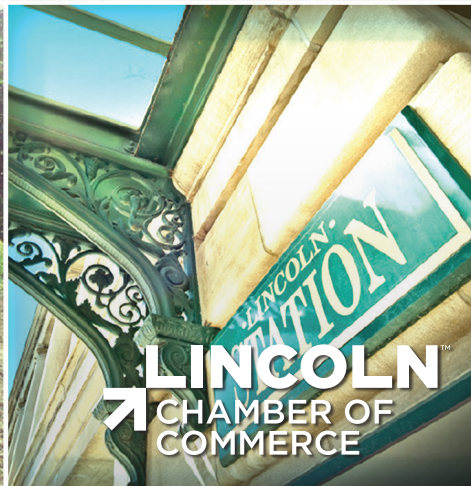




LINCOLN



LINCOLN
CHAMBER OF
COMMERCE

LOOKING BACK - MOVING FORWARD

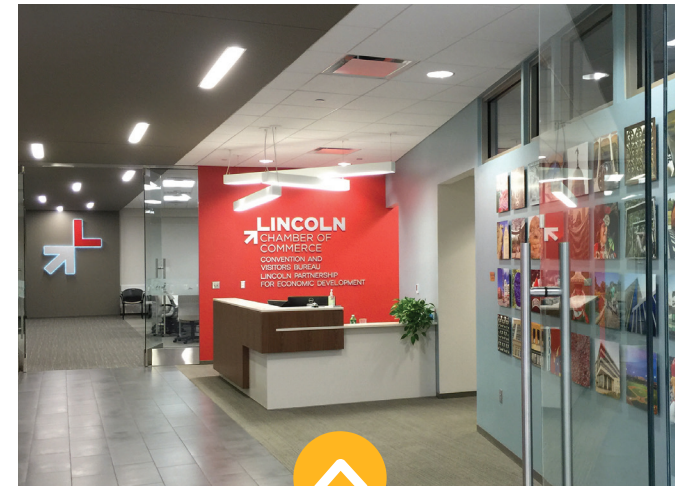


"I am extremely proud of what the Chamber has done this past year and how we have contributed to our community. Many others have also taken notice of our progress, with third-party validations including *Bloomberg Business* and NPR. *Forbes* magazine says we are the #1 city for job seekers. We rank in the top five emerging entrepreneurial hubs in the U.S. according to *Entrepreneur* magazine, and *Gallup* named us the Healthiest Small City. All these accolades are a direct reflection of the work of our members, the Lincoln community and the commitment of the Lincoln Chamber of Commerce. However, we've only just begun. I look forward to the challenges and opportunities that will be presented in 2016."

Wendy Birdsall, President
Lincoln Chamber of Commerce

The Lincoln Brand

Our city is the perfect mix of good people, interesting places and a diverse range of things to do. The growth of the city, the expansion of new businesses and the influx of talent are what make Lincoln so special. Customize and integrate the Lincoln Brand Extensions in your business.



Our offices relocated to 3 Landmark Centre this year!

This newly designed ground floor space has tremendous flexibility to serve a diverse array of member businesses and fits our needs perfectly. The proximity to the State Chamber, Capitol building and City/County building is definitely a plus, as well. Stop and visit anytime!

Daymond John visits Lincoln for the Chamber's Annual Lunch

The 2015 Annual Lunch featured keynote speaker and business mogul, Daymond John. John is the founder of FUBU clothing, best-selling author and known for his starring role on ABC's hit reality business show, *Shark Tank*. Over 700 Chamber members were inspired by a LIVE SHARK!



#1 Most Content City :)
→ 24/7 Wallstreet



#4 Best Run City in the Nation
→ MSN Money



#1 City in Best Places for Business and Careers
→ Forbes



"We moved to Lincoln from NYC to launch Firespring, and at one point considered relocating to San Francisco, Boulder or Austin. Looking back, it's impossible to imagine building our company anywhere but Lincoln. There is no better place for people to plant roots and for a company to grow."

Jay Wilkinson & Tawnya Starr-Wilkinson
Firespring Co-Founders

Lincoln Business



We mixed it up!

The Lincoln Business Expo (formerly the B2B Tradeshow) hosted over 120 exhibiting Chamber members at the Pinnacle Bank Arena. New features this year included more booths, easy online registration, vendors selling products on the show floor and an extended craft beer tour. More than 1,200 attendees came through the Expo doors to mix, mingle and experience the variety of products and services that our Chamber members have to offer. They were entertained with live remotes from our local radio stations, furry friends from the Capital Humane Society and exotic animals, courtesy of the Lincoln Children's Zoo. As always, the Lincoln Business Expo is FREE and open to the public. **Join us in 2016! The Lincoln Business Expo will be held on October 18.**

Hear Lincoln moves to Tower Square

On Fridays during the summer, the Cooper Foundation and Hear Nebraska partnered with the Lincoln Chamber of Commerce to bring some of Lincoln's best musical artists to a free, outdoor stage at Tower Square. The fourth annual Hear Lincoln concert series helped keep the lunch hour full of funk— and rock and soul and jazz.



