



**ACTION PLAN**



Be a part of the  
movement,  
experience the  
excitement  
and find  
your place  
in Lincoln.



**EMBRACE THE FUTURE**



**SUCCESS**



**2014**  
Year in Review



**LINCOLN**  
CHAMBER OF  
COMMERCE





Lincoln is a growing Midwest metropolitan community full of hardworking people and plenty of opportunities for success. It's a great place to start or expand your business — and a great place to call home.

Now is the right time to see how Lincoln's productive workforce, excellent location, innovative spirit, financial climate and quality of life can give you every advantage.

Currently in the largest period of growth in its history, Lincoln is building on its Top 10 rankings for quality of life, safety and environmental measures to present a city that's affordable, accessible and most of all...thriving.

Wendy Birdsall, President, CCE  
Lincoln Chamber of Commerce

For the third-consecutive time, the Lincoln Chamber of Commerce received the U.S. Chamber's highest award – 5-Star Accreditation.

7,077  
CHAMBERS IN THE U.S.

207  
ARE ACCREDITED

ONLY  
82  
ARE 5-STAR

ACCREDITED

The Chamber

BUILDS

community



PRIDE

HEAR ((•)) LINCOLN

It's midnight on Saturday, and the downtown music festival has hosted nearly six dozen acts. You look around and wonder, "How is it possible all these bands — the rock ones, the folk ones, the grooving jazz, the hip-hop, the I-don't-even-know-what-to-call-that — hail from Lincoln?"

In that moment, it's obvious how close you are to a music scene at its convergence point. But it's also a great reminder that the music brimming over at that moment lives in Lincoln the other 364 days a year: in farmer's markets, in dark clubs, on big stages, in coffee shops. The Lincoln music scene truly thrives on its diversity and the acceptance and enthusiasm demonstrated by the scene any given weekend, and for the true concert warriors, any given night of the week.

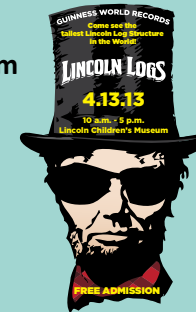
- Hear Nebraska



The Lincoln Chamber of Commerce wins 3 Communications Awards from the American Chamber of Commerce Executives – Awards of Excellence (ACE)

The Awards for Communication Excellence recognize outstanding communications efforts by chambers of commerce.

- Lincoln Logs Event & Campaign
- Lincoln Mobile APP
- Website Redesign for LCOC.com



The Lincoln, Nebraska mobile app is available for download in the Apple App Store and Google Play. Search #LNK.

On summer Fridays, Hear Nebraska, the Cooper Foundation and the Lincoln Chamber of Commerce bring you Hear Lincoln, a free, outdoor series that showcases the range of the Lincoln music scene. It's the best way to spend your Friday lunch hour.



Lincoln has a rawness to it that can't be found in most cities. It feels young and fresh.  
- lifeisright.com

Thank you to the Lincoln Chamber of Commerce Trustees



**Lincoln owns it!** The people of Lincoln embrace the brand in many different ways.



*creative*

The Chamber introduced its fourth set of Seasonal Signs to commemorate the exciting time autumn brings to Lincoln. Signs were posted throughout the city to surprise and delight residents and brought smiles to the faces of those passing by. The Seasonal Signs have been one of the most popular activations for the Lincoln branding initiative and will continue to appear throughout the city. Stayed tuned!



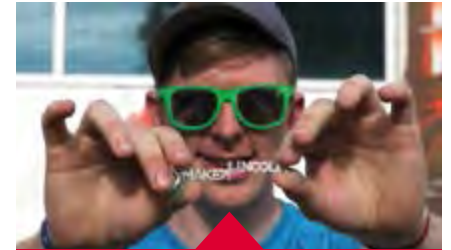
*idea*

When you've got a great city to live in like Lincoln, people want to see it! The City Public Works and Utilities department wanted to extend the brand to the city bus system. Having recently purchased new eco-friendly and wifi enabled buses, they needed a new look. We love seeing them around town. Enjoy the ride!



*design*

The city of Lincoln paints a water conservation message on a 4 million gallon water storage tank. The tower was in need of a paint job and Lincoln decided to embrace the brand. Archrival, a local marketing agency, added a snazzy design with giant geometric raindrops and the words "Lincoln" and "conserve."



