

Prosper Omaha 2.0

Building on Progress. Accelerating Toward Prosperity.

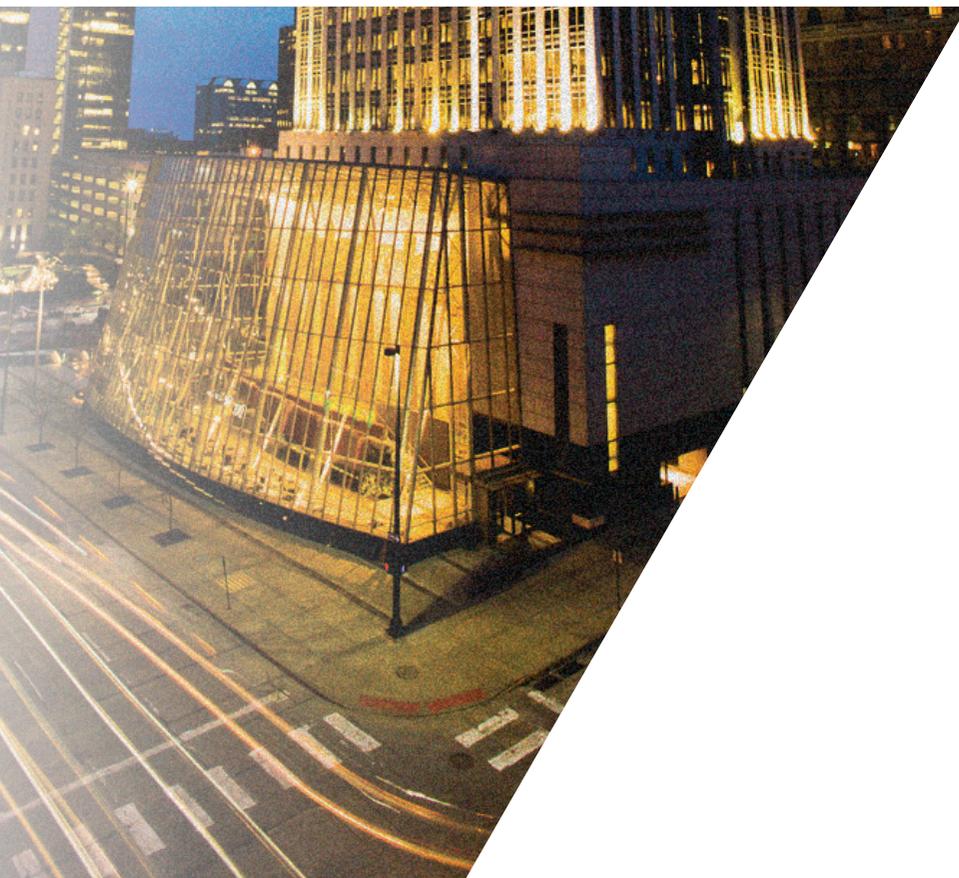
2019-2023



Prosper Omaha 2.0 is the latest funding program for the Greater Omaha Chamber Economic Development Partnership. The program has a tradition of focused, economic development activity that companies, foundations and individuals have been investing in for more than 20 years.

Greater Omaha Chamber Economic Development Partnership represents a six-county area that includes the Greater Omaha Chamber (Douglas County), Cass County Nebraska Economic Development Council, Gateway Development Corporation (Washington County), Sarpy County Economic Development Corporation, Greater Fremont Development Council (Dodge County) and Advance Southwest Iowa Corporation (Pottawattamie County). This seamless regionalized partnership operates as a one-stop shop, driving growth and championing collaboration.





For decades, Greater Omaha area business and community leaders have invested time and resources in the Chamber's economic development programs in order to ensure growth and diversification of the regional economy.

However, to accelerate our advancement as a region, we will need stronger population, income and GDP growth. If we are to successfully compete for business and talent, this growth must be better than average—not just better than national averages, but on par with the best-of-the-best regions in the country.

Prosper Omaha 2.0 recognizes this challenge and calls for a catalytic change in our economic development strategy – a strategy designed to build prosperity for all residents by more aggressively focusing on innovation-fueled business growth, the development and attraction of people who have the opportunity and drive to thrive right here, and the cultivation of a place that both inspires and serves as a model for community ingenuity.

That's why we are excited to jointly lead this fundraising campaign.

Thank you in advance for being part of the process – accomplishing more together – and thank you for your willingness to give your time and resources for this important regional economic initiative.

Timothy J. Burke
President and CEO, Omaha Public Power District
Chairman, 2014-2016 Economic Development Council,
Greater Omaha Chamber
Chairman, Prosper Omaha 2.0

David G. Brown
President and CEO, Greater Omaha Chamber

A solid foundation. A potential-rich future.

We are on the cusp of launching into a powerful, prosperous and bold new future. Achieving our goals – and ensuring the tomorrow the next generation deserves – is going to take a common commitment and the full measure of our “We Don’t Coast” mentality. The destination is worth it – a Greater Omaha recognized as one of the most inspirational places in the country that is a magnet for talent and income, and generates a higher quality of life for everyone.

Together, with your continued support, we will transform inspiring vision into community-changing reality.

Resources

To accomplish this bold plan, we have implemented a Prosper Omaha 2.0 fundraising effort aimed at raising \$32 million over five years:

- \$16M allocated for Business Growth initiatives
- \$7.6M allocated for People initiatives
- \$8.4M allocated for Place initiatives

As with the first Prosper Omaha effort, funds raised for this strategy will be leveraged with \$20 million in additional funds generated through our traditional Chamber funding sources. Overall staff support is anticipated to be at the same levels as Prosper Omaha I, and like that campaign, we fully expect to see additional efforts combined with dozens of partners across the region.

Many of the economic development outcomes you have come to expect from Prosper Omaha will continue along with a greater concentration on income-generating core industries and emerging technologies, tech start-ups, exports and foreign investment, diversity and inclusion efforts, career experiences and pathways, brand awareness, urban core revitalization and transportation systems.

Let's get to work.

The Power of Your Investment:



Business Growth

New jobs, payroll, investment and tech startups.



People

The nation's top talent living, working and thriving right here.



Place

A stronger urban core, modern transit, increased community marketing – and an elevated global standing.

