

*Leading Business - Leading*  
**LINCOLN**



## **2010 ANNUAL REPORT**

CHAMBER OF COMMERCE  
CONVENTION &  
VISITORS BUREAU  
PARTNERSHIP FOR  
ECONOMIC DEVELOPMENT



# Amazing Year

2010

It's been an incredible year in Lincoln, Nebraska. We are a city in the midst of a transformation. A new Arena, Innovation Campus, Antelope Valley, Special Olympics National Games, downtown redevelopment projects from the capitol to campus – a city growing from Airpark to the Lancaster Events Center. Lincoln has embraced projects and rolled up its sleeves to get involved. Lincoln is a city ripe for opportunity and a city ready to write the next chapter.

The Lincoln Chamber of Commerce is a coalition of businesses and industry that work in partnership with local civic organizations and government agencies to improve the standard of living and create economic opportunity for all Lincoln area residents. Whether it's new jobs, new streets, new recreational facilities, new or improved visitor attractions or special events, chances are the Chamber has played a positive role in the daily life of every person in Lincoln.

Our initiatives are promoted through strong partnerships. The Lincoln Partnership for Economic Development is a private-public organization formed by the Chamber and the City to promote job growth and retention in the region. The Lincoln Convention and Visitors Bureau is an organization funded by Lancaster County lodging taxes to promote tourism opportunities for the region.

Over the next few pages, you will find a summary of our accomplishments and objectives we set to meet in service to Lincoln over the past twelve months. Thank you for your membership and involvement.



**Wendy Birdsall**  
President



**Nick Cusick**  
**Chair**  
IMSCORP

Dear Chamber Member,

Wow, what a great time to be a Lincolnite. Chamber members can all be proud of the transformation that continues to reshape Lincoln's future. I feel fortunate to have been the Board Chair of the Lincoln Chamber of Commerce this past year.

Cooperation, collaboration, enthusiasm, attitude, support, unity and similar terms are frequently used to identify traits that are critical to success in any organization or community. While hard to define and even harder to measure, it is evident by the events of the past year that Lincoln has made great strides in enhancing these traits.

The Chamber staff and Board have worked tirelessly to communicate openly and honestly with elected officials at the Federal, State and local levels with an eye, not exclusively on the issues facing our business membership, but also for the greater good as we recognize that for the Lincoln business community to prosper, the entire City, State and Nation must prosper.

While each is significant for its own impact on Lincoln, projects and events like the Special Olympics, the historic Arena bond vote, the near completion of the long term Antelope Valley project, the early phases of Innovation Campus development, UNL's move to the Big Ten and a wide range of announced or recently begun development projects even in the midst of a tough economic climate process, it is obvious that Lincoln is indeed on the move and a force to be reckoned with in the years to come.

High marks in a wide range of national rankings for economic health, quality of life and other popular measures of a community's success don't come as a surprise to those of us who call Lincoln home, but these rankings don't come without the work of all Lincolnites.

As LCOC members and supporters, you should feel proud of the role that the Chamber plays in Lincoln's success and feel comfortable that current staff under the guidance of President Wendy Birdsall and Board leadership, 2011 Chair Tonn Ostergard, will continue to take the lead on future efforts to maintain and enhance Lincoln's reputation as a great place to live, work and play.

I wish all Lincolnites a prosperous and happy 2011 and thank each of you for the support you have given the Lincoln Chamber of Commerce this past year.

Sincerely,

A handwritten signature in black ink, appearing to read 'Nick Cusick', written in a cursive style.

Nick Cusick  
2010 Chair

Lincoln Chamber Investors:

Lincoln's star is on the rise! Thanks in a large measure to the efforts of your Lincoln Chamber of Commerce working with City and community leaders, Lincoln is enjoying tremendous success. Over the past several years I've witnessed our community becoming more engaged and forward-thinking than ever before. It has been particularly exciting to see our Chamber at the forefront of so many important projects such as: the West Haymarket Arena, the successful Federal Fly-Back, and continued outreach and development of the Young Professionals Group to name just a few.