*success*

Nate Fryzek helped put on the second annual maker event, Make Lincoln, which was held at Turbine Flats in July. The nonprofit, entrepreneurial cooperative supports and promotes Lincoln's ideas community. The Turbine Flats Project's mission is to create a robust, self-sustaining, collaborative environment for small and start-up businesses to bring their products and ideas to market.

**A heart warming tale of Lincoln's welcoming spirit.**

When I returned to Lincoln to continue my architecture career with DLR Group I didn't know a lot of people around town. My leadership at DLR really encouraged me to get involved with the Chamber & the Young Professionals Group and kept talking about all these wonderful and cool things happening around the city. So my first YP meeting was right in the heat of the new Lincoln branding campaign and I have to say it was very impressive. This Lincoln Logs project came up and I thought, "It's crazy, but I like it," I'll meet some people and get my firms name out. I asked some questions and soon I was leading the project. But in all honesty taking on this one little project introduced me to so many wonderful and supportive people in the city. The Chamber was so excited about this project that it really made the whole experience perfect. The personal and professional relationships I took away from this experience have really made my transition back to Lincoln well worth it.

**Daniel A. Siedhoff, Assoc. AIA**  
Associate, DLR Group

The perfect blend of **GREAT PEOPLE**, Innovation, Incentives and **QUALITY OF LIFE**



Lincoln is the first city in Nebraska to be named a **"Playful City."** 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.

**The City of Lincoln still proudly holds 2 Guinness World Records!**

The Lincoln Chamber, in collaboration with several sponsoring partners led the Lincoln Logs Event. UNL architecture students, led by Daniel Siedhoff of DLR, built the tallest and largest Lincoln Log structure in the world. The structure proudly stood 12 feet 3 inches tall and was built using over 10,000 Lincoln Logs. It broke two Guinness World Records.

**Keep in touch with the Chamber!**



LCOC.COM



facebook.com/  
LincolnChamber



#LNK App



twitter.com/  
LincolnChamber



youtube.com/  
LincolnNEChamber



instagram.com/  
lincolnnebraskausa



## Lincoln makes **good** fiscal **SENSE.**

“We are determined to make your decision to do business in Lincoln the most fiscally responsible thing you can do.”



Since the beginning of 2010, LPED assisted in local projects with the creation of more than

### 3,000 JOBS

Together these projects committed to investing over

### \$400,000,000



Zipline Brewing Company, founded in January 2012, rapidly grew to become one of the largest breweries in Nebraska and was recognized as 2014's "Small Business of the Year." That would not have been possible without the incredible support of our local business community. Working with the Chamber has helped create bonds among our partners and customers that enable us to realize our goal of providing the Midwest with the best craft beer products available.

→ Tom Wilmoth, Co-founder, Zipline Brewing Co.



"Five Nines has always credited being founded in Lincoln as the most fortunate thing that could have happened to us. From our very first check being written to the wonderful Lincoln Chamber of Commerce, to now being recognized as a "Best Places to Work" with over 90 people on our team. Our mission is to love what we do and be the best at it, and we are proud to claim Nebraska as our home."

→ Nick Bock, CEO and James Bowen, Co-Founder, Five Nines Technology Group



At CHI Health St. Elizabeth, we value our partnership with the Lincoln Chamber. Over the years, it has been instrumental in allowing us to fulfill our mission of building healthier communities, and it will continue to play an important role as we transform how healthcare is delivered in the future.

→ Kim Moore, President and CEO, CHI Health St. Elizabeth



"We were the first foreign vehicle manufacturer to locate in the United States and just celebrated our 40<sup>th</sup> anniversary in Lincoln. During this time, our operations have grown almost ten fold. This growth and prosperity was made possible by strong support from the local government, the business community and the community at large. We are proud to call Lincoln the home of one of Kawasaki's largest global manufacturing sites."

→ Matt Kurushima, President, Kawasaki Motors Manufacturing Corp., U.S.A.

