

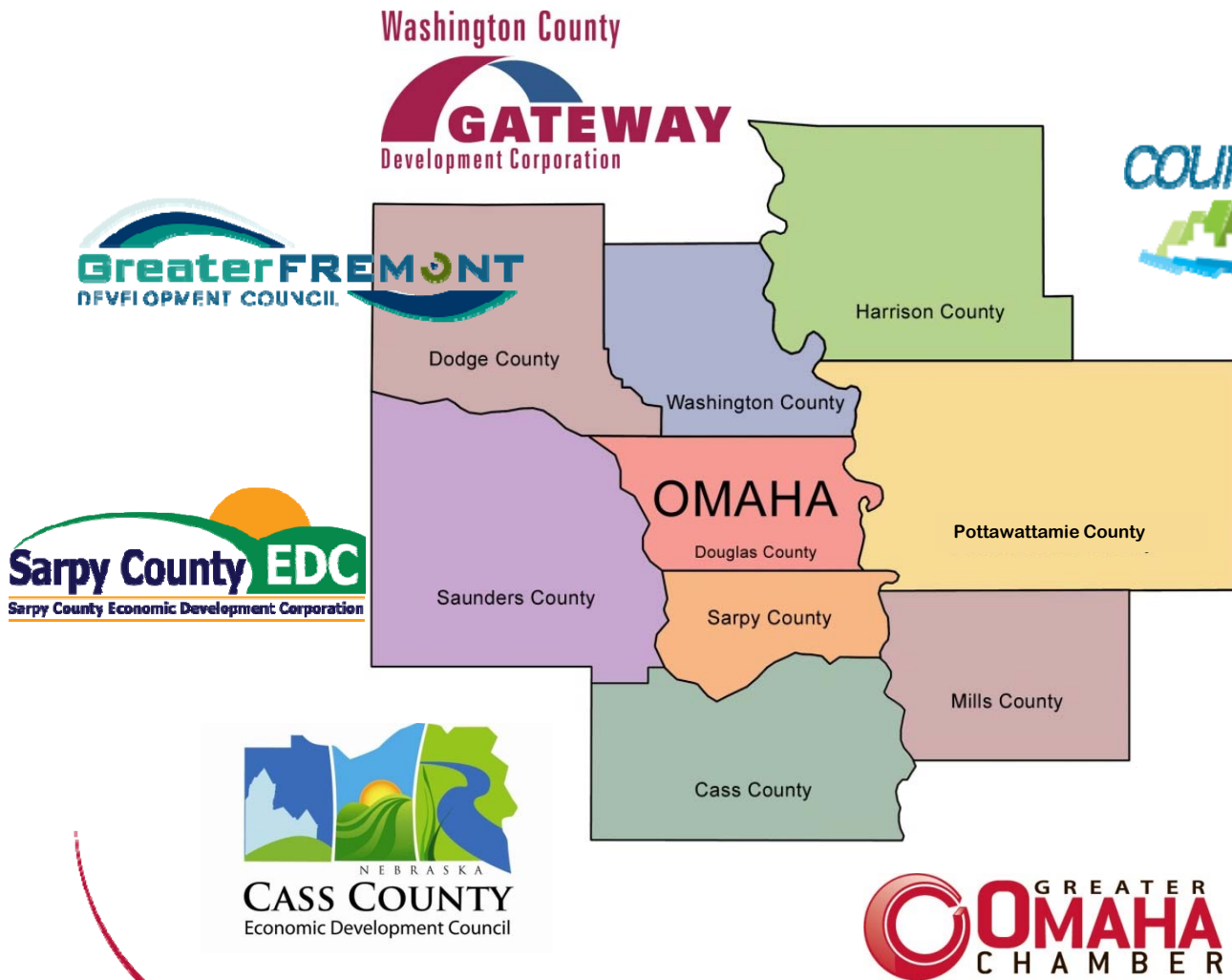


**Mapping the Midwest's Future:
Regional Innovation Clusters and
Competitiveness**

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.

PROSPER OMAHA

2014-2018

REGIONAL ECONOMIC DEVELOPMENT

Local business development

- Business retention and expansion
- Entrepreneurship
- Business assistance

Business recruitment

Attraction



BRAND AND IMAGE

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

PROSPER OMAHA

2014-2018

TALENT DEVELOPMENT

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

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

BUSINESS CLIMATE

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