Despite economic challenges faced by most states and the federal government, Nebraska is in an excellent position to improve our competitive advantage. Our Chamber of Commerce has enjoyed similar success due to the efforts of our great professional staff and actively engaged members and leadership.

I'm honored and excited to lead the Chamber Board in 2011. We still have plenty of work and opportunities ahead of us. I am, however, very confident we will continue to build on the momentum to keep Lincoln on the move!

Your Chamber will maintain our position of leadership in the community. Our planning sessions have identified several key issues for 2011, including:

- Strengthening Lincoln's competitive position for jobs and investment
- Supporting the development of Nebraska Innovation Campus and UNL
- Prioritizing infrastructure funding
- Hosting the 2011 Guardians of Freedom Air show
- Launching a "branding initiative" that captures the essence of our vibrant community
- Coordinating an internship program that connects companies and potential interns
- Reinforcing and building on the work of the Young Professional Group
- Continuing to work collaboratively with others to help build Lincoln's future
- Maintaining our role as the leading advocate for Lincoln business through a positive and constructive voice.

I am confident about the future of our community and Chamber. I look forward to making 2011 another outstanding year for the Lincoln Chamber of Commerce and our City. And I invite you to share your talents and ideas through the many Chamber committees to insure our Star continues to rise. Thank you!

Sincerely,



Tonn M. Ostergard  
2011 Chair



**Tonn Ostergard**  
**Chair-Elect**  
Crete Carrier Corporation

# Board of Directors

LINCOLN CHAMBER  
OF COMMERCE



**Bob Balfany**  
US Bank



**James Bishop**  
Wells Fargo Bank



**Molly Brummond**  
Village Gardens



**Rich Claussen**  
Bailey Lauerman



**Todd Duncan**  
Duncan Aviation



**Robert Lanik**  
Saint Elizabeth Regional  
Medical Center



**Bill Lester**  
Ameritas Life Insurance  
Corp.



**John Maher**  
Lincoln Journal Star



**Stan Maly**  
NEBCO, Inc.



**John Miles**  
Cline, Williams, Wright,  
Johnson & Oldfather



**Jane Raybould**  
B & R Stores



**Kimberly Russel**  
BryanLGH Health System



**Cori Sampson Vokoun**  
Sampson Construction  
Company, Inc.



**Clay Smith**  
Speedway Motors, Inc.



**Drew Stange**  
NAI FMA Realty



**Nick Cusick**  
**Chair**  
IMSCORP



**Tonn Ostergard**  
**Chair-Elect**  
Crete Carrier Corporation



**John Lafin**  
**Treasurer**  
Pinnacle Bank



**Steve Pella**  
**Past Chair**  
Black Hills Energy



**Tom Henning**  
**Vice Chair**  
Assurity Life Insurance  
Company



**Terry Heimes**  
Nelnet



**Richard Herink**  
First National Bank



**Steve Hilton**  
Embassy Suites



**Dr. Steve Joel**  
Lincoln Public Schools



**Cheryl Krueger**  
Windstream  
Communications



**Robert Milligan**  
MI Industries, Inc.



**Angie Muhleisen**  
Union Bank & Trust



**Harvey Perlman**  
University of  
Nebraska



**Jeff Quandt**  
Hy-Vee, Inc.



**Dean Van Loon**  
State Farm Insurance



**Kevin Wailes**  
Lincoln Electric System



**Rick Williams**  
SensoryEffects Cereal  
Systems







# Leading

LINCOLN CHAMBER  
OF COMMERCE

Lincoln Chamber of Commerce membership reached a new high of 1460 members. Nearly 230 new members were recruited in 2010, while over 85% of existing members renewed.

