

ANNUAL
REPORT



Ribbon Cuttings Signal Record Growth in Lincoln

Last year, close to 100 ribbon cuttings marked the completion of many major projects in Lincoln and the surrounding area. This exclusive benefit of membership, allows the Lincoln Chamber of Commerce to play a major role in promoting positive business achievements and investment in the community. Chamber members know the road to success is always under construction.



Bryan Health

Hudl

Costco

Nature's Variety

Lincoln Launched First-Ever Craft Beer Tour



The Lincoln Convention and Visitors Bureau kicked off the first-ever Craft Beer Tour this summer to raise a pint to the emergence of Lincoln as a pub hub. Participants were invited to stop by nine local breweries and receive a free pint at every tour stop. This allowed Lincolniters to learn more about unique beers, brewing processes and most of all...the taste! Stay tuned for more news about the 2018 Lincoln Craft Beer Tour.

Cheers!



YEAR IN REVIEW

98

Ribbon Cuttings

1700+ MEMBERS



205 NEW MEMBERS

OVER 127,000 WEBSITE VIEWS



779,600 TWITTER IMPRESSIONS!

MAKE AN IMPACT

88% RETENTION RATE

SHOW THE NUMBERS

150+ MEETINGS AND EVENTS EACH YEAR

280 RELOCATION PACKETS SENT



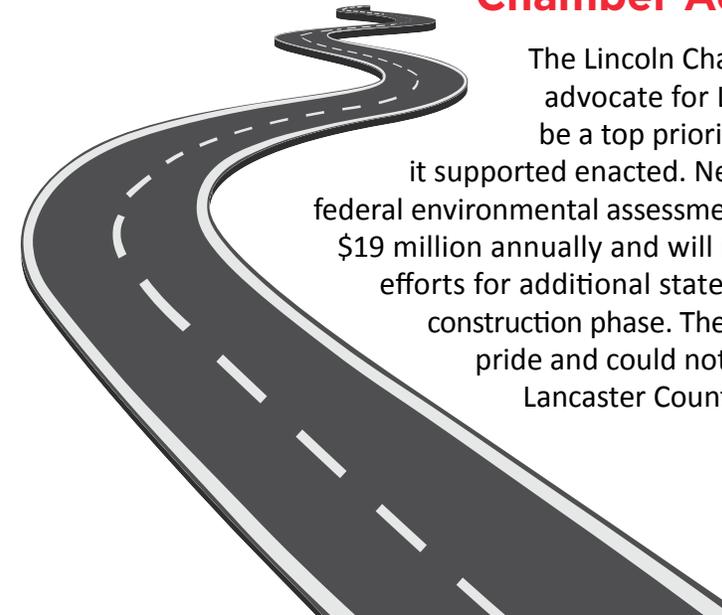
Solar Eclipse Took Lincoln to the Darkside

