

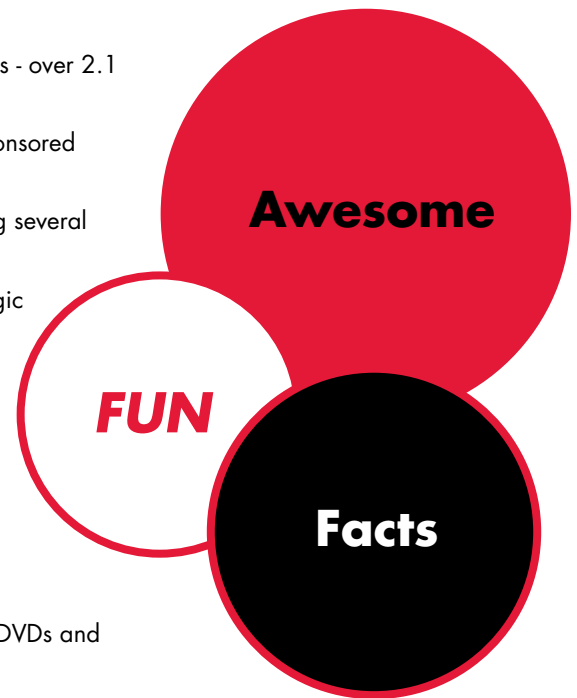


GO! Did You Know?

Since the beginning of GO! (2004 – 2007)

External Marketing

- GO! dollars spent in target marketing have resulted in 54,864,009 impressions - over 2.1 million impressions in the defense industry alone!
- Fifty-four (54) site selection consultants have visited Omaha during the GO! sponsored annual "Select Tour."
- GO! marketing materials and campaigns have received 20+ awards, including several "Best in Class" or "Excellent" rankings.
- Omaha is now the host city for the National Space Foundation's annual Strategic Space and Defense conference, and will be the tri-annual host city for the International Council of Shopping Centers' four-state Idea Exchange event.
- "This is Omaha" DVD was created, highlighting the quality of life enjoyed by residents and businesses in Greater Omaha.
- "Land in Omaha" DVD was created, highlighting the space and defense industry presence in Omaha thanks to Omaha's largest employer, Offutt Air Force Base.
- High-definition video footage was filmed of Greater Omaha images for use in DVDs and other marketing pieces.
- Two new trade show and symposium booths were created.



Attraction/Retention

- From January 1, 2004 through December 31, 2007, there have been 1,065 announcements of new and/or expanding businesses. Collectively, this represents nearly 32,000 jobs (new/retained) and over \$6.1 billion in capital investment.
- From January 1, 2004 through December 31, 2007, the ED team has successfully landed 154 projects, representing 10,705 jobs (new/retained), and \$2.1 billion capital investment at full build out.
- Six insurance holding companies have re-domiciled subsidiaries in Nebraska, and all six have opened significant operations in Omaha, including Pacific Life which now occupies five floors in the Landmark building and employs more than 360 people.
- There are now over 50 Department of Defense (DOD) contractors that have offices in Omaha.
- DOD contractor employment has more than doubled, now totaling approximately 2,500.
- From January 1, 2004 through December 31, 2007, there have been 250 "in-city" visits (site inspection trips).
- PayPal, a company the ED team worked with since their site selection search began, is now the 10th largest employer in the Omaha MSA, with over 3,000 employees.
- Eighty-five (85) headquarters calls have been completed by staff and volunteers, resulting in 28 new leads/projects.

Product Improvement (Business Climate)

- A redesign of the Nebraska business incentives program, the “Nebraska Advantage” now has several new beneficial components.
- From January 1, 2006 through January 31, 2008, the Nebraska Advantage program has had 141 projects apply for the incentive program, representing over 12,600 jobs and \$4.7 billion in investment. 70 of those projects were in the Omaha MSA.
- The Greater Omaha Chamber of Commerce is now the Grantee of Foreign Trade Zone No. 19, saving local companies thousands of dollars annually.
- Net job growth in the Greater Omaha MSA has been 20,600 jobs.
- Non-residential valuations have grown by over \$525 million.
- For every \$1 of GO! investment, there was an annual impact of \$537 in capital investment and \$134 in direct wages.
- There has been a 21% increase in air traffic at Eppley Airfield; now totaling over 4.4 million passengers per year.
- Over \$2 billion in new capital investment in the Riverfront/Downtown area.

Regional Partnerships

- Formal relationships established with Sarpy County Economic Development Corporation and Gateway Development Corporation (Washington County) with staff from both of those entities co-located at the Greater Omaha Chamber of Commerce Downtown offices.
- Entirely new organizational structure was designed and implemented, including nine Target Advisory Groups/ committees, and special task forces, totaling over 350 volunteers.
- Collectively, the staff for the Greater Omaha Economic Development Partnership has nearly 200 years of direct economic development experience.

Regional/Information Management

- Internal infrastructure improvements completed to date:
 - All new A-V equipment, computer, software and database systems, including SalesLogix CRM program. (Prior to these improvements, staff was using 35 mm slide equipment.)