Mapping the Midwest’s Future: Regional Innovation Clusters and Competitiveness

September 29, 2014
Greater Omaha Metropolitan Area / 6 Partner Counties

9-county combined MSA - 925,858

2017 Projection - 978,451

1.2 million people within a 60-minute drive
Partnership History

- Sarpy County Co-Located – 1991
  (pop. 165,853)

- Washington County/Gateway Co-Located – 2002
  (pop. 20,252)

- Cass County EDC Co-Located – 2008
  (pop. 25,133)

- Greater Fremont Development Council – 2013
  (pop. 36,427)

- Advance Southwest Omaha - 2014
  --Council Bluffs/Pottawattamie County
  (pop. 92,913)
  --Other Iowa Counties Expressing Interest
How the Partners Operate

Partners are co-located at the Greater Omaha Chamber at 1301 Harney Street in downtown Omaha

Each partner:

- Retains its own board of directors
- Maintains their own annual program of work priorities (in addition to Partnership POW)
- Raise their own funds for staff and operations

Each partner board chairman holds a position on the Partnership’s Economic Development Council and an ex-officio position on the Greater Omaha Chamber’s board of directors.
Local business development
  Business retention and expansion
  Entrepreneurship
  Business assistance

Business recruitment
  Attraction

Brand and image marketing campaign
External public relations strategy
Collateral marketing materials
Website and social media
New and traditional media advertising
Omaha image library
TALENT DEVELOPMENT

Talent development strategy
P-16 education system initiative
Workforce development initiatives
Talent recruitment strategy

BUSINESS CLIMATE

Industrial park development
Nonprofit Development Organization
Legislative initiatives
Candidate recruitment and training
Targeted Clusters

• Defense Sector
  – Offutt Air Base
  – StratCom Headquarters

• Financial Services/Transactions
  – First Data
  – TD Ameritrade

• Value-Added Agriculture
  – Bio – Cargill Campus
  – Food – Tyson, PlumRose, ConAgra
  – Products – Valmont, Claas, Intersystems
Challenges of Partnership

- Formalization of Prospect Handling
- Avoiding Bidding Wars for New to Market Project
- Politics of Intraregional Moves
- Respecting Exclusivity and Responding to “What about that site over there?”
- Celebrating regional wins and balancing tax needs of local governments

It is a constant effort to maintain and expand the Trust required to keep the Partnership effective.
Partnership Funding and Successes

• GO! Campaign 2004-2013
  – contributions from more than 300 businesses, foundations and City of Omaha
• Landed 391 projects
• Created or retained 22,235 jobs
• More than $4.1 billion in capital investment
Thank You