Membership was boosted by several landmark accomplishments. Those included the Haymarket Arena Vote, the hosting of the National Special Olympic Games, and Innovation Campus' progress.

The importance of each member who makes an investment in the Lincoln Chamber can never be overstated. The Chamber continues to seek opportunities to create better communication channels that ultimately provide better member engagement. Look for the Chamber's *First Call* in your in-box each Monday morning and stay up-to-date with the board of directors through their monthly summary.

Just as growth is good for the city of Lincoln, it is vital to the future of the Lincoln Chamber of Commerce. The Chamber will continue to create opportunities for Lincoln and Nebraska and communicate those successes with our local businesses.

# Advocating

LINCOLN CHAMBER  
OF COMMERCE

The Lincoln Chamber of Commerce's policy initiatives are promoted through strong partnerships. The policy team at the Chamber works on the local, state and federal level to promote Lincoln's economic objectives. Our public policy team that includes staff and volunteer leadership was active on the following fronts:

- Successfully guided Arena-related legislation through local votes
- Successfully advocated for a positive vote on the Nebraska Innovation Campus redevelopment plan
- Coordinated and lead efforts to host a Legislative Summit featuring Nebraska's entire Federal Delegation
- Protected Lincoln's Fast Forward funds for economic development projects
- Advocated for a successful vote on Lincoln's biennial budget charter amendment
- Advocated for a successful vote on Lincoln's storm water bond issue
- Facilitated participation and direction for Lincoln's Growth is Good Coalition
- Coordinated candidate questionnaires prior to the November election
- Sought and received modernization changes for Nebraska Advantage Incentives
- Stopped negative employment law changes related to terminations
- Enacted employer favored changes to unemployment Insurance





  
**LINCOLN**  
*The Community of Opportunity*  
Partnership for Economic Development

# Empowering

LINCOLN CHAMBER  
OF COMMERCE

## **Events**

Networking is important to business for driving revenue growth, filling open employment positions, and understanding the local business climate. The Chamber offers its members many ways to meet each other and elected officials: Business After Hours, Chamber Coffee, Face the Chamber, Public Policy Forum, Transportation & Public Works Forum, Lincoln Young Professionals Group and Small Business Network.

The Business to Business tradeshow is one of the region's largest tradeshows . In 2010, Over 150 Lincoln businesses showcase their products and services on two levels to thousands of visitors. The Chamber's other major annual events include the Annual Lunch, Chamber Classic Golf Tournament and Celebrate Business Awards.

## **Lincoln's Young Professionals Group**

Lincoln's Young Professionals Group was created to empower young professionals in Lincoln to create an energetic and dynamic environment for learning, networking and entrepreneurship. Lincoln YPG was an important partner in the successful vote on a new Arena for Lincoln. YPG members volunteered their time and talents to the 2010 Special Olympic National Games. Other highlights from 2010 include the start of the YP to YP mentoring program, presentations from local entrepreneurs, a professional development series held in conjunction with Leadership Resources and the hosting of a state-wide Legislative Summit for young professionals.

## **Lincoln's Specialty Care**

Lincoln's Specialty Care is a division of the Lincoln Chamber of Commerce that facilitates a cooperative effort between the medical and business communities to promote Lincoln's medical services to greater Nebraska and bordering areas of surrounding states. The chamber promotes Lincoln's nationally recognized health care facilities and providers through the [www.lincolndocs.com](http://www.lincolndocs.com) website, The Colleague newsletter and the annual Physician's Directory. New in 2010, was the addition of video services providing vignettes on new technology and providers in Lincoln.



# Building Lincoln

On May 11, 2010, Lincoln residents voted to approve a \$340 million project that includes a \$168 million arena with new roads, bridges and parking garages, retail development, housing and restaurants planned nearby.