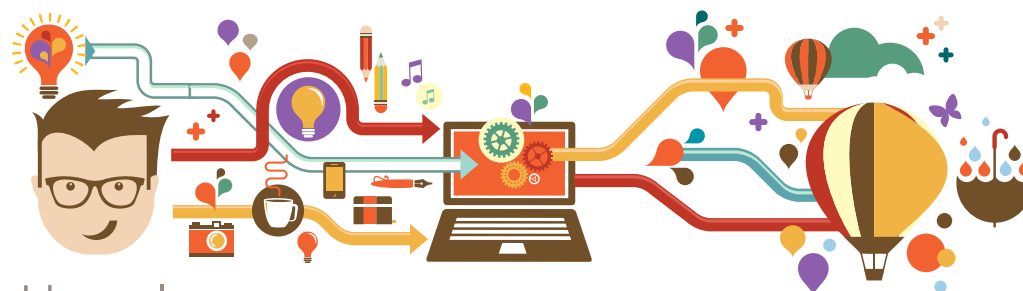




# Lincoln **builds** on **TECHNOLOGY**

Lincoln has an incredible pipeline of intern and full-time talent coming out of the Raikes School and the University of Nebraska, Nebraska Wesleyan, and the other great colleges and universities in the area. It is a phenomenal place to start and grow your business. The work that the 2015 Vision Group, the Mayor, and the Chamber of Commerce have done to develop the Railyard and West Haymarket area has been a huge asset for us in keeping talent here in Lincoln and helping us to recruit talent from across the nation. We've been successful at attracting candidates from both coasts, and the redevelopment has been a big part of that. Whenever we're entertaining a candidate who is returning to Lincoln for the first time in a few years, they are amazed to see the recent changes that have been made to the downtown corridor. The new entertainment and living options have made it a lot easier to keep that talent here in Lincoln and pull in others from outside the state. Lincoln is a lot different city now than the one they left when they graduated college.

-David Graff, CEO, Hudl



## Lincoln **ADVOCATES** for BUSINESS

With **LOW** costs, a strong workforce and **ROBUST** business climate, **LINCOLN** has a **welcoming** atmosphere for the **INNOVATIVE** entrepreneurial **community**.

2014	2014	2014
INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL <b>EXCELLENCE</b> IN ECONOMIC DEVELOPMENT <b>AWARDS</b>	INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL <b>EXCELLENCE</b> IN ECONOMIC DEVELOPMENT <b>AWARDS</b>	INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL <b>EXCELLENCE</b> IN ECONOMIC DEVELOPMENT <b>AWARDS</b>
<b>GOLD</b>	<b>GOLD</b>	<b>BRONZE</b>

**Congratulations!** LPED is the recipient of 3 International Economic Development Council Awards of Excellence in Economic Development for the following programs:

**Gold – selectlincoln.org**  
General Purpose website

**Gold – 2013 Lincoln Partnership Dashboard**  
Print Brochure

**Bronze – Inc. 5000 Billboards**  
General Purpose Promotion

**Ranking as one of the best places to do business in America, Lincoln proves to have some of the lowest business costs, the strongest workforce and most robust business climates in the U.S.**

**Lincoln provides an entrepreneurial friendly environment that fosters its people with access to resources including startup space, mentors and incentives with programs designed to bring brilliant minds together.**

**Nebraska Advantage, the state's tax incentive package, has been recognized internationally for helping businesses compete globally.**

**Nebraska has worked to keep insurance premium taxes low making the state an epicenter for the insurance industry.**

**NMotion** is a mentor-driven, education-focused, startup accelerator based in Lincoln, Nebraska and open to candidates from across Nebraska and the surrounding region. It provides an intense 12-week program designed to get startups moving forward faster and more effectively offering \$15,000 seed funding to each accepted team, for hands-on education and access to a group of highly engaged mentors. The focus of the program is to help create high-growth software and technology-based businesses in targeted industries of financial services, health care, manufacturing, transportation/logistics, communications and agriculture.



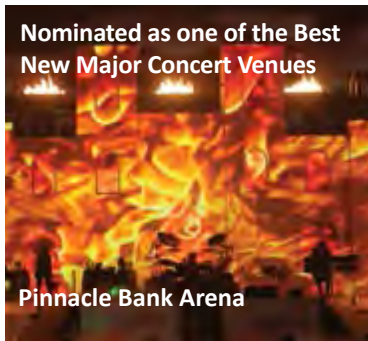


# Top 10 Most **Exciting** Places In Nebraska

LINCOLN  
**STRIVES**  
for GROWTH

**83%** of all sales leads were new in 2014, the most ever for the CVB.  
**75%** of all booked events were regional or national.