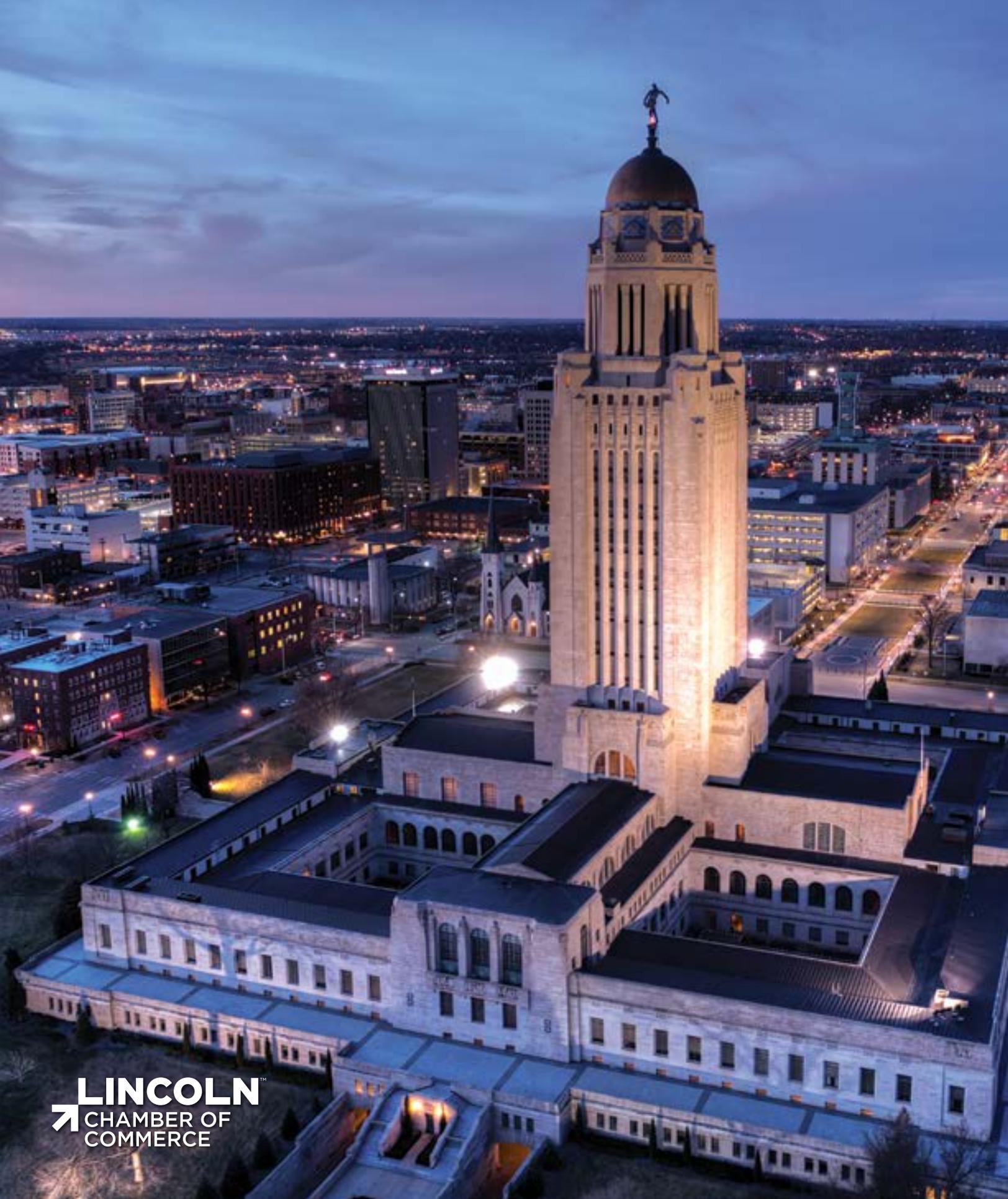
The Lincoln Chamber of Commerce rolled out another seasonal street sign campaign to accompany the historic 2017 Solar Eclipse. The Lincoln Convention and Visitors Bureau recorded over 708,000 visitors traveled to Lincoln to be in the path of total darkness and at the heart of a once in a lifetime experience. The 2017 Solar Eclipse was the first one visible from the United States since July 1991. To welcome visitors and celebrate this rare experience, 50 clever signs were hung around downtown Lincoln for an informal scavenger hunt. Participants shared their findings on social media. This campaign reached over 20,000 people on Facebook and garnered attention from multiple news channels.



Chamber Advocated for Pro-Growth Legislation

The Lincoln Chamber of Commerce continued its critical role as the primary advocate for Lincoln's growth, believing infrastructure funding should be a top priority. In 2017, the Chamber saw several pieces of legislation it supported enacted. New laws, such as LB271, allow a streamlined state review of federal environmental assessments for road projects. This change could save the state up to \$19 million annually and will increase our road building budgets. The Chamber also led efforts for additional state roads funding to bring transportation projects closer to the construction phase. The collaboration on the South Beltway continues to be a point of pride and could not have moved forward without the work of the City of Lincoln, Lancaster County and leadership throughout Lincoln.