This process began over ten years ago as city officials began seeking a replacement for Lincoln's half-century old Pershing Center. In those ten years, the Lincoln Chamber of Commerce has been a partner in every step along the way. In 2010, more than ever before, The Lincoln Chamber of Commerce leveraged its organizational assets to mobilize members, young professionals, elected officials and community stakeholders to advocate and deliver a successful vote FOR a new West Haymarket Arena in Lincoln.

The Chamber is extremely proud of its contributions of time and resources to this project and the legacy that it represents. We would like to thank our members and the voters of Lincoln for their support throughout this process. This positive vote is representative of just what can be achieved when we all work together.





**Mark Hesser**  
**2009-2010 Co-Chair**  
Pinnacle Bank

Dear Partnership Investors,

As I finish my term as Co-Chair of the Lincoln Partnership for Economic Development, I have taken a few moments to reflect on the monumental transformation of this community. Who would have ever believed that in a very short time and in uncertain economic times the amount of new projects either completed or under way, the plans being developed for Innovation Campus and the approval of the Arena initiative?

But it's more than bricks and mortar. There has been a genuine change in how this community views growth and economic development and the cooperative way we approach challenges and opportunities. We have truly moved into the 21<sup>st</sup> century and did so with a bang and I am excited about what the next decade will bring.

For our organization, we have also been through a tremendous transformation under the leadership of our President Wendy Birdsall. As the leading economic development organization for the city, we have an obligation to our investors, our stakeholders and city officials to be productive, resourceful and accountable. I absolutely believe we are all three. I know we will only see continued growth of the organization under the leadership of JoAnn Martin who will begin a two-year term as the Co-Chair in 2011.

I want to thank the investors of the organization for their continued belief in Lincoln and for the opportunity to lead the organization during this important period in Lincoln's history. I also want to thank Wendy for her leadership and diligence in creating and maintaining a world-class economic development program.

Finally, I would like to recognize and thank my Co-Chair of the Partnership, Lincoln Mayor Chris Beutler. It is imperative for a community that wants new jobs, new investment and new growth to have a strong, fully-developed partnership between the public and private sector. Our Mayor has been very successful in developing the necessary partnerships for success. His dedication to the Partnership and developing a higher standard of living for all Lincoln residents is admirable and I appreciate being able to work with him in this effort.

Again, thank you for your continued investment in Lincoln. Please continue to make economic development and our Partnership a priority and let's look forward to what is clearly a bright future.

Sincerely,

Mark Hesser  
LPED Co-Chair 2009-2010



Dear LPED Partners:

In many ways, 2010 was a pivotal year for Lincoln.

- Voter approval of the arena project reflected optimism and confidence about the future of our community.
- As the Antelope Valley Project comes to a close, we're seeing the positive results – construction continues on the new Assurity headquarters, 700 buildings no longer have a floodplain designation, and the new Union Plaza is taking shape.
- Planning continues for Innovation Park, and UNL prepares for new opportunities as part of the Big 10 Conference.
- Construction is under way on the downtown "catalyst" project and other developments around the City.
- Our unemployment rate remains one of the lowest in the nation, and Lincoln is recognized for its quality of life in many national polls.

As we begin 2011, the City looks forward to working with our LPED partners to build on that tremendous momentum. Our focus will remain on job creation and retention, improving the business climate, growing our economy and promoting new development.

I am proud to be the Mayor of a city that is becoming a world-class community. And I am proud of the strong partnerships we have built to make our visions a reality. This is an exciting time to live and work in Lincoln, and we must continue to spread the word that this truly is the "community of opportunity".

