

# 2024 Q1 UPDATE

## Omaha Ranks #1 Best City to Move to in 2024 by Forbes

In a recent comprehensive study, Omaha, Nebraska, has been named the top city to relocate to in 2024. This recognition was highlighted in Forbes magazine, underscoring Omaha's exceptional blend of affordability, quality of life, and economic opportunities. As businesses and individuals look for places to relocate, Omaha stood out with a perfect score of 100 out of 100 on their point system.



As Omaha continues to draw attention on national rankings, the Omaha Chamber will leverage this recognition as part of our talent attraction efforts. By promoting the city's strengths and actively addressing areas for improvement, Omaha can enhance its position not only as a top city for relocation but as a vibrant, dynamic community for future generations. This profile of Omaha as a prime relocation destination is based on a comprehensive analysis of various metrics including housing costs, income levels, job availability, safety records, and quality of life factors. The city's blend of affordability, safety, and employment opportunities made Omaha the top choice for 2024.

## \$234 Million of Economic Recovery Grants for North & South Omaha

With the support of the Chamber's public policy efforts in 2022 and 2023, the North & South Omaha Recovery Grant Program (NSORG) was established by the State of Nebraska Legislature to address the adverse effects of the COVID-19 pandemic and foster resilient and innovative communities. With a total allocation of \$234 million, this program aims to provide grants to both public and private entities. The funds are designated for various purposes, including small business support, recovery housing, sports and tourism, arts and culture, and youth workforce development. The goal is to stimulate economic growth, job creation, and community development.

The Chamber's North and South Omaha Economic Development Committees are actively working to turn these goals into reality. So far, 9 projects have been identified and the Chamber is working with local business, non-profits and state officials to facilitate how the grant dollars will be disbursed and project timelines.



# 2024 Q1 UPDATE



## Annual Meeting Features Insights and Recognition

The Greater Omaha Chamber's annual membership meeting highlighted accomplishments of 2023, priorities for 2024 and recognized leaders for their contributions to the community. The Chamber presented the Chair's Award of Excellence to Chris Maher & Premier Bank, Dedicated Service Award to Tim Burke, Headliner of the Year to the Association of Defense Communities, and Volunteers of the Year to the Greater Omaha Chamber's Public Policy Council. The 2024 Annual Meeting featured keynote speaker, Bruce Katz, the Co-Founder of New Localism Advisors. The firm helps cities design, finance and deliver transformative initiatives that promote inclusive and sustainable growth. Katz highlighted opportunities for Omaha based on broader economic trends of investment in remilitarization, reshoring of sensitive technologies, and green energy.

## Greater Omaha Chamber Announces Chair-Elects for 2025 & 2026

The Greater Omaha Chamber of Commerce announced Beth Whited as Chair-Elect for 2025 and Paul West for 2026. Beth Whited is President of Union Pacific and has been a leader at the Fortune 500 company for over three decades. She is committed to the community through her involvement on the Aksarben Foundation's Board of Governors and as a board member for RPM International, Inc., Humanities Nebraska and the Omaha Symphony. Paul West, managing partner at Carson Wealth, currently serves the community as chair of the board for the Dreamweaver Foundation and as a board member for Omaha Marion, 1890 Foundation, OICH and CHI Foundation.



### 2024 YP Summit: A Future for Everyone

The Young Professionals Summit (YP Summit) 2024 held at the CHI Center in Omaha on March 28, was a resounding success with over 1,300 registrants. The summit featured keynote speakers Michelle Poler, a Latina-Jewish entrepreneur, brand strategist, author, and professional keynote speaker, as well as Josh Sundquist, a motivational speaker, comedian, and bestselling author.

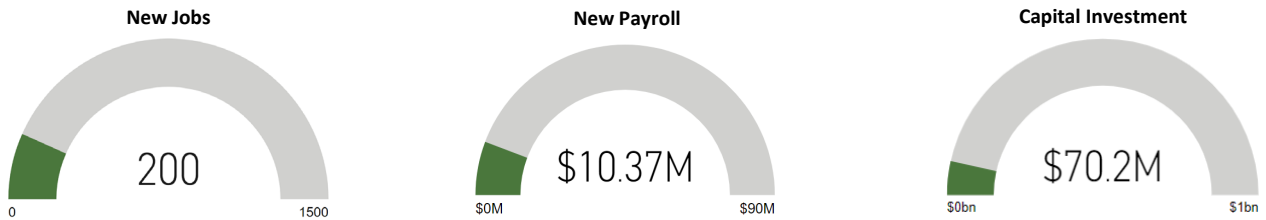
YP Summit included several breakout sessions that allowed attendees to dive deep into specific topics and engage with industry experts. From entrepreneurship to diversity and inclusion, attendees had the opportunity to learn and network with their peers.