**THINK.
ACT.**



**THE FUTURE
IS NOW.**

LINCOLN
CHAMBER OF
COMMERCE

Chamber for Success



CHAMBER OF COMMERCE
COMMITTEE OF 100

Chamber 100

Wendy Birdsall, President of the Lincoln Chamber of Commerce, was honored to be chosen to serve on the Chamber of Commerce Committee of 100. This elite group is made up of the country's leading Chamber of Commerce chief staff executives. These experienced leaders provide advice to the U.S. Chamber of Commerce board of directors, enhance chamber lobbying and coalition work, recommend programming and strengthen outreach to the business and chamber community. This accomplished committee represents a diverse group of chambers throughout the United States and we are honored to be part of it.

Chamber Recognized for Excellence

The Lincoln Chamber is one of just 82 chambers to receive the five-star accreditation, out of 7,077 chambers in the United States. This is the highest accreditation possible and is based on sound policies, effective organizational procedures and positive impact on the community.



Trade Mission to Japan

Last September, President of the Lincoln Chamber of Commerce, Wendy Birdsall, traveled with Governor Pete Ricketts to Japan on a mission to expand trade. Japan is not only Nebraska's largest direct foreign investor, but also its third largest export market. While in Japan, Birdsall participated in the Midwest US-Japan Association (MWJA) Conference. Nine midwestern states are involved in the MWJA, which provides opportunities for business and agriculture leaders to grow their knowledge about bilateral trade. The MWJA has been very beneficial for Nebraska's exporters. The goal of the trade mission was to expand the possibilities for Nebraska business in Japan and to extend those same possibilities to Japanese companies who may be looking to bring their products and services to the United States. Nebraska enjoys an enviable position of respect when it comes to opportunities for investment both here at home and in the international trade market.



One of the greatest things about the Lincoln Chamber is how they help connect members to each other. I attended the annual Lincoln Business Expo event, and as I made my way through the booths, I happened upon a roofing company. I had been bidding out 5 roofing jobs for rental properties that James and I own, and we were looking for another bidder due to a number of circumstances. I talked with them at the expo, and they followed up promptly the following day. Long story short we just signed a \$46k contract for them to do the job for us! The Lincoln Business Expo saved me \$15,000 off the next lowest bid, with a reputable company here in Lincoln. Thank you to the Lincoln Chamber of Commerce. Keep up the great work. I am proud to be a Lincoln Chamber of Commerce board member.

— Nick Bock, CEO (Pictured with James Bowen, CIO)
Five Nines



**DISRUPTER
ARTIST
INNOVATOR
ENTREPRENEUR**



JOSH LINKNER

Annual Lunch

The Annual Lunch is a time to celebrate the accomplishments of the Chamber and the City of Lincoln. This annual event welcomes more than 700 guests to hear the latest Lincoln news, receive the Chamber's annual report and hear from a distinguished keynote speaker. The 2017 Annual Lunch featured keynote speaker, Josh Linkner, a 4-time tech entrepreneur, hyper-growth CEO, NY Times bestselling author and venture capitalist. He is on a mission to drive creativity, innovation and reinvention. To quote from Josh's presentation – "Creativity and innovation are the lifeblood of all human progress, and as such, it's better to innovate and disrupt your organization before your competition does. The riskiest move companies can make today is hugging the status quo — believing the future will be like the past is the fast road to obsolescence."



Celebrate Business Awards Winners for 2017

In 2017, the Celebrate Business Awards recognized the valuable contributions businesses made to our community and celebrated both business and individual lifetime achievements. This event, in its 21st year, honored Lincoln's finest.

BURNHAM YATES CITIZENSHIP AWARD
Jim Abel

**ROGER T. LARSON COMMUNITY
BUILDER AWARD**
Jon Camp

CORNERSTONE AWARD
Speedway

ENTREPRENEURIAL SPIRIT AWARD
Social Assurance/Ben Pankonin

GREEN BUSINESS OF THE YEAR AWARD
John Henry's Plumbing, Heating
and Air Conditioning

SMALL BUSINESS OF THE YEAR AWARD
Evol Empire Creative

MANUFACTURER OF THE YEAR AWARD
Kawasaki Motors
Manufacturing Corp.

TOURISM DEVELOPMENT AWARD
Lincoln Marathon

RECORD EMPLOYMENT
 We have a record number of people employed in Lincoln at **193,000**. This is **2,000** more than last year at this time and **12,000** more than just 5 years ago.

