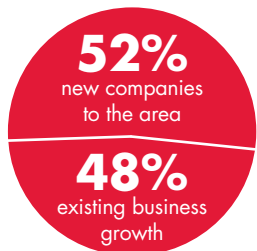




Return on Investment

No one makes an investment without expecting a strong return. *That's exactly what the GO! program has been delivering since its inception.*



During the four years of the program (2004 – 2007), the economic development team closed on:

- 154 projects totaling 10,705 jobs and \$2.1 billion in investment.
- Just over half of these projects, 52 percent, were companies new to the metro area and 48 percent were local expansions.

The Greater Omaha metro-area experienced a **net gain of 20,600 jobs** over the past four years.

The return on investment in the GO! program is tangible: For every dollar invested in GO! there was an annual impact of \$537 in direct capital investment and \$134 in direct wages.

This chart outlines the annual impact of landed projects from 2004-2007 using the *Implan* model:

Annual Economic Impact of GO! Projects

Industry	Direct (million\$)	Indirect (million\$)	Induced (million\$)	Total (million\$)
Banks/Financial Institutions/Insurance	83.2	70.2	29.1	182.6
Education	0	1.0	5.1	6.2
Health Care Services	17	0	50.9	67.9
Information and Data Processing	233.9	3.2	0.4	237.5
Leisure and Hospitality	23.7	12.8	22.9	59.4
Manufacturing	43.8	13.7	9.4	66.9
Owner Occupied Dwellings	0	0	56.6	56.6
Professional and Business Services	191.3	75.6	21.6	288.5
Accounting and Bookkeeping (6.1)				
Advertising and Related Services (6.1)				
Architecture, Engineering and Design (5.6)				
Computer and IT Related Technology (116.1)				
Legal Services (13.3)				
Management, Consulting, Employment/Support (114.9)				
Scientific Research and Development (7.6)				
Publishing and Media	13.6	9.9	2.8	26.3
Real Estate	40.8	30.5	20.6	91.9
Retail Trade	15.9	4.3	54.2	74.4
Wholesale Trade and Distribution	25.7	40.5	32.6	98.8
Other*	2.1	42.7	43.2	88.0
Total	691.0	304.4	349.4	1,345.0

*Other industries include ag-related services, maintenance and repair, utilities and miscellaneous services.

Economic Impact Analysis

This economic impact analysis was conducted using the *Implan* model, the most detailed and widely used input-output impact model in the United States. Employment figures for the analysis were derived from client and media reports regarding each of the 154 projects closed 2004–2007. These figures were run through the *Implan* model to determine the impact on jobs and overall economic activity.

The results were divided into three categories – direct, indirect and induced. The direct impact represents the expected growth in employment and output as a result of expansion while indirect and induced effects represent spin-off activity. Indirect effects are defined as business-to-business spending from new organizations purchasing goods and services from other producers. Induced effects reflect consumer-to-business spending created by new and/or higher-wage employees spending their disposable income locally.