# 2024 Q1 UPDATE

## Economic Development

### Business attraction, retention, & expansion (BRE)

During the first quarter, 49 BRE visits toward the yearly goal of 200 were conducted across the Partnership region which is up 44% from 2023. The Chamber conducted a BRE walk along South 24th in South Omaha to get a picture of business environment in that micro area. Nine business expansion projects were identified through the BRE visits; 5 in Douglas, 2 in Sarpy, 1 in Pottawattamie, and 1 in Dodge. Eight GO Ready Sites in 6 Counties have been identified, with one pending in an additional county. The Urban Core efforts are aiming toward a Go Ready Site and 2 Urban Core Pilot Projects in 2024. Results of the Q1 landed projects are summarized below:



### Small business, Entrepreneurship & Innovation, REACH

The Chamber's North and South Omaha Committee identified 9 projects toward the goal of 10 as part of the Recovery Grant Program. The Chamber partnered with the Lincoln Chamber of Commerce and Silicon Prairie News to announce the inaugural Silicon Prairie Startup Week later this year. REACH activities resulted in 8 new businesses created, over 4 million in lending, 5 million in contracts, and 1 million in Bonds.

## Member Services

### Membership

\$729,378 in dues were billed with \$649,179 collected for an 89% retention rate of dues dollars, exceeding the 87% dues retention goal. The \$23,195 in new dues revenue collected from 58 new members, fell short of the \$30k quarterly goal.

Event sponsorship revenue was up 7% over 2023 results with 6 new sponsors. YP Summit sponsorship revenue was up 1% over 2023 results with 6 new sponsors.

### Talent & workforce development

Young Professionals launched a YP Membership program, attracting 119 members toward a yearly goal of 400. The YP Day at the Capitol event doubled its attendance from the previous year.

Diversity and Inclusion is in the process of relaunching the Employer Coalition including an Inclusive Resource Hub.

Leadership Programs will be relaunching Omaha Executive Immersion. The new Leadership Omaha Alumni Association membership model is being finalized, and dates are being scheduled for alumni events.

## Business Climate

### Public Policy

The Chamber's public policy program aims for a 75% success rate on agenda items at the conclusion of the 2024 session. Major wins during Q1 include the mega site study, non-resident tax reforms, and notably, defeated a re-write of our main economic development incentive program, ImaginNE. We continue to be purposeful with candidate election success and supporting pro-transit representatives to the Metro Transit Board with candidates filed in 5 out of 7 districts. We stand strong to defeat the EPIC ballot initiative and continue to work toward PAC funding goals which currently stands at 16% of our goal of \$100,000.

### Military

The Service Member Retention Program kicked off with a total of five classes coordinated with Offutt. The Chamber's partnership with Offutt to implement a DoD Starbase program, focusing on STEM education initiatives continued during Q1.

