

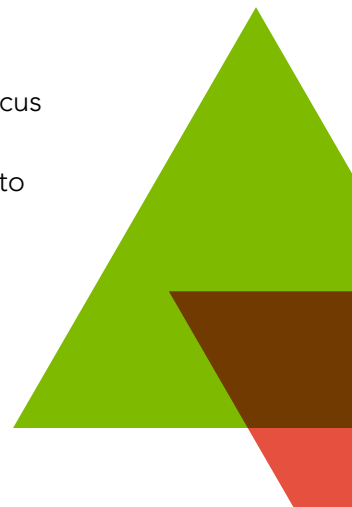


2024 ANNUAL REPORT

As we look back on the milestones and progress we've made, we are excited to present the 2024 annual report of the Greater Omaha Chamber.

This year has been defined by significant advocacy successes and a strengthened focus on economic growth and community development. The Chamber's efforts continue to support our members and drive prosperity throughout the region. As we move into the year ahead, our commitment to fostering a vibrant economy and enhancing Omaha's position as a top destination for talent and business remains steadfast.

OmahaChamber.org/annual-report



ECONOMIC & WORKFORCE DEVELOPMENT

Growing the Greater Omaha economy remains a top priority and core responsibility of the Greater Omaha Chamber. Over the past year, the Chamber has focused on creating primary job opportunities and supporting the retention of existing talent to fill these roles. By engaging with over 350 existing companies, the economic development team identified barriers to growth that shaped our public policy priorities and economic development strategy. This work also led to new growth projects now underway, along with extensive technical assistance and training provided to dozens of companies, resulting in new revenue opportunities, including sub-contracts.

Efforts to attract new market growth led to \$172 million in new capital investment and the creation of 510 new jobs, adding \$25 million in payroll to the region. Equally important was the Chamber's focus on engaging, developing, and retaining talent in the Greater Omaha area through dynamic programs, where the Chamber connected talent with opportunities and provided tools to support professional development. Insights from recent YP and CODE surveys helped identify key areas to enhance talent attraction and retention, guiding future efforts.

Landed Projects in 2024

- ▶ \$172 million in new capital investment
- ▶ Creation of 510 new jobs
- ▶ \$25 million in new annual payroll

PUBLIC POLICY ACHIEVEMENTS

In 2024, the Greater Omaha Chamber demonstrated its strong leadership in advocating for the business community at the state level. Key victories included the passage of important legislation such as LB 1023, which addressed nonresident taxation and allowing Nebraska businesses to immediately expense R&D expenditures, and LB 164, which supported the development of the North Omaha Airport Business Park. Of additional importance to us, was LB 1300, that passed as part of the tax package, which created a new income tax credit for employers as well as an incentive for new Nebraskans to move and work in the state. Furthermore, efforts to block various tax increases on our industries and businesses, emphasized the Chamber's commitment to fostering a business-friendly environment. These achievements will boost Omaha's competitiveness, support job growth, and aid in talent retention.

Key Legislation Passed

- ▶ LB 1023
- ▶ LB 164
- ▶ LB 34

MEMBER ENGAGEMENT

The Greater Omaha Chamber remained dedicated to supporting its members through impactful events and established talent-focused programs such as Leadership Omaha, CODE, and Young Professionals initiatives. These efforts went beyond traditional networking, fostering meaningful conversations that cultivated progress, inclusivity, and positive change across organizations and communities.

We continued to hone in our strength in numbers – which are some of the best in the country. Looking ahead, the Greater Omaha Chamber is positioned to continue delivering innovative and valued programming while maintaining the agility needed to address emerging economic development opportunities and projects.

Membership Results

- ▶ Member retention rate of over 91%
- ▶ Events and programs engaged over 10,000 individuals and 160+ sponsor organizations



VISION FOR A GREATER OMAHA

The Greater Omaha region is known for its high quality of life, affordability, and vibrant community.

The 2024 Barometer Report highlights Omaha's competitive advantages—low business costs, high labor force participation, and a rich cultural scene—while identifying critical challenges like wage growth contributing to brain drain. The 2025-2027 Greater Omaha Chamber economic development strategy focuses on improving Omaha's economic competitiveness, addressing these challenges, and fostering growth.

A NEW ECONOMIC DEVELOPMENT EQUATION

Omaha's future requires a people-centric approach to economic development, emphasizing new primary job opportunities, population growth, and quality of life. The Chamber is committed to leveraging Omaha's strengths and focusing on three strategic priorities for sustainable growth:

1. Strategic Business Growth

Strengthen the regional economy by growing existing businesses and attracting new industries in order to increase primary job opportunities. Key initiatives include removing growth barriers, recruiting strategic businesses, supporting small and emerging businesses, unlocking federal funding, and advocating for pro-business policies.

Outcome: *Increased job creation, wage growth, and investment.*

2. Brain Gain

Address talent shortages with proactive recruitment and retention strategies. Focus on attracting former residents and young professionals, expanding leadership programs, and collaborating with businesses on workforce needs and skills development.

Outcome: *Boosted human capital, population growth, and improved opportunities.*

3. Destination: Omaha

Enhance Omaha's appeal as a place to live and work. Focus on housing and childcare solutions, rebranding Omaha, and advocating for policies that improve transportation and quality of life.

Outcome: *Expanded housing and childcare, improved mobility, and stronger regional branding.*

CONCLUSION

Through collaboration and targeted strategies, the Greater Omaha Chamber and Economic Development Partnership aim to grow Greater Omaha into a more thriving, innovative, and inclusive community by 2027, with higher competitiveness, diverse talent, and strong regional appeal.



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