SXSW Helped Partnership Tell Lincoln's Story



The Lincoln Partnership for Economic Development (LPED) talent team traveled to South by Southwest (SXSW) in Austin, Texas, to recruit and promote Lincoln as a destination city to work and play. Over the course of nine days, SXSW draws thousands of people from around the world. The team focused on talent recruitment at the Job Market Expo, with over 12,000 job seekers in attendance. They distributed over 1,000 informational cards and returned to Lincoln with hundreds of leads and resumes.



Interns Across the City Joined MyTern



LPED officially launched MyTern, a community experience for Lincoln interns last summer. This program continued the Partnership's mission of helping companies address workforce needs in Lincoln. In its inaugural year, over 200 interns from 30 different companies participated in three signature events, a hashtag hunt, a reverse-pitch competition and a happy hour celebration. Companies provided interns

with challenging, rewarding work and helped build their professional networks. MyTern complemented internships with an out-of-office experience with the hope that students choose to live and work in Lincoln after graduation.



Partnership Touched Down in Chicago

The LPED team traveled east to connect with University of Nebraska alums and Husker fans living in Chicago. They hosted an event at Kirkwood Bar & Grill, the official Husker bar, during the Nebraska vs. Minnesota football game. The talent team took time to show that there is really no place like home, telling former Nebraskans about the opportunities waiting to be seized back in the Husker homeland. They spent the afternoon updating former Nebraskans about job opportunities, quality of life and the pride of the Silicon Prairie.



600 Attended the Innovation Summit

LPED was proud to be a major sponsor for the inaugural Inside/Outside Innovation Summit. The Summit brought 600 entrepreneurs, investors, corporate innovators and speakers from around the globe to Lincoln's Pinnacle Bank Arena. The three-day event included a diverse collection of speakers, networking, a startup showcase and a \$100,000 startup pitch competition prize.

Collaboration Brought Results for NMotion

NMotion is the product of a deep collaboration between the Lincoln Partnership for Economic Development, the University of Nebraska-Lincoln and private investors. NMotion provides startups with validation and testing. LPED is a vital part of their activities. Last year, five startups were able to debut products at NMotion Demo Day: T'work, Fyio, Kiai, Health Connection and Kronfeld Motors.

Startup Week Celebrated Lincoln's Entrepreneurial Community



Lincoln's 6th annual Startup Week, designed to build momentum and opportunity around entrepreneurship, consisted of 50 free events, over five days. These events took place in Lincoln's entrepreneurial spaces with a mix of local and national speakers. The week was full of networking sessions, diverse panels, tech and maker fairs, presentations and happy hours.



Lincoln Introduced Students to Computer Science Through Hour of Code

The 4th annual Hour of Code kicked off National Computer Science Education Week in Lincoln. A record breaking 800 attendees gathered for a morning of learning computer code and interacting with technology at Nebraska Innovation Campus. Hour of Code is an introduction to computer science, open to participants ages 4-104, designed to demystify "code", to show that anybody can learn the basics and to broaden participation in the field of computer science. An Interactive Tech Fair enabled family members to get a hands-on experience with robots, virtual reality and other new technology.





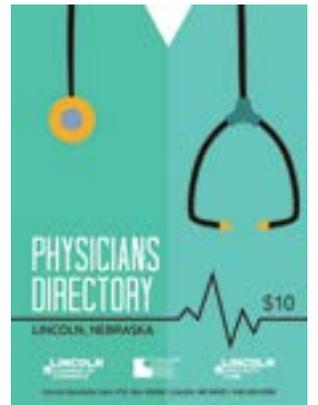
The Chamber of Commerce is both a convener and a catalyst in keeping Lincoln on the move. The Chamber can be counted on to promote business and workforce growth in Lincoln, while also advocating for quality of life enhancements to the community.