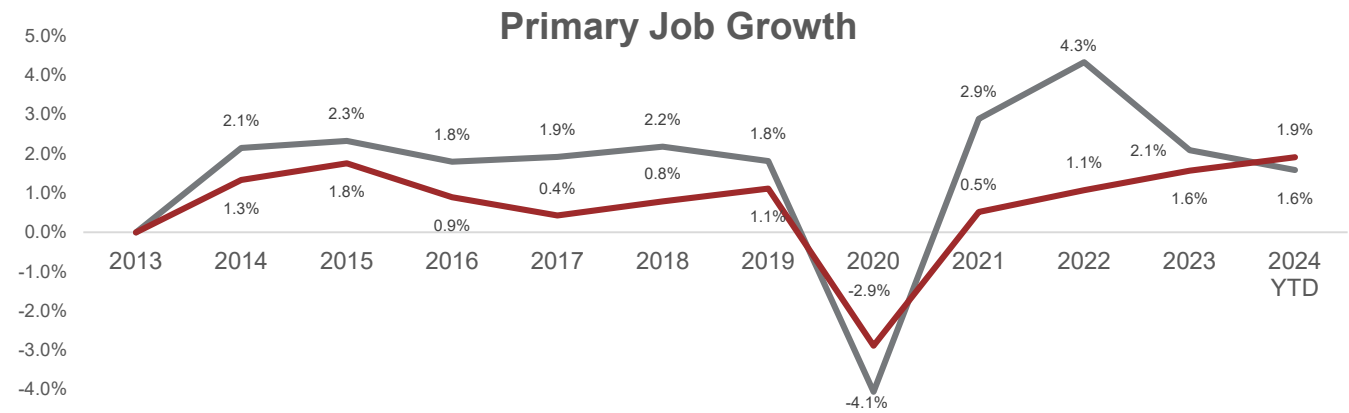
# 2024 Q1 UPDATE

## Economic Metrics

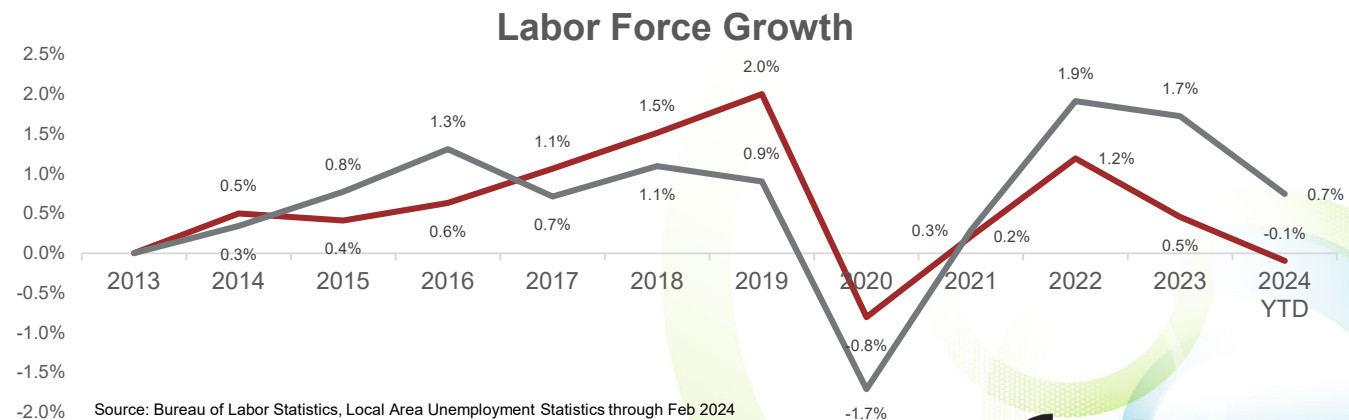
Key indicators of the Greater Omaha economy versus the U.S.



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages through Q3 2023



Source: Bureau of Labor Statistics, Current Employment Statistics through Feb 2024



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics through Feb 2024

— U.S. — Omaha MSA



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# 2024 Q2 UPDATE

## Chamber Advocacy in Action: A Look Back at the 2024 Legislative Session

The Greater Omaha Chamber recognizes the critical role that business advocacy plays in shaping state policies and fostering a robust business environment in Nebraska. The Chamber's leadership and public policy teams worked diligently in this year's session to reduce the tax burden, protect essential economic programs, and support workforce development. As is the case with every legislative session, active participation of our members is vital to ensuring the most favorable outcomes for the Greater Omaha business community. This work continued with our Public Policy Council in preparation for the special legislative session to determine how to proceed with the various tax policy options that will be up for debate in Q3.



The figure below provides an overview of the Chamber's legislative priorities and the status at the end of the 60-day 2024 session. In addition to the bills listed below, the Chamber was successful in its efforts to prevent EPIC from appearing on the ballot and 100% of Chamber PAC supported candidates advanced to the General Election. More details are available in the 2024 Inaugural Legislative Session Summary which includes a new scorecard detailing how Nebraska's 49 senators voted on key legislative priorities of the Chamber. For a copy of the report or to find out how you can get engaged, contact the Chamber at [advocacy@omahachamber.org](mailto:advocacy@omahachamber.org).

### 2024 Chamber Priorities

#### Taxation:

LB 388 - Governor/Revenue Committee Tax Package – Failed on Final Reading  
LB 173 & LB 416 - Nonresident Taxation – Signed into Law (LB 1023)  
LB 1059 - Pass Through Entities (PTET) Cleanup – General File

#### Economic Development:

LB 1410 – Governor's ImagiNE Tax Incentive Proposal – Left In Revenue Committee  
LB 164 – North Omaha Airport Business Park/Inland Port Authorities – Signed into Law  
LB 1023 – Full Expensing of the Federal R&D Tax Credit – Signed into Law  
LB 644 – "Mega Site" Statewide Industrial Site Study – Signed to Law

#### Workforce/DEI/Talent Attraction:

LB 1400 – Relocation Incentive Act – Signed into Law (LB 1023)  
LB 169 - Employment Nondiscrimination – In Judiciary Committee  
Multiple Housing, Childcare, & Workforce bills – Signed into Law (LB 856 – Childcare; LB 1087 – Hospital Funding; mid-biennium budget package)



# 2024 Q2 UPDATE

## Attracting and Retaining Our Workforce

Labor availability remains a top concern for our member companies. To support the growth and development of our workforce, the Chamber has implemented various programs. Below is a summary of our Q2 efforts.

### Selling the Community to Potential Talent

In Q2, we focused on enhancing our talent attraction efforts by partnering with Livability.com, a digital platform to drive a talent attraction campaign in front of a national audience. The Chamber is also updating our collateral, including the We Don't Coast magazine and the Mover's Guide, for Chamber members to use as part of their talent recruiting efforts.

### Developing and Connecting Omaha's Workforce

Retaining talent is a priority, and providing opportunities for growth and connection is key. In Q2, we organized several impactful events:

- Lunch 'n learns for young professionals (YPs) to engage and provide professional development.
- Strategic Networking, a sold-out event that helped participants craft their personal brand, pitch their value proposition, and practice their networking skills.
- Leadership Lab, a sold-out two-day workshop for emerging leaders and young professionals that inspired and equipped them to self-reflect, collaborate, and lead others.
- CODE: Supporting the Whole Employee, a session that showcased how local organizations are promoting equity and opportunity in the workplace in partnership with The Work Lab.
- The Chamber partnered with the Nebraska Department of Veteran's Affairs to develop the Nebraska Resource Center at Offutt Air Force Base. The center will connect military members, veterans and their families with veteran benefits and services, employment and career opportunities in the community.

