

# GO! Investors Progress Report

*First Quarter 2010*

*Building on Success*

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For more information visit  
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# GO! Quarterly Progress Report

## **Business Attraction, Retention and Expansion**

- During the first quarter 2010, the Greater Omaha Economic Development Partnership landed 10 projects that created an estimated 668 jobs and more than \$26.7 million in projected capital investment. These projects included:
  - > Four new projects, three publicly announced:
    - Panda Express – Phase II*
    - Recoop Design, LLC*
    - Wal-Mart (Blair)*
  - > Six retention and expansion projects, all publicly announced:
    - Aldi – Phase II*
    - Black Hills Energy*
    - Centris*
    - EMSI*
    - SAC Federal Credit Union*
    - Signature Performance*
- There were 40 attraction and 2 retention/expansion project files opened during the quarter and 15 prospect visits hosted.
- Through the Ambassador Program, which was developed to call on key executives of Omaha's large employers, 27 calls were completed.
- The team also made six visits to headquarter companies during the quarter.
- The Partnership team assisted 476 companies, engaged 266 volunteers through their councils, committees and projects, and gave 51 speeches reaching an estimated 2,130 individuals.

## **Marketing and Recruiting**

- The economic development team participated in five conferences/trade shows to promote Greater Omaha.
- Greater Omaha and the state of Nebraska received 10 new or updated national rankings in the first quarter. Highlights include:
  - > *Greater Omaha was ranked among the 20 strongest performing metro areas for the fourth quarter 2009*  
*(Brookings Institution – 2010)*
  - > *Greater Omaha was listed in the Top 20 Most Employed Cities in America*  
*(Business Insider – March 2010)*
  - > *Papillion was #2 on the "Most Affordable Suburbs in America"*  
*(Bloomberg BusinessWeek – March 2010)*
  - > *Greater Omaha was ranked #20 for Best Labor Markets for Young Adults*  
*(Portfolio.com/bizjournals – March 2010)*

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# GO! Quarterly Progress Report

## Entrepreneurship and Innovation

- During the first quarter, the Entrepreneurship and Innovation team partnered with three organizations reaching more than 800 attendees.
- To-date, the team has worked with nearly 200 new ventures.

1 <sup>st</sup> Qtr. 2010	Pre-Seed	Seed	Angel-Ready	Funded	Failed
Organic	19	3	5	4	8
External	2	4	0	0	0
2010 Clients = 34	21	7	5	4	8
2009 Clients = 152	53	42	31	14	12
<b>TOTAL CLIENTS = 197</b>	<b>74</b>	<b>49</b>	<b>36</b>	<b>18</b>	<b>20</b>

Metrics	2007	2008	2009	2010	Goal
High Growth Graduated Companies	NM	NM	6	1	60
Venture Related Dollars	0	\$16,000,000	\$0 on SSTI	\$0 on SSTI	\$200 Million
Reputational Hits	NM	NM	7	N/A	100
SBIR/STTR Grants	7	15	13	0	100
SBIR/STTR Dollars	\$838,615	\$4,810,579	\$3,414,983	0	N/A
Population	1.04%	1.23%	N/A	N/A	3%

*Note: NM – not measured, N/A – not yet available.*

## Research

- The research team responded to more than 500 requests during the first quarter – 321 external requests and 200 internal requests.

## GO! Fundraising

- Recruited another four investors to pledge an additional \$68,090 to the second phase of the GO! campaign, bringing the total number of investors to 160, pledging \$13,921,540 over five years. New GO! investors include: CBSHome Real Estate, Novozymes, Snitily Carr, and Wild Blue Yonder.

