Projects



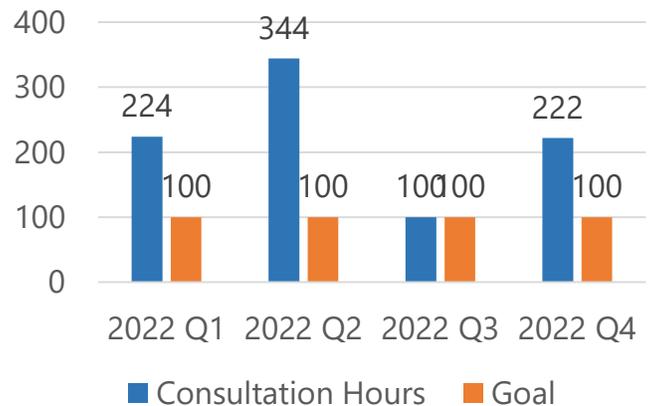
2022 Payroll Created for New Jobs



2022 Total Capital Investment from Landed Projects



2022 Small Business 1-on-1 Consultation Hours



PEOPLE

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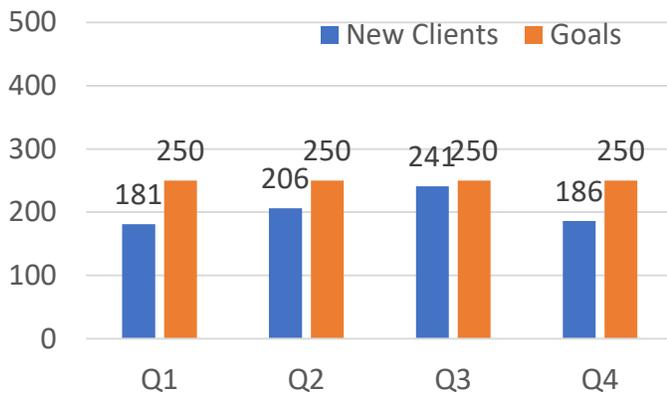
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- 100 companies engaged in Diversity and Inclusion work
- 1,000 new clients served via GrOW navigators
- 68 individuals enrolled in leadership development programs
- 2,100 event attendees for signature talent events

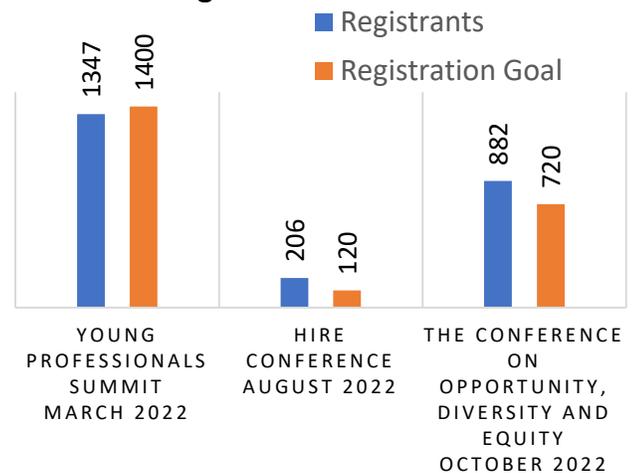
Q4 Results:

- 126 companies were part of the CODE coalition at the end of 2022.
- LO Alumni Holiday Event hosted and Distinguished Alumni Recognized with 125 attendees.
- Leadership Programs consisted of 12 seminars, workshops, and sessions resulting in 161 attendees.

2022 GrOW Navigator New Clients Served



2022 Signature Talent Events



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:

- Ten (10) active GO Ready sites
- Support the passage of a comprehensive tax reform bill
- Secure ARPA funding for state and local business initiatives
- Completed Urban Core strategic plan to be presented to the public
- ConnectGO strategy implementation

Q4 Results:

- Urban Core Marketing Committee wrapped up interviews with 22 businesses asking about current perceptions of the urban core, seeking opportunities, and identifying potential obstacles to development.
- The Housing Committee completed an inventory of current housing in the urban core and will seek to identify gaps and potential solutions.
- Assisted with project development and outreach for the Nebraska Economic Recovery Act (LB 1024).

MEMBER SERVICES

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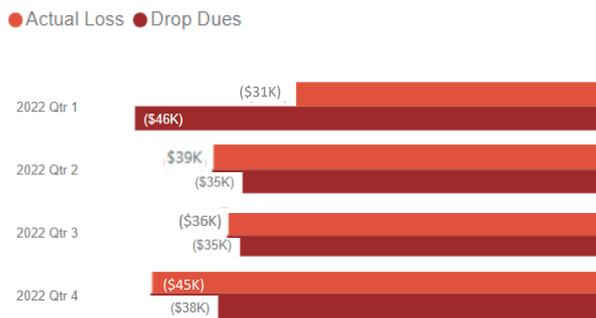
Key Annual Benchmarks:

- Add 380 members/\$164,000 dues value
- Retain 86% member dues
- Drop no more than 350 members/
\$154,000 dues value
- Signature and Networking Events with attendance of 5,960 and net revenue of \$428,190

Q4 Results:

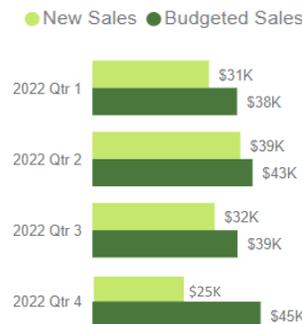
- Dues from 63 new membership sales were 44% below budget for the quarter and down 22% for the year.
- The value of dropped member dues was higher than budget for the quarter but ended at 8% better than budget for the year with a 91.6% retention rate.
- Signature and Networking Events were 13% above goal on attendees with 6,705 for 2022.

Dropped Member Dues (Actual vs Budget)



Value of dropped member dues against the projected value

New Member Dues (Actual vs Budget)



Value of new member sales against the projected sales value

CORE OPERATIONS

At the foundation of the organization is a variety of essential work that supports Chamber members and the variety of programs found in the business growth, people and place focus areas. These core service teams concentrate on providing excellent business intelligence, financial management, fundraising, human resources, marketing and technology services.

Key Annual Benchmarks:

- Promote Omaha and the Chamber through a variety of media outlets, social media and advertising
- Manage expense and income to budget
- Support IT and human resources
- Provide governance and oversight of Chamber operations

Q4 Results:

- Marketing efforts resulted in 287,418 social media impressions, 313,555 paid advertising impressions and 91,501 website pageviews.
- U.S. Chamber of Commerce awarded the Chamber with its highest designation of Accredited with 5 Stars for its sound policies, effective organizational procedures, and positive impact on the community.