### Developing the Workforce of the Future

We also focused on the future by engaging with students and young talent from diverse backgrounds, exposing them to regional opportunities and careers:

- Our leadership development team supported Youth Leadership Omaha, a program run by Creighton University, with curriculum assistance and presenting seminars on Gallup strengths and coaching.
- CODE: NCPA/OASIS Opportunities Fair, an event that we coordinated with our members who were interested in finding interns from the Nebraska College Preparatory Academy and the Office of Academic Success and Intercultural Services at the University of Nebraska-Lincoln.
- Growing Home Program, a mentorship program that helps students who identify as Black, Indigenous or a Person of Color (BIPOC) build a professional network, find internships and explore careers in Omaha while they earn their degrees.

# 2024 Q2 UPDATE

## Economic Development

### Business attraction, retention, & expansion (BRE)

Year to date, 178 BRE visits toward the yearly goal of 200 were conducted across the Partnership region which is up 210% from 2023. Twenty-one business expansion projects were identified through the BRE visits; 12 in Douglas, 4 in Dodge, 2 in Sarpy, 2 in Pottawattamie, and 1 in Cass. Eight GO Ready Sites in 6 Counties have been identified, with three pending in additional counties. The Urban Core Developers Priorities Document was completed with focus on increasing density, address amenity gaps, improve TIF and permit process flow, and facilitate affordable housing development. Results of the Q2 landed projects are summarized below:



### Small business, Entrepreneurship & Innovation, REACH

The Chamber's North and South Omaha Committee identified 10 projects out of the goal of 10 as part of the Recovery Grant Program. The Chamber partnered with the Lincoln Chamber of Commerce and Silicon Prairie News to outline and solicit feedback from potential partners for the inaugural Silicon Prairie Startup Week. REACH activities resulted in over 4 million in lending, 5 million in awarded contracts, and 1 million in bonding for REACH participants.

## Member Services

### Membership

Year to Date, \$1.097M in dues were billed with \$959,957 collected for an 87.4% retention rate of dues dollars, exceeding the 87% dues retention goal. Q2 sales totaled \$30,118 in new dues revenue collected from 79 new members and met the \$30k quarterly goal.

Overall sponsor revenue for the 2024 BOTG event was 36% higher than in 2023, and 15% over the goal for 2024. The Business Excellence Awards event was revamped and enabled us to offer additional sponsorships. We received three new corporate sponsors resulting in a 17% increase in revenue.

### Talent & workforce development

Young Professionals launched a YP Membership program, attracting 218 members toward a yearly goal of 400.

CODE identified 142 Employer Coalition Members and expanded the Inclusive Resource Hub with over 50 new resources.

Leadership Programs graduated 48 participants from the Leadership Omaha Class 46. The April Leadership Lab workshop sold out with 50 participants.

## Business Climate

### Public Policy

The Chamber's public policy program set a goal for a 75% success rate on agenda items for the 2024 session. At the conclusion of the session, the Chamber achieved an 80% passage/defeat of legislative priorities. In addition to success on multiple bills, the EPIC ballot initiative was defeated. The team continues to be purposeful with candidate election success and supporting pro-transit representatives to the Regional Metro Transit Authority (RMTA) through the Chamber PAC. 100% of RMTA candidates that the PAC supported came in first in the Primary Election.

### Military

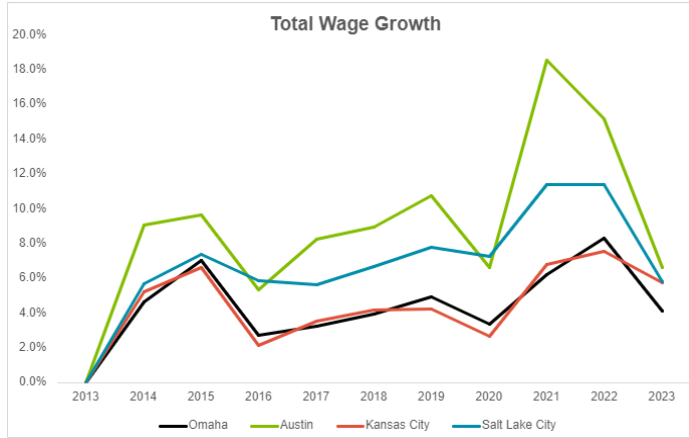
The Chamber partnered with Nebraska Department of Veterans Affairs, Offutt Advisory Council, and Army and Air Force Exchange Service to negotiate a lease for a Nebraska Support Center on base.

The DoD STARBASE program, focusing on STEM education initiatives was approved and received funding.