DOSSIER



United Airlines Hemispheres Dossier

United's *Hemispheres* magazine featured Nebraska in the November Dossier. From a collaborative community to a high-tech hub, Lincoln is the place to be. See pages 30-32 on how the city is a destination for tourists and locals alike.

Lincoln is named a "Playful City" for the second year in a row! Playful City USA is a national recognition program sponsored by **Humana Foundation** in partnership with **KaBOOM!** The program honors communities that are taking bold steps to ensure that all children have easy access to balanced and active play in their communities.

→ **KaBOOM!**
(2014 & 2015)



Guardians of Freedom Airshow coming in May 2016!

Lincoln aviation advocates have something to look forward to in Spring 2016! The Guardians of Freedom Airshow returns to the capital city May 7-8, 2016. This event is expected to welcome over 250,000 people to Lincoln for the two-day event. The Guardians of Freedom Airshow is one of the Midwest's premier events with an established tradition and reputation for new and unique performers, stunts, exhibits and displays. Thanks to the Lincoln Chamber of Commerce, Nebraska National Guard and the Lincoln Airport Authority, this family-friendly aviation spectacular will be the height of the season!

Become a part of the action and showcase your brand. Sponsorships are available. Contact Jaime Henning at 402.436.2366 for more information.



Lincoln ranks #1 of the 10 Most Beautiful Cities in the U.S.A.

"The state of Nebraska tends to evoke images of rolling hills and rugged landscapes. But the city of Lincoln is a modern diamond in the rough. It boasts high-end shopping, beautiful parks, museums and bustling nightclubs."

→ The Culture Trip

Keep in touch with the Chamber!



LINCOLN MOVES FORWARD



Lincoln is Ready to Move Forward

At the beginning of 2015, LPED engaged Angelou Economics (AE) of Austin, TX to develop strategic recommendations to make Lincoln a globally competitive city. After extensive community engagement, research of best practices of successful communities, the strategic plan was created and rolled out to the community at the LPED annual breakfast on June 30.

The new Vision Plan details goals, strategies and actions for Lincoln to pursue that account for the community's challenges, and leverages assets that will best secure Lincoln's economic future. Angelou Economics recommended the community should focus on three broad, over arching strategic objectives:

- Develop world class workforce, recruit talent and infrastructure
- Nurture a globally competitive entrepreneurial ecosystem
- Strengthen collaboration among key economic assets

Today is the day to get involved in your community!

Once the Angelou Economics strategic objectives were established, LPED created three working taskforces in the areas of opportunity from AE's report: workforce, infrastructure and entrepreneurial development. The taskforce goals were to examine the recommendations and produce a Lincoln-specific plan of action. The three taskforces completed the majority of their work in December and have presented their recommendations to the Lincoln Chamber Economic Development Corporation Board of Directors. You can download the Vision Plan at selectlincoln.org.



Recent Project Announcements/Expansions

A significant number of expansions across several industry sectors continue to drive the job market in Lincoln. Eleven existing companies in Lincoln publicly reported expansions this year, outpacing the publicly reported primary jobs created in all of 2014. The Lincoln metro area had a record 191,900 people employed in October 2015 – 4,500 more than the previous year.

Welcome to the Silicon Prairie

Technology has leveled the playing field. Geography doesn't matter anymore. Tech hubs of the heartland lure young talent With affordable homes and low cost of living. Write your story with a job that is both relevant and meaningful.

New Hudl Headquarters

Fun Fact! Did you know every Nebraskan is no more than six degrees from someone who works at Hudl? Well...while this may not be exactly true, it just might be in the future. This is because for the last two years, the local sports video software firm has been the fastest growing private company in Nebraska. Their brand new headquarters is currently being built on Canopy Street in the West Haymarket. Expanding space means expanding staff—Hudl expects to add 300 new high-tech jobs over the next three years! "We're proud to call Lincoln home," says Hudl CEO David Graff.



Lincoln has a rawness to it that can't be found in most cities; it feels young and fresh. You're sure to be successful within a community of entrepreneurs and a handful of Inc. 5000 companies who call Lincoln home.

Top 5 
Emerging entrepreneurial hubs in the U.S.
→ *Entrepreneur Magazine*



Top 10

Lincoln Trails Network – One of the Top 10 Great Public Spaces

→ *American Planning Association*

#1 

Most Exciting Places in Nebraska

→ *Next Cities*

SOMETHING GIG IS COMING.



Goodbye loading screens! Mayor Chris Beutler announced a partnership with ALLO Communications, a Nelnet Company, to provide gigabit internet service to every home and business in Lincoln by 2019.