– Kimberly A. Russel, President and CEO
Bryan Health

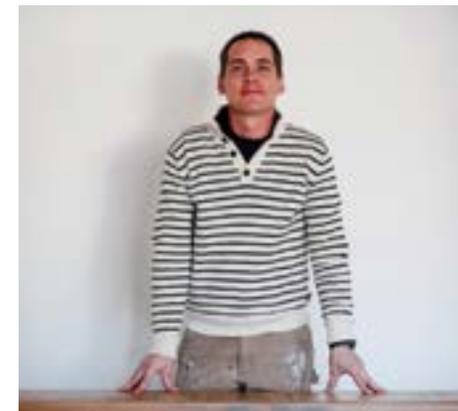


Lincoln Specialty Care Connects the Medical Community to You

Formed in 1988, Lincoln Specialty Care is a cooperative effort of the Lincoln Chamber of Commerce and the Lincoln Medical Community to promote Lincoln's wide array of medical resources to Greater Nebraska and bordering areas of surrounding states. Specialty Care obtains funding through Lincoln hospitals, health care facilities and participating physician specialists. The goal of the program is twofold: first, to establish Lincoln as the preferred referral center for these outlying areas, and second, to provide resources, including the Physicians Directory, that facilitates those referrals. The online directory can be found at lincolndocs.com.



YP Week Inspired Young Professionals



The Lincoln Young Professionals Group (YPG) supported by the Lincoln Chamber of Commerce, has become one of the largest in the country with over 1400 members. In September, YPG held YP Week. YP Week, in its 4th year, is a series of speakers, discussion panels and workshops curated for Young Professionals. These events celebrated the talent, insight and energy of young professionals in Lincoln. One of its signature events brought together 600 people from across the city. Fixer Upper's carpenter, Clint Harp, inspired the audience with his dream to create Harp Design, his own furniture design company.

YP WEEK
conversations that matter
LINCOLNYPG.COM

Lincoln Young Professionals Group Celebrated 10 Years



Lincoln's Young Professionals Group celebrated 10 years of empowering young professionals in Lincoln to create an energetic and dynamic environment of learning, networking and entrepreneurship. YPG kicked off in March of 2007 and continues to serve as a hub to engage young professionals in the community, originally founded by the Lincoln Chamber of Commerce with the help of many local sponsors. From the vital push to rock the Pinnacle Bank Arena vote to supporting the Lincoln City Council's Resolution on Diversity & Inclusion, YPG continues to serve as an important, powerful and relevant voice in the city of Lincoln.

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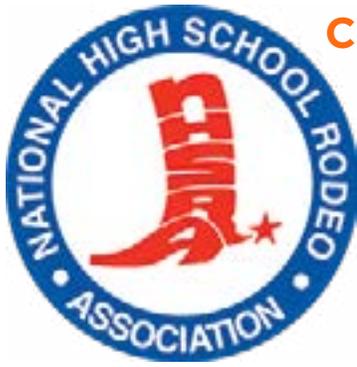


[youtube.com/
LincolnNEChamber](https://youtube.com/LincolnNEChamber)



[instagram.com/
lincolinnebraskausa](https://instagram.com/lincolinnebraskausa)

#2 Top 10 Cities With The Highest Quality Of Life
→ The Huffington Post



CVB Lassoed Another National Event

The Lincoln Convention and Visitors Bureau and the Lancaster Event Center was awarded the 2020 and 2021 National High School Rodeo Finals, and the opportunity to vie for two more. The rodeo is expected to bring 1,700 competitors and an estimated 50,000 spectators over seven days of competition. The economic impact could push past the \$16 million dollar figure. This event brings national recognition for Lincoln as a destination city for regional and national events.

Lincoln Hosted USA Wrestling's World Team Trials

Last June, the Lincoln Convention and Visitors Bureau hosted USA Wrestling's 2017 U.S. Freestyle World Team Trials at the Bob Devaney Center. The winners in the eight World Championships weight classes earned a spot on the U.S. World Team which competed in the World Wrestling Championships in Paris, France last August. Among the star athletes who competed at the trials were Husker grads Jordan Burroughs, 2012 Olympic champion and three time World Champion and James Green, 2015 World Bronze medalist.



Lincoln CVB Team Member Earned Certification

Derek Bombeck received the Certified Sport Event Executive (CSEE) designation from the National Association of Sports Commissions. This four year process not only proves leadership and knowledge of the sports industry, but it also gives the Lincoln Convention and Visitors Bureau leverage in the sports market.



HOW WILL YOU MAKE YOUR MARK?



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Nelnet

L.G. Searcey

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