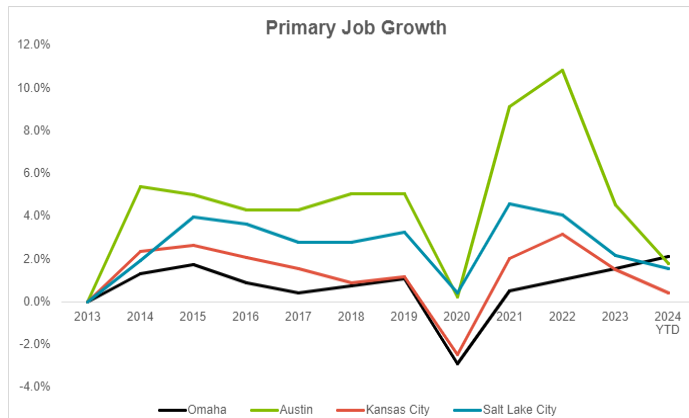
# 2024 Q2 UPDATE

## Economic Metrics

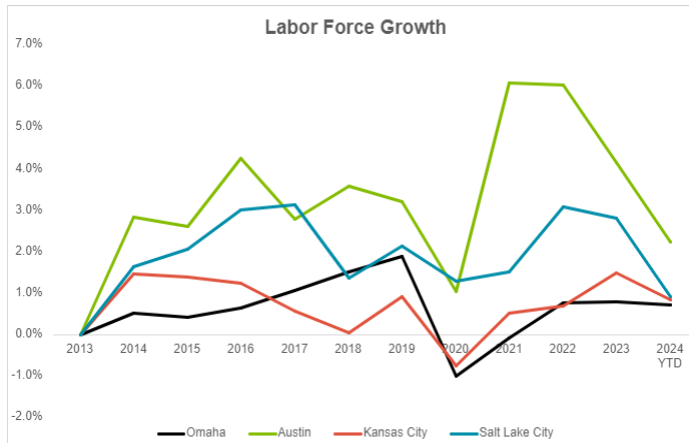
Key indicators of the Greater Omaha economy versus competitive cities.



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages through end of year 2023.



Source: Bureau of Labor Statistics, Current Employment Statistics through June 2024



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics through June 2024





# 2024 Q3 UPDATE

## Chamber Advocacy Overtime: Special Session

This year has been a unique year in the Nebraska Legislature. As we know, Governor Pillen called a special session in July, with property tax reform being his top priority. Going into the special session, based on the extensive public policy work of the Chamber over the years, we used the following internal guiding principles when evaluating state tax proposals:

- *Nebraska's tax structure should be growth-oriented.*
- *Tax proposals should impose the lowest possible burdens on businesses.*
- *Taxation of inputs, or tax pyramiding, is unsound tax policy and should be avoided.*
- *Nebraska tax policies should consider their impact on our competitiveness – both with surrounding states and nationally.*
- *A business-friendly tax climate is conducive to economic growth, talent retention, and attraction.*

After an analysis and engaging discussion, the Greater Omaha Chamber opposed the “Nebraska Plan” framework that was released before the special legislative session. However, we recognized the burden of rising property taxes on more and more residential and commercial property owners. Despite our opposition to the original plan, the Greater Omaha Chamber remained willing and ready to work with Governor Pillen and the Nebraska Legislature to find a path to address Nebraska’s complex property tax challenges.

For the next few weeks, it was an all-hands-on-deck effort from our Executive Committee, our Public Policy Council, our Senior Vice President of Public Policy Jennifer Creager, and our President and CEO Heath Mello, to protect the Greater Omaha area’s interest, and to amplify the voice of our business community during this session.

On August 20<sup>th</sup>, the Nebraska Legislature voted on Final Reading to pass LB 34 on a vote of 40-3. During the debate, we were pleased when the Legislature adopted an amendment protecting the usage of tax increment financing by municipalities moving forward along with current TIF projects. In addition to this critical amendment, the final LB 34 bill included the following:

- *“Frontload” of ‘1107’ property tax credits*
- *0% or inflation caps on cities and counties property valuation*
- *Direct future revenue growth away from the cash reserve and towards property tax credits*

With Governor Pillen signing LB 34 shortly after the Nebraska Legislature adjourned, he made clear that property tax reform will continue to be his top priority. At the Greater Omaha Chamber, we will continue to work with the Governor’s office, Legislature, and allied organizations in seeking property tax solutions that work for the Greater Omaha region.





# 2024 Q3 UPDATE

## Talent Development

### 2024 Young Professionals Survey

Omaha's most prized asset is its people. To best utilize this asset, the Chamber provides a slate of dynamic initiatives, programs, and resources which connect talent, opportunity and education. This includes the collection of important data which can be used by our community at-large. The Greater Omaha Chamber, through its YP and CODE programs, partnered with the University of Nebraska at Omaha's Center for Public Affairs Research, to release the 2024 Young Professionals Survey Report.

This survey was designed to gather information about young professionals' experiences living and working in the Greater Omaha Region to identify areas of excellence and opportunity. The results paint a picture of key insights and areas of focus that we can use to meet our community needs where they stand today and in the future.

Here were some of our positive findings:

- 93% agree that focusing on DEI in the workplace is a good thing
- 88% are satisfied with overall quality of life
- 88% are satisfied with entertainment, restaurants, and bars

Among some of the challenges identified within the survey:

- 60% are dissatisfied with the cost of taxes (i.e. property, income, and sales taxes)
- 73% are dissatisfied with the transit options in the region
- 51% are dissatisfied with the cost of housing to rent or own

We can use this data to identify our current strengths and use them to continue bettering our position amongst our peer cities. This report tells us there is almost unanimous support from young professionals in both advocating for more inclusive environments and supporting the quality-of-life Omaha has to offer.