2015	National Science Olympiad – National Competition.....	(1,000 Rooms)
2015	Formula SAE – Collegiate Design Competition.....	(2,500 Rooms)
2015	Women of Faith Tour.....	(1,000 Rooms)
2015	State Games of America.....	(7,500 Rooms)
2016	Benevolent & Patriotic Order of Does – National Convention.....	(1,300 Rooms)
2016	World Tenpin Bowling Association – World Youth Championships.....	(3,000 Rooms)
2018	US Bowling Congress – Intercollegiate Team National Championships...	(700 Rooms)
Through 2016	NSAA State Volleyball Championships.....	(5,000 Rooms)
Through 2017	Sports Car Club of America – SOLO National Championships.....	(5,000 Rooms)
Through 2018	NSAA Boys & Girls Basketball Championships.....	(5,000 Rooms)



Nominated as one of the Best New Major Concert Venues

Pinnacle Bank Arena



549 restaurants



#1 Happiest City



Over 131 MILES of TRAILS



Ranked as one of the Best BEER CITIES IN THE U.S.

5 Local Breweries

**It's all within Reach**  
EXPLORE YOUR CITY



I love Lincoln's generous spirit in all things. Lincoln has soulful people who have great big hearts and are willing to do anything for those around them. That is something that makes Lincoln unique. It's something we should be proud of.



- *lifeisright.com*



CREATING a **positive** impact on the **future** of LINCOLN



The Lincoln Young Professionals Group (YPG) is dedicated to empowering young professionals with educational, leadership and networking opportunities. Serving 900+ members, Lincoln YPG is one of the largest in the country and this September organized YP Week, one of the only week-long series for young professionals. With a mission that includes philanthropic efforts, Lincoln YPG raised money for donation to non-profits through the annual dodgeball tournament and connected young professionals with 25 local nonprofit organizations and boards through a board matching event.



When people feel a connection, a sense of ownership, a sense of community, they thrive.

Lincoln embraces and provides its young professionals with great opportunities to start and foster a career.



**LIVE. LOVE. LINCOLN.**



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. LSC continues to showcase new and improved advancements in the Lincoln medical community through unique videos and social media.



## Connecting Lincoln's medical community to you.

"Bryan Health and our 4000 employees are proud to provide the region with exemplary care. We are Nebraska owned and governed, and understand that in order to move forward we need to work together with valued partners such as the Lincoln Chamber of Commerce. A growing Lincoln is crucial for attracting talented healthcare professionals, and once they are here they typically stay and call it home. "Through our work and with the help of Lincoln Specialty Care, Lincoln is positioned as a destination for Nebraskans and others from surrounding states to receive a quality of care that is second to none."

→ Kim Russel, President and CEO of Bryan Health



Visit [LINCOLNDOCS.com](http://LINCOLNDOCS.com) for up-to-date Lincoln healthcare news articles and hospital innovations.

## What we do...

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. Our members are the best and brightest companies in the region who are investing in Lincoln's future. We can accomplish so much more together.



### MEMBER ADVOCACY

Surround yourself with successful forward-thinking leaders who provide valuable connections to grow your business. We are monitoring business interests at the local, state, and federal level. Creating a thriving business environment for organizations large and small is critical to the overall success of the city.



### MEMBER ENGAGEMENT

We understand each member has different ideas and goals in mind and we're here to provide you with the best opportunities to ensure you get the most of your membership. By engaging with our 1,600 members you have the ability to collaborate on topics you are passionate about.



### MEMBER SERVICES

We are here to provide you with opportunities and ensure you have the information to succeed. Our members are credible and visible. Connect with other business leaders at over 80 events each year. Meet new contacts and create mutually beneficial partnerships and alliances.

The Chamber monitors issues at the local, state and federal Level that are critical to the success of Lincoln.



Making Nebraska's tax system more growth-oriented and competitive



Supported bond issue for the Career Academy, technology and facilities.



Lobbied for pro-growth and pro-business legislative bills



Organized meetings on city infrastructure improvements

We understand each member has different ideas and goals in mind. We pair you with the right opportunities for you to get the most from your membership and collaborate on topics you are passionate about.

The Lincoln Chamber of Commerce reached a milestone by celebrating its 1630<sup>th</sup> member, an all-time record high in membership. As the Chamber's membership number continues to rise, its retention numbers trended high above the national average of 83 percent. Over 100 ribbon cuttings, ground breakings, expansions and special announcements were celebrated in 2014 including:

Olsson Associates  
Geneseek  
Bryan Independence Center  
Breslow Ice Center

Kawasaki 40th Anniversary in Lincoln  
National Research Corporation  
Resolution Life  
NebraskaLink Holdings

Cleaver Brooks  
TMCO Expansion  
Kinney Manufacturing  
PCE Inc.



PUT YOUR \$  
WHERE  
YOUR ♥ IS



BUY LOCAL



SHOP ↗ LINCOLN™