

building on success

GO!

Headquarters Target Advisory Group – Constantly on the GO!

They are the men and women who literally go to great lengths for GO!, the Greater Omaha Economic Development Partnership. They travel nationwide to meet the top executives of headquarter organizations with operations in Greater Omaha to encourage the continued operation and growth of branch facilities in the metro area.

The Benefits

These headquarter visits allow GO! to:

- Maintain close contact with the parent companies of local branch facilities to learn what's going well and address any problems or issues they may be encountering.
- Make corporate leadership aware of operating advantages, business growth incentives and training programs available in the Greater Omaha area.
- Obtain information about expansion opportunities, downsizing or closures and respond proactively.

As a result, GO! has been able to identify opportunities and overcome threats that may have not been recognized otherwise.

In today's environment of rapid corporate and technological change and heightened competition among states, these headquarter visits also allow GO! to cement relationships. Strong relationships help curb any attempts to lure business away from Greater Omaha, as well as keep the area top of mind for expansion opportunities.

Return on Investment

Headquarter visits and the relationships they forge play a critical role in Omaha's economic machine.

Since August 2005, GO! has spent approximately \$18,000 annually, or \$54,000, on headquarter visits with exceptional results. Fifty headquarter visits have been completed, resulting in 27 new leads or projects for everything from expanding existing operations to adding new facilities. In addition, we leveraged headquarter visits to also call upon site consultants. Of 17 site consultant meetings on these trips, 13 have contacted the Chamber with one or more projects and several are major projects actively considering Omaha as a location.

The following visits led to four landed projects. When completed these projects will add a combined total of 520 jobs by the opening of a new facility in Omaha or the expansion of an existing facility in the Omaha metro area.

- Array Services
- Ford Motor Credit
- Prime Therapeutics
- Zurich

In addition, visits with four ongoing prospect projects have the potential to add an estimated 650 jobs to the Omaha community. These include:

- Manufacturing Facility
- Corporate Shared Services Center
- Customer Service Center
- Distribution Facility

Thirteen other visits helped maintain strong, ongoing corporate relationships and encouraged continued expansions. Five visits resulted in discussion of potential future activity and 15 visits served the role of keeping abreast of developments to identify potential future projects. These headquarter visits have proven most beneficial in contributing to, and helping sustain, the vibrant economic growth we have enjoyed in the Greater Omaha area.