However, our work is far from done. We also find from the survey's results some major challenges in reducing the tax burden, housing costs, and expanding transit options for us to target as well. This survey allows us to start from an informed position where we can lean into what is working and fix what is not, so we can continue driving Omaha forward. Be sure to read the [full report](#) that is located on our website for a full-scope view.

### Hire Conference

On September 5th, the Greater Omaha Chamber hosted our annual HIRE Conference, where Talent Acquisition and HR Professionals came together to explore new approaches, enhance skills, and connect with industry leaders. This year's event provided a wealth of valuable content through insightful speakers, dynamic breakout sessions, and unparalleled networking opportunities.

During the HIRE Conference, attendees engaged with the top talent acquisition community and gained actionable insights to take their recruiting strategies to the next level. With a focus on outcome-driven deliverables, this year's HIRE Conference was the most impactful yet, spreading knowledge of the latest in recruiting tech and best practices.

# 2024 Q3 UPDATE

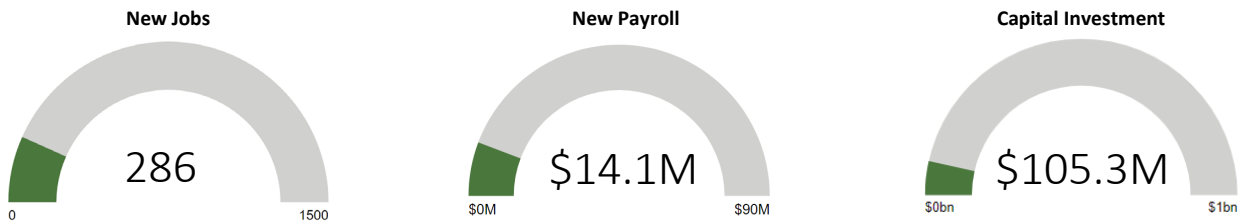
## Economic Development

### Business Attraction, Retention, & Expansion

Year to date, 241 local business visits were conducted across the Partnership region which is up 195% from 2023 and exceeded the annual goal of 200. Twenty-seven business expansion projects were identified through the visits; 13 in Douglas, 9 in Dodge, 3 in Sarpy, 2 in Pottawattamie, and 1 in Cass. Eight GO Ready Sites in 6 Counties have been identified, with three pending certification. The Urban Core Developers Council developed a white paper for suggested process improvements for the Tax Increment Financing process and the marketing subcommittee continued rebranding efforts.

The Chamber hosted multiple international prospect meetings and explored potential projects in conjunction with the Bio Innovations Midwest Conference. Over 300 individuals from around the world attended with plans to double the size of the event in Omaha in 2025. The Chamber also met with several companies with prospective projects in the Omaha area as part of a headquarters visit to Minneapolis, MN.

The pipeline remains strong with over 100 active projects across the partnership representing \$13.6 billion in investment and nearly 12,000 jobs. Results of the 11 projects that have landed through Q3 are summarized below:



## Member Services

### Membership

Year to date, \$1.5M in dues were billed with \$1.32M collected for an 88% retention rate of dues dollars, exceeding the 87% dues retention goal. Q3 sales totaled \$24,948 in new dues revenue collected from 62 new members, short of the \$30k quarterly goal.

### Talent & Workforce Development

The Young Professionals Membership program has attracted 335 members toward an annual goal of 400. Events targeted at engaging and attracting YPs continue to receive positive feedback with over 85% of attendees reporting that the event positively impacted their connections or awareness.

CODE has reached 143 Employer Coalition Members (96% of annual goal) and expanded the Inclusive Resource Hub with 172 new educational resources.

Leadership Omaha Class 47 began their program year with Orientation and Opening Retreat. The July Leadership Lab workshop sold out with 50 participants.

## Business Climate

### Public Policy

The Chamber's public policy program set a goal for a 75% success rate on agenda items for the 2024 session. At the conclusion of the regular session, the Chamber achieved an 80% passage/defeat of legislative priorities. The team continues to be purposeful with candidate election success and supporting pro-transit representatives to the Regional Metro Transit Authority (RMTA) through the Chamber PAC. Financial support was provided to 4 priority RMTA candidates.

### Military

As part of our economic development efforts related to the region's military presence, the Chamber conducted three military specific local business visits. The Chamber also began work to establish the Military Contractors Council. These efforts have the specific objective to help companies increase their local presence related to military support operations.

