



As the Greater Omaha Economic Development Partnership's funding program, GO! is the **impetus for an exciting era of successful economic growth in Greater Omaha.**

Launched in 2004, GO! adopted a regional view of economic development. It currently serves a four county area with the Greater Omaha Chamber (Omaha and Douglas County) partnering with Cass County Nebraska Economic Development Council, Sarpy County Economic Development Corporation and Washington County's Gateway Development Corporation. Working in concert with area business and local government partners, GO! allows us to expand our pool of resources and talent to provide a one-stop solution for both new and existing metro-area businesses.

Our mission is to increase business, investment and employment in the Greater Omaha area. We focus specifically in these economic development target areas:

- Agribusiness
- Corporate headquarters
- Entrepreneurship and innovation
- Insurance
- International business development
- IT and data centers
- Manufacturing
- Military/Defense
- Minority business development
- Retail
- Site development
- Transportation and distribution

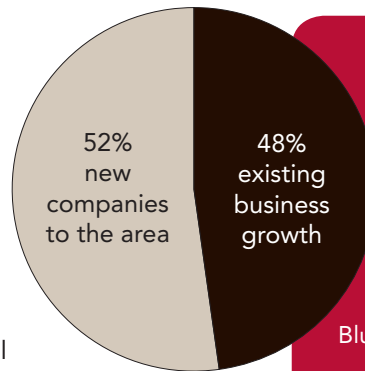
2004-2010 GO! Landed Projects

292 projects
16,831 jobs
\$3.17 billion invested

Over the past seven years, the Greater Omaha Economic Development Partnership has **attracted 153 new companies** and helped to **retain or expand 139 local businesses** using business incentives like the Nebraska Advantage Act and other benefits offered in Greater Omaha.

These GO! landed projects account for more than one-third of all created and retained announced jobs as well as capital investment activity across the region.

Distribution



Based on jobs and investment, some of the largest projects the Partnership assisted include:

- AAA Nebraska
- ACI Worldwide
- Aksarben Village
- American Red Cross
- American Title, Inc.
- Blue Cross and Blue Shield of Nebraska
- C & A Industries, Inc.
- Cabela's
- Cargill
- CoSentry
- Courtyard Omaha La Vista
- Coventry Health Care
- Embassy Suites Omaha – La Vista / Hotel & Conference Center
- Evonik Industries
- Fidelity National Title Group
- FirstComp
- Gallup
- Hayneedle
- infogroup
- Interpublic Group
- LinkedIn
- Midtown Crossing
- The Nebraska Medical Center
- Novozymes
- Oriental Trading Company
- Pacific Life
- PayFlex
- PayPal
- PenFed
- TD Ameritrade
- Union Pacific
- Werner Park
- Yahoo!

Return on Investment

For every **\$1 invested in GO!**, there is an annual impact of **\$794 in direct capital investment and \$172 in direct wages** across all industry segments throughout the four counties served by the Greater Omaha Economic Development Partnership. Using a standard economic impact model, Implan*, the annual projected impact at build-out of the GO! projects landed within various industries is:

Industry	Final Sales* (millions)
Professional and Business Services <i>(includes architecture, engineering, consulting, computer and IT related technology)</i>	\$515.9
Information and Data Processing	\$410.3
Banks/Financial Institutions/Insurance	\$326.6
Wholesale Trade and Distribution	\$176.7
Other <i>(includes ag-related services, maintenance and repair, utilities and miscellaneous services)</i>	\$164.8
Real Estate	\$164.3
Retail Trade	\$132.9
Health Care Services	\$121.4
Manufacturing	\$119.7
Leisure and Hospitality	\$106.3
Owner Occupied Dwellings	\$101.3
Publishing and Media	\$ 54.1
Education	<u>\$ 11.2</u>

Total Final Sales \$2,405.5

*The IMPLAN Model was used in analyzing the final sales figures for each industry. The IMPLAN Model is a widely used input-output impact model system. It can be customized for any county, region or state, and used to assess the "ripple effects" or "multiplier effects" caused by increasing or decreasing spending in various parts of the economy. It is used primarily to assess the economic impacts of facilities or industries, or changes in their level of activity in a given area.