E-Commerce Firm Grows
Spreetail, a Lincoln-based e-commerce firm (formerly VMInnovations) will move into space at Nebraska Innovation Campus by spring 2016.



LincolnJobs.com

LPED partnered with the *Lincoln Journal Star* to enhance LincolnJobs.com to showcase job opportunities to the 3,000+ monthly users, to retain our young professionals and attract a skilled workforce for employers to meet tomorrow's demand for innovation. At LincolnJobs.com, job seekers can post their resume or search for openings by industry or employer. Lincoln has repeatedly been named a great place to find a job as it sees rapid expansion in industries like technology and health care. LincolnJobs.com expects to be a key part in making more and more happy job and employee pairings.

Hour of Code is a tremendous success! 500 people of all ages learned to code

More than 500 people of all ages learned the basics of coding through self-guided tutorials at the Nebraska Innovation Campus Hour of Code event held during National Computer Science Week. There was also an interactive tech fair, which allowed the families to get a hands-on experience with robots and wearable technology.

The one-hour introduction to computer science was designed to demystify "code" and show that anyone can learn the basics to become a maker, a creator and an innovator. The need for software developers and computer engineers is increasing. People who struggle with math are quick to shy away from coding. According to Code.org, there are more than 604,000 open computing jobs nationwide. And last year, only 38,175 computer science students graduated into the workforce.



HOUR OF CODE

Ages 4 to 104

"Lincoln's startup community is attracting talent, capital and accolades. From activities like Startup Week to programs like NMotion, startups can find the people, connection and resources needed to build something big."

Brian Ardinger
NMotion



Congratulations!

LPED is the recipient of a silver International Economic Development Council Award of Excellence in Economic Development for the DiscoverLNK Guide publication. This guide draws potential employees from around the U.S. It has enticing colorful images and explains the incredible benefits that our community has to offer, such as low start-up costs, a low employment rate and a hip, young vibe that young professionals are craving.



2015

INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL
EXCELLENCE
IN ECONOMIC DEVELOPMENT
AWARDS

SILVER

LOOKING BACK - MOVING FORWARD

The logo for YP Week 2015 features the text "ypWEEK" in a stylized, lowercase font with a white outline, set against a purple background. Below it, the year "2015" is written in a smaller, white font. The text is enclosed within a circular graphic composed of concentric dashed lines and two solid white stars.

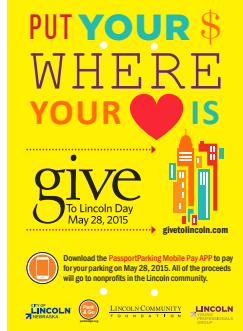
YP Week 2015

YP Week set out to revitalize the body, mind and the spirit of Lincoln's young professionals in a series of events, discussions, workshops and celebrations. Lincoln YPG members found themselves doing things like exercising together in the mornings, power lunching with Governor Pete Ricketts, tailgating at the Embassy, and mingling with local entrepreneurs in some of the iconic start-up spaces. The YP Week mission is to provide the opportunity for different Lincoln organizations to come together and create increased connectivity in our community to support young talent and contribute to the innovation culture of Lincoln.

The Lincoln Chamber is **1,700 members strong** with the majority of our members being small businesses.

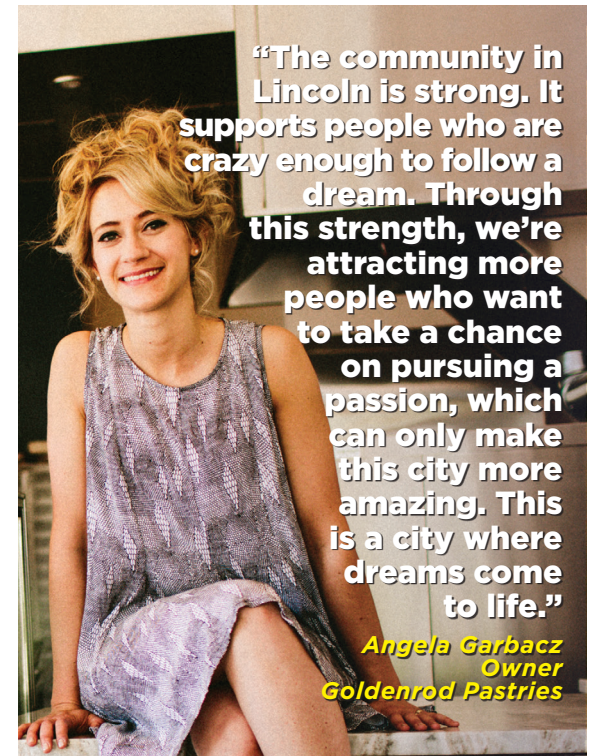
Girls Who Code comes to Lincoln

The YP Week Kickoff speaker Reshma Saujani, founder and CEO of Girls Who Code, delivered an enlightening talk. Her life's work is aimed to inspire, educate and equip young girls with the skills needed to close the gender gap in technology industries. Saujani's speech was so motivating, that Lincoln took no time responding and creating a local chapter of Girls Who Code! New collaborations and passion projects like this are a cornerstone of YP Week and gives us plenty of momentum for bigger and better things in the new year.