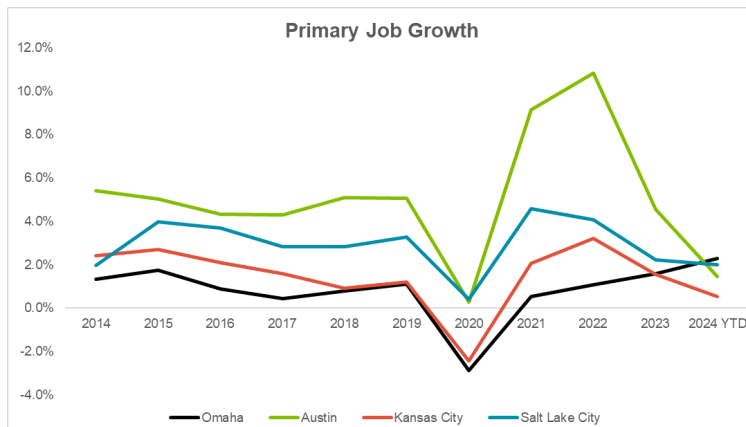
# 2024 Q3 UPDATE

## Economic Metrics

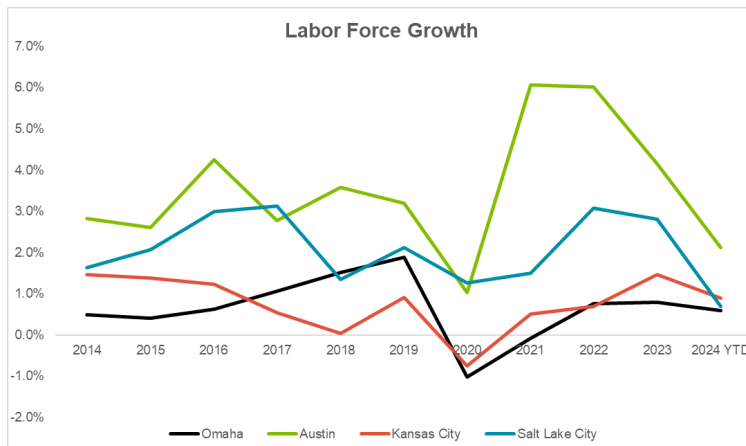
Key indicators of the Greater Omaha economy versus competitive cities.



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages through Q1 2024



Source: Bureau of Labor Statistics, Current Employment Statistics through August 2024



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics through August 2024





# 2024 Q4 UPDATE

## ***Greater Omaha Charts New Path with Economic Development Strategy***

The Greater Omaha region has long been celebrated for its affordability, vibrant culture, and high quality of life. However, the 2024 Barometer Report -- economic scorecard of the Greater Omaha region which evaluates Omaha's competitiveness against nine other high-performing, peer, competitor, and aspirational cities -- highlights both Omaha's strengths, such as low business costs and high labor force participation, and pressing challenges, including wage growth and the retention of young talent. These findings have inspired a bold new vision for the region.

Enter ***A Greater Omaha***: A Competitive Economic Development Strategy for 2025-2027. This comprehensive plan aimed at enhancing the region's competitiveness, addresses key obstacles, and fosters sustainable growth. With a people-first approach, the strategy focuses on three transformational priorities: Strategic Business Growth, Brain Gain, and Destination: OMA.

### **Strategic Business Growth**

Omaha will double down on growing existing businesses and attracting new industries to create more jobs and economic opportunities. By removing barriers to business growth, unlocking federal funding, and recruiting strategic enterprises, the Chamber is set to elevate the regional economy. The result? Increased job creation, rising wages, and robust investment in the community.

### **Brain Gain**

Reversing the "brain drain" is a top priority. With initiatives aimed at recruiting young professionals, attracting former residents, and expanding leadership programs, Omaha is poised to strengthen its workforce. Collaborative efforts with local businesses will ensure the region's talent pipeline is future-ready.

### **Destination: OMA**

To make Omaha an even more desirable place to live and work, the strategy emphasizes tackling housing and childcare shortages, improving transportation, and boosting Omaha's regional branding. By enhancing quality-of-life factors, the Chamber aims to position Omaha as a top choice for families, professionals, and businesses alike.

The Chamber's ambitious strategy lays the foundation for ***A Greater Omaha*** that is more innovative, inclusive, and thriving. With a focus on collaboration and action, the plan aims to grow the region's competitiveness, diversity, and appeal. As the Greater Omaha Chamber takes this exciting leap forward, the region is set to become a model for dynamic and sustainable economic growth.



# 2024 Q4 UPDATE

## Economic Development

### Business Attraction, Retention, & Expansion

In 2024, 341 local business visits were conducted across the Partnership region which exceeded the annual goal of 200. Thirty-six business expansion projects were identified through the visits; 16 in Douglas, 15 in Dodge, 2 in Sarpy, 3 in Pottawattamie. Eight GO Ready Sites in 6 Counties have been identified, with three pending certification. Work within the Urban Core continues with development of a branding campaign, discussion with developers and site identification. Planning is complete for expanded Urban Core stakeholder forums in 2025.

The pipeline remains strong with over 120 active projects across the partnership representing over \$15 billion in investment and nearly 12,000 jobs. The Chamber also met with several companies with prospective projects in the Omaha area as part of a headquarters visit to Minneapolis, MN. This trip resulted in one new project and follow up on two existing projects. The team also participated in the Area Development Consultants forum in November as part of its expanded efforts to engage with site selection consultants.

Momentum increased during Q4 as the Partnership successfully landed 12 projects resulting in over 200 new jobs, \$66 million in investment and \$11 million in new payroll. For the year, 23 landed projects created 510 new jobs, \$172 million in capital investment and \$25 million in new payroll.

