



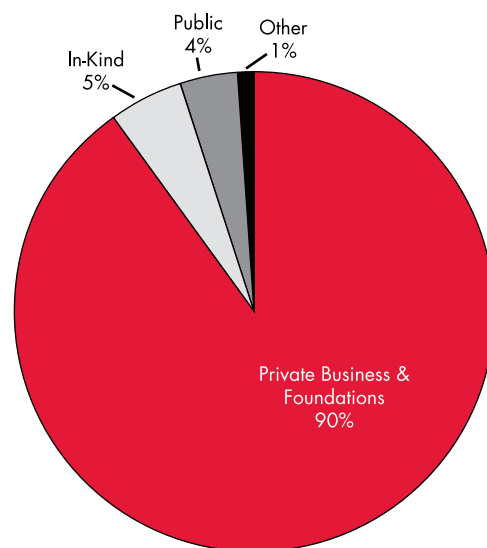
GO! Financial Review (2004-2008)

The mission of the Greater Omaha Economic Development Partnership (GO!) is to drive economic growth for the region. Thus far, January 1, 2004 through December 31, 2007, funds raised were expended on targeted market segments to enhance Greater Omaha's image and generate leads, as well as develop and support the corresponding capacity to close more deals. This targeted marketing approach has resulted in more than **54.8 million impressions** with the economic development staff successfully landing **154 projects**, representing **10,705 jobs** (new and retained) and **\$2.1 billion of capital investment** at full build out.

Revenue (2004-2008)

The first GO! campaign has received pledges totaling **\$19.1 million** from **280 investors**, with some of those pledges carrying over into 2009 and 2010. For clarity, the following information summarizes the financial information for the five-year program phase (2004-2008). The GO! program is audited annually by KPMG and more detailed financial information is available upon request.

- Private businesses and foundations supplied the bulk of current program revenue, nearly 90 percent
- Public monies accounted for approximately four percent.
- In-kind contributions accounted for more than five percent.
- Miscellaneous income including interest, sponsorship and other income accounted for nearly one percent of the total.



Expenses (2004-2008)

GO! will spend approximately **\$17.5 million** to accomplish program goals over the course of the first five years (2004-2008).

Marketing

\$6.0 million, five full-time employees

The marketing strategy called for multiple layers of activity across several channels. This included advertising to leverage Omaha's image as a premier amateur sports center, visibility at targeted industry venues, many face-to-face meetings, outreach at local events and an assortment of marketing and promotional materials. For instance:

- Advertising and marketing for the College World Series, Cox Classic, Select Tour, CEO outreach, target industries and international events.
- Expenses associated with prospect visits.
- Visibility at local community events.
- Office supplies, printing and postage, publishing targeted white papers, minority business directory, ambassador reports and economic outlook material.
- Conference and travel expenses to support marketing efforts and professional development (CoreNet, Space Symposium, various headquarters and international visits, NEDA, IEDC, NAFTAZ and ACCRA).

Project Management, Knowledge and Infrastructure

\$6.9 million, 12 full-time employees

Much of the activity behind the GO! strategy required additional capacity to create and maintain more personal relationships in order to develop more qualified leads and close more deals. Specialized knowledge and tools were required to implement the GO! strategy, generate more leads and land more projects. This included outsourcing as well as subscriptions to a variety of trade associations and publications to support targeted marketing activity. Technology was significantly upgraded to include a new

Customer Relationship Management (CRM) database as well as updates to the Web site and presentation facilities. For example, when GO! was launched the technology behind the “Omaha movie” shown during client site visits was a 35mm slide show format. Today, we have complete multi-media capabilities in all major Chamber conference facilities. Facility management and maintenance is also included in this area.

- Professional and consulting activities (marketing, Web development and maintenance, legal and information gathering services).
- Membership dues – ACCRA, ICSC, IEDC, MITA, NEDA, CoreNet, Midlands Venture Forum, PRSA, Sister City, IAMC, MAEDC, Space Foundation, NDIA, NAM and BioNebraska.
- Annual subscriptions – CCH, Demo Now, Morgan Quitno, Sales & Marketing, OWH, MBJ, Omaha Star, Neustro Mundo, Black Enterprise, Dunn & Bradstreet, RIA, MapPoint, Implan, Lexis/Nexis, Moody’s AIM, NAM and LoopNet.
- Facility management and maintenance (rent, repair, cleaning, security), commercial insurance, depreciation and usage of other Chamber resources.
- Technology (CRM database).
- Other technology expenditures such as telephones, computers, printers, copiers, AV equipment and postage machine.

Community Development

\$1.7 million, two full-time employees

Expenditures for North Downtown, Destination Midtown, North Omaha Development Project and South Omaha Development Project.

- North Downtown – launched in 2004 with a study followed by an implementation plan.
- Destination Midtown – launched in 2003 with a study followed by an implementation plan.
- North Omaha Development Project – launched in 2006 with a study followed by an implementation plan.
- South Omaha Development Project – launched in 2008 with a study. The Chamber is absorbing this cost until funds are raised for the study and an implementation plan.

Client Recruitment and Grants

\$850,000, zero full-time employees

Support is granted to a few local organizations and, on occasion, a specific client-recruitment project has been assisted.

- Client-specific recruitment projects.
- Grants to local organizations – Sarpy County Economic Development, Gateway Development Corporation, College World Series, Cox Classic, Omaha Sports Commission and Omaha By Design.

Special Items (one-time costs)

\$1.0 million, zero full-time employees

These items were special one-time expenditures approved by the GO! Leadership Council to accomplish business climate objectives.

- City / County unification planning conducted in 2004.
- Next Generation / Nebraska Advantage Act development efforts began in 2004, legislation passed in 2005, and efforts concluded in 2006.

In-Kind Contributions

\$1.0 million, zero full-time employees

In-kind contributions are recorded separately from cash. A variety of firms provided products and services in direct support of the economic development mission. These included:

- Consulting services
- Displays, printing, graphic design and photography
- Focus groups and surveys
- Grant research
- Hotel services
- Marketing services
- Legal services
- Recognition Gifts
- Rental Vehicles
- Research

