



The Insurance Industry – Growing with GO!

In 2004, Greater Omaha Economic Development Partnership (GO!) launched a multi-faceted strategy aimed at growing the insurance sector in Greater Omaha as part of our overall mission to increase jobs and investments in the area. Elements of this strategy include:

- Using proven research methodologies to identify targets for relocation or expansion in Omaha.
- Promoting Nebraska's superior regulatory environment, proactive legislature and efficient, knowledgeable workforce to targeted companies currently operating in less-favorable environments.
- Cultivating strong relationships with the targeted insurance companies.
- Positioning Omaha as the location of choice for new projects or opportunities among insurance providers.
- Providing unique and innovative approaches to education and training programs for industry-specific areas such as underwriting, actuarial, information technology, claims management and customer service.

Return on Investment

Since 2004, approximately \$45,000 has been spent on insurance-related activities. To date, the return on this investment has been impressive.

Twenty-seven insurance-related companies have announced the creation, relocation or expansion of their operations in Greater Omaha over the past four years. These **27 projects** represent **1,956 jobs** and more than **\$46.7 million in projected capital investment** in our community within the next several years.

In addition, six insurance holding companies have re-domiciled subsidiaries in Nebraska, and all six have opened significant operations in Omaha to take advantage of Nebraska's favorable regulatory environment. They include: Aflac, Arch Insurance Group, LandAmerica, Pacific Life, Torchmark and West Coast Life.

GO! has also been a key player in other insurance-related projects including:

- Assisted with the relocation of the **AAA** customer service center in Omaha.
- Helped **Coventry Health Care of Nebraska** with the selection of their new Omaha headquarters building.
- Supported **FirstComp** to ensure they had a strong workforce.
- Worked with **Perot Systems** to open an operation in Omaha.
- Supported **Prime Therapeutics** and helped to increase their payroll.

Program of Work

Using its proven research methodology, GO! has identified 18 insurance carriers in three states, since 2004, that could potentially benefit from the favorable regulatory environment in Nebraska. Of those, six have strongly considered Omaha. The results include two "open" projects and one landed project. We also believe approximately 12 additional states have up to 50 solid targets for the next phase of GO!

Employment Increases

In May 2004, Omaha boasted 16,600 insurance jobs. Since then, the insurance sector in Omaha has grown to 17,700 employees, according to the most recent Bureau of Labor Statistics data. By the end of 2011, GO! expects to see an additional increase of at least 1,500 to 2,000 jobs in insurance companies the GO! partnership is working with.

"It was the passion, support and information that was provided to us by the people in Nebraska that made the difference," said Auto Club Group President and CEO Charles H. Podowski.