### Entrepreneurship & Small Business

As part of its effort to support the entrepreneurship ecosystem and community, the Chamber co-sponsored both Silicon Prairie Start-up week as well as the first annual hustle conference during Q4.

The Chamber's small and emerging business programming helped local companies in obtaining \$9.4 million in financing, \$1.3 million in bonding, and over \$5 million in contract awards during 2024.

## Member Services

### Membership

2024 ended with \$1.8M in dues with a 91% annual retention rate of dues dollars, exceeding the 87% retention goal. Events in Q4 included the Conference, Economic Outlook, Holiday Open House and two networking events that engaged 1,947 attendees bringing the annual attendee total to 5,598.

### Talent & Workforce Development

The Young Professionals Membership program has attracted 391 members toward an annual goal of 400. Events targeted at engaging and attracting YPs continue to receive positive feedback with over 90% of attendees reporting that the event positively impacted their connections or awareness.

CODE has reached 143 Employer Coalition Members (96% of annual goal) and expanded the Inclusive Resource Hub with 175 new educational resources this year. In October, the two-day Conference on Opportunity, Diversity, and Equity hosted 758 attendees.

## Business Climate

### Public Policy

The Chamber's public policy program set a goal for a 75% success rate on agenda items for the 2024 session. At the conclusion of the regular session, the Chamber achieved an 80% passage/defeat of legislative priorities.

The team continues to be purposeful with candidate elections through the Chamber PAC. In the November 2024 election, the Chamber had an 80% success rate for PAC supported candidates.

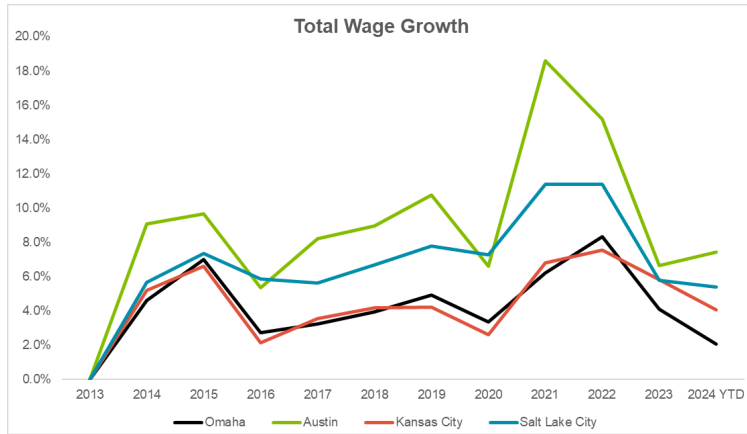
### Military

As part of our economic development efforts related to the region's military presence, the Chamber established the Military Contractors Council and held its first meeting in December. The objective is to help companies increase their local presence related to military support operations.

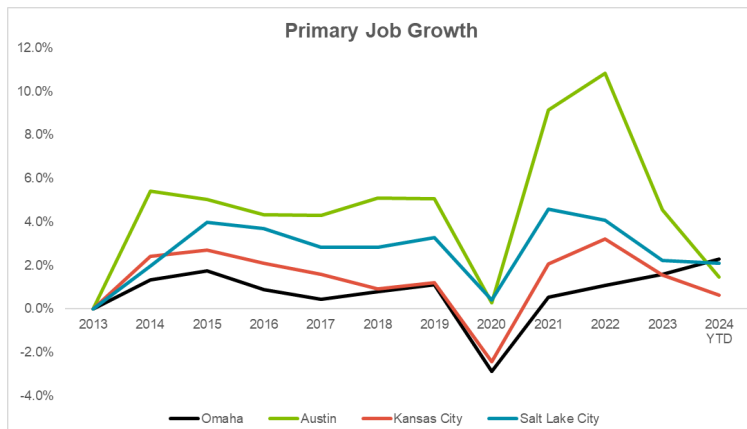
# 2024 Q4 UPDATE

## Economic Metrics

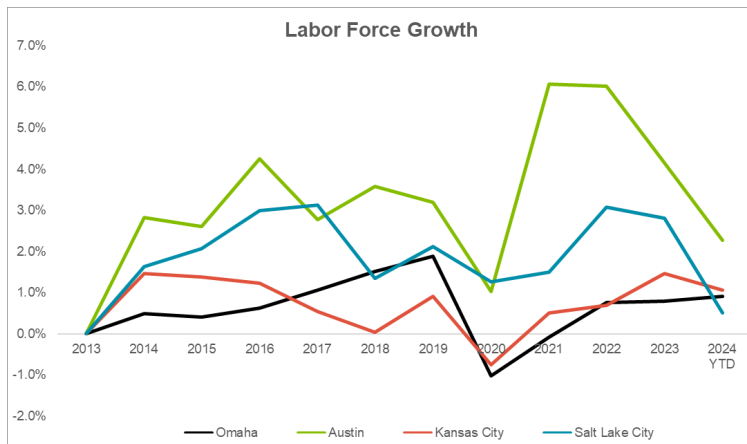
Key indicators of the Greater Omaha economy versus competitive cities.



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages through Q2 2024



Source: Bureau of Labor Statistics, Current Employment Statistics through November 2024



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics through November 2024