Miracle Meters:

On May 28th, downtown saw parking spots transform with Miracle Meters by the Lincoln Young Professionals Group and the Lincoln Community Foundation. Using a mobile pay app, all parking proceeds on "Give To Lincoln Day" were donated to a local charity, helping Lincoln-ites feed more than just their meters.



"The community in Lincoln is strong. It supports people who are crazy enough to follow a dream. Through this strength, we're attracting more people who want to take a chance on pursuing a passion, which can only make this city more amazing. This is a city where dreams come to life."

**Angela Garbacz
Owner
Goldenrod Pastries**



Lincoln Young Professionals play for a cause

YPG held its third annual dodgeball tournament at Spikes Beach Bar & Grille. All proceeds were donated to *Teach a Kid to Fish*, an organization that works to prevent and reduce childhood obesity by empowering Lincoln's children and families to eat healthy and be active.



Lincoln is on a fast track to becoming a major name in the automotive event circuit. The SCCA 2015 Tire Rack National Championship, held in September, was the largest in its history, and the Goodguys Rod and Custom Association chose Lincoln to host its inaugural “Day at the Hay” car show. Relationships like these are made easier with locally based automotive industry experts like Speedway Motors.



Formula SAE competition

The Formula SAE competition was a sold-out smash! 80 gas-powered and 20 electric cars competed at Lincoln’s Airpark, representing seven countries and 35 states. This competition is serious business—teams spend 8-12 months designing, building, and preparing their vehicles for this prestigious college competition. The cars are judged in a series of static and dynamic events, including technical inspection, cost, design, solo performance trials and high performance endurance. The 2016 competition expects even more participation from around the world. As the competition grows, so do the benefits to our community. This international event draws hundreds of visitors to our hotels, restaurants and local businesses while promoting Lincoln as a mainstay in the automotive events industry.

NORCECA Women’s Olympic Qualification Tournament January 7 – 9

In 2016 the ‘Road to Rio’ will trek through Lincoln, bringing the NORCECA Women’s Olympic Qualification Tournament. Pinnacle Bank Arena will be the final battle ground January 7–9, when the challengers are decided for the 2016 Olympic Summer Games.

Get your tickets through ticketmaster.com or contact the Pinnacle Bank Arena Box Office at 402.904.5600.



#1 Lincoln has been named one of the Top 10 Best Downtowns

→ livability.com



Health care is a major driver for the Lincoln economy and the Lincoln Specialty Care program connects the medical community to you.

Lincoln Specialty Care (LSC) is a cooperative effort of the Chamber of Commerce and the Lincoln Medical Community to promote Lincoln’s wide array of medical resources.

Each year we print 10,000 copies of the Lincoln Physicians Directory, a pictorial that is distributed in Lincoln and throughout Nebraska. A copy of the directory is mailed to every physician in Lincoln and most of the healthcare professionals in greater Nebraska, Kansas and western Missouri.

Visit LINCOLNDOCS.com for up-to-date Lincoln healthcare news articles and hospital innovations.



State Games of America

We’ve always thought Nebraska was an exemplary place for sportsmanship, friendly competition and respectful spectators—and in 2015 the State Games of America proved us right! The 2015 State Games of America featured over 13,000 athletes representing 47 states, making this the largest event in its history. The Nebraska Tourism Commission took notice. Lincoln and the Nebraska Sports Council were awarded the Outstanding Event Award for communities with populations greater than 10,000. The event generated an estimated economic impact of more than \$20 million.

IT'S NOT JUST
ABOUT IDEAS



IT'S ABOUT MAKING
IDEAS HAPPEN

LIVE.
LOVE.
LINCOLN.

At the Lincoln Chamber of Commerce, our goal is to make doing business in Lincoln, Nebraska the very best it can be. We provide a commitment to your business and opportunities to help you flourish. It's important that we ensure every member thrives.

Join Today!



WE
CAN ACCOMPLISH
SO MUCH MORE
TOGETHER

LINCOLN

INNOVATION LIVES HERE

LINCOLN[™]
CHAMBER OF
COMMERCE

LINCOLN[™]
PARTNERSHIP
FOR ECONOMIC
DEVELOPMENT

LINCOLN[™]
CONVENTION
AND VISITORS
BUREAU

LINCOLN[™]
SPECIALTY
CARE

LINCOLN[™]
YOUNG
PROFESSIONALS
GROUP