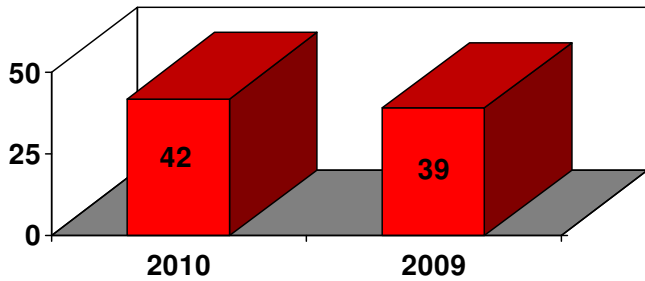
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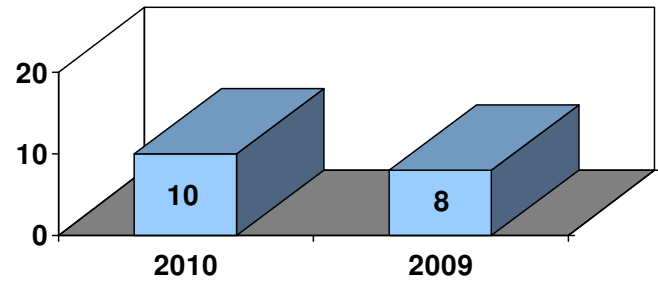
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1<sup>st</sup> Quarter 2010 vs. 1<sup>st</sup> Quarter 2009

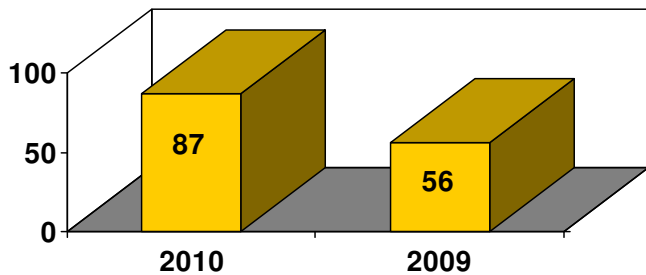
## New Projects



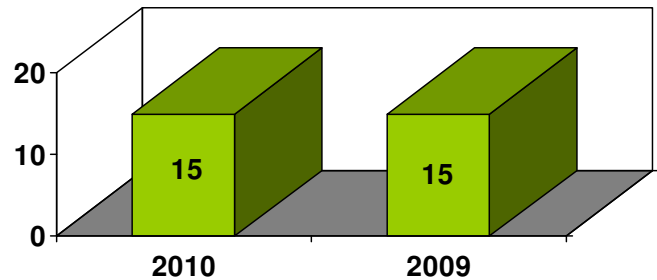
## Landed Projects



## Regional Development (New & Expanding Projects)

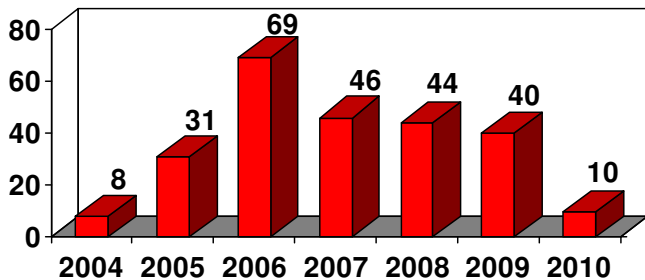


## In-City Visits

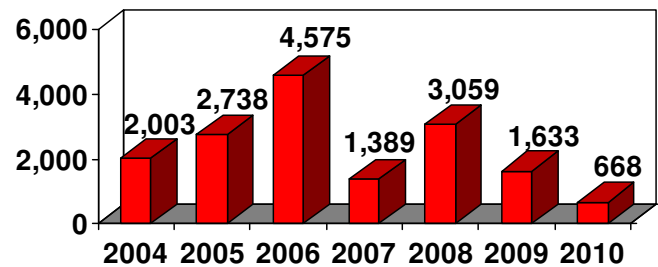


## GO! 2004 - 2010

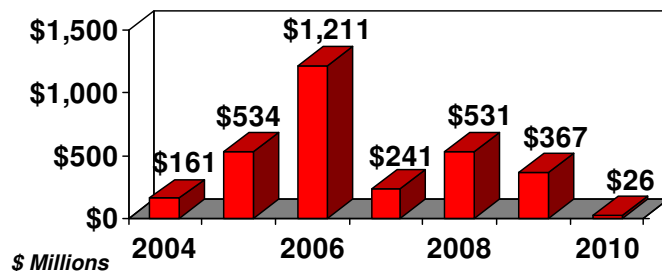
### 248 Projects



### 16,065 Jobs



### \$3.07 Billion Investment



\*Data includes Jan. 2004 - March 2010

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