Business Attraction and Retention

Target area tactics include:

- Promote Nebraska Advantage Act business incentives
- Spur entrepreneurship to accelerate Greater Omaha as a leader in innovation
- Enhance targeted industry regional marketing, including Council Bluffs IT and data center promotion, and the I-80 Council's development efforts
- Identify shovel-ready sites and seek public-private partnerships to develop them
- Build Omaha/Lincoln region's business image internationally
- Attract and retain talent identified by local businesses
- Establish Offutt Air Force Base as the most significant military installation outside the Pentagon

Marketing

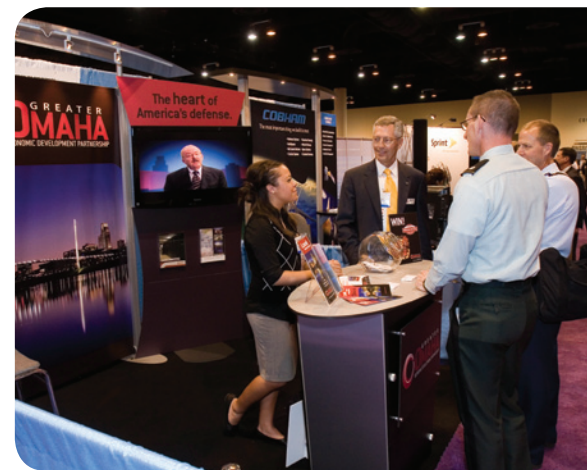
These are some of the strategies used to create and implement image campaigns promoting Greater Omaha as a great place to do business and live:

- SelectGreaterOmaha.com – primary source of economic development information, including research data, publications, project news releases, available sites and buildings, advertising campaigns, contact information
- Select Tour Omaha – familiarization tour for national business site selectors
- National and international industry trade shows and conferences – retail, IT and data centers, entrepreneur/innovation, military/defense
- Geographic industry-focused and headquarter marketing – California, Georgia, Illinois, New York/New Jersey and Minnesota
- Local, national and international business and trade publication advertising and article placement – Inc., CNBC Business, United Hemispheres, Southwest Spirit, Kiplinger Personal Finance, Midwest Real Estate News, Omaha World-Herald, The New York Times, London Daily News, SITE Selection, Business Facilities, Wired.com/NPR, TheNextWeb.com, Silicon Prairie News, Lincoln Journal Star, Dallas Morning News, CoreNet Global
- Publications to support key business target areas
- Landed project media releases and news conferences
- Quarterly e-newsletter to site selectors and trade publication media

Research

Local, regional and national research and analysis support for new and existing businesses consists of:

- Economic profiles and trends
- Demographics
- Labor force data
- Business tax incentive calculations
- Major employer listings
- Quality of life information
- Cost of living comparisons



Measuring Success

Results	2009*	2010*	5 -Year Goal		
Projects closed (#)	40	54	200		
Jobs created and retained (#)	1,633	1,434	10,000		
Capital investment (\$s millions)	\$367.8	\$128.8	\$2,000		
Image impressions (millions)	7.3	57.7	60		
Impact	2009*	2010**	2011***	2012***	2013***
Net jobs (thousands)	459.5	456.5	461.6	468.5	475.6
Commercial property valuations (\$s billions)	15.5	15.4	16.3	17.2	18.2
Net taxable sales (\$s billions)	9.0	9.2	9.5	9.8	10.1

* Actuals ** Preliminary *** Goals

Thank you for your investment in the Greater Omaha Economic Development Partnership! Follow the progress of your investment at quarterly meetings and through Your GO! Dollars at Work email announcements.

Your participation, along with approximately 200 other GO! investors, is vital to our business development efforts.

"I am confident that you, as an area business leader, will find participation in the GO! program a great investment in the future of Omaha and the future of Nebraska. I believe it is a smart business decision."

Steve S. Martin, president and CEO of Blue Cross and Blue Shield of Nebraska and chairman of the GO! campaign



SelectGreaterOmaha.com

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The Greater Omaha Economic Development Partnership represents a four county area that includes the Greater Omaha Chamber (Omaha and Douglas County), Cass County Nebraska Economic Development Council, Gateway Development Corporation (Washington County) and Sarpy County Economic Development Corporation. This seamless regionalized economic development organization operates as a one-stop shop for all of your economic development needs.

May 2011. For additional data, go to SelectGreaterOmaha.com