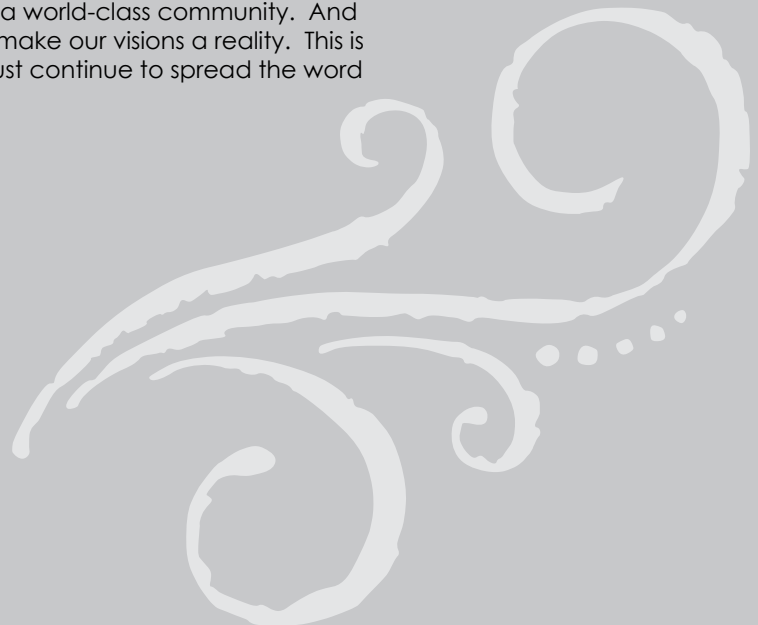
Sincerely,



Chris Beutler  
Mayor of Lincoln  
Co-Chair



**Chris Beutler**  
**Co-Chair**  
Mayor of Lincoln



# Board of Directors

LINCOLN PARTNERSHIP  
FOR ECONOMIC DEVELOPMENT



**Jack Huck**  
Southeast  
Community College



**Pat Nilsen**  
Carpenters Local Union  
1055



**Mark Hesser**  
Co-Chair  
Pinnacle Bank



**Chris Beutler**  
Co-Chair  
Mayor of Lincoln



**Tom Huston**  
Cline, Williams, Wright,  
Johnson & Oldfather LLP



**Joseph Knecht**  
i2rd



**Mike Lang**  
City of Lincoln



**JoAnn Martin**  
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Corp.



**Ross McCown**  
NEBCO



**Mike Nolan**  
League of Nebraska  
Municipalities



**Russell Ripa**  
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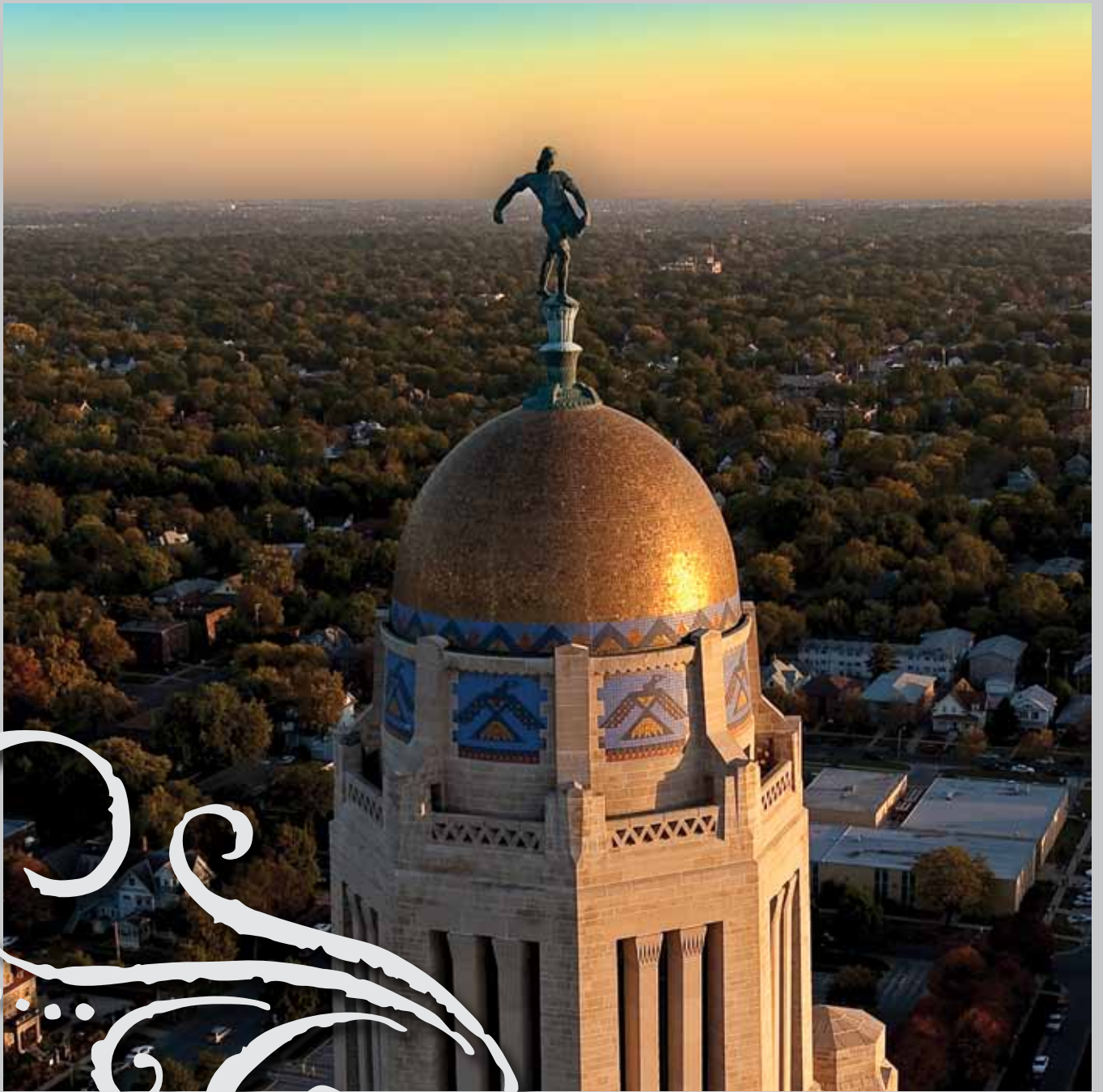
**Kimberly Russel**  
BryanLGH Health System



**Shelly Sahling-Zart**  
Lincoln Electric System



**Don Wesely**  
O'Hara Lindsay  
Government Relations





## LINCOLN PARTNERSHIP FOR ECONOMIC DEVELOPMENT

The Lincoln Partnership for Economic Development is a community-based, public-private collaboration that provides focused direction for Lincoln's economic development activities. The Partnership recognizes that the public and private sectors work best when they work together. Its goals are to nurture the environment for existing businesses, to attract high-impact industries and to cultivate local entrepreneurial development.

In 2010, the Partnership assisted with economic development projects that created 655 new jobs and \$82 million in new investment.

### **Business Development**

The Lincoln Partnership for Economic Development is a one-stop source for companies looking to move or expand into Lincoln. The Partnership released a regional economic development strategy that provides a roadmap for connecting, networking, and leveraging important economic and workforce development assets in a 12-county southeast Nebraska region, making the entire region more competitive for new industry opportunities.

### **Business Retention & Expansion**

The Partnership develops programs, including the ongoing Business Retention & Expansion Survey, devoted to supporting a business climate conducive to growth and success. In 2010, the Partnership and Chamber organized a company headquarters call trip to Chicago and Milwaukee that included Governor Heineman, Mayor Beutler and representatives from the University of Nebraska.

### **Business Development & Resources for Entrepreneurs**

Numerous resources are available to those seeking to start or expand their business in Lincoln. From financing to business plans to product testing to available sites and buildings, access to these service providers is available through the Partnership. The Lincoln Business Resource Guide and Keys to Business Start-up Success is available through the [www.lincolncdev.com](http://www.lincolncdev.com) website. Inside this free resource is a listing of the many local and state business assistance and finance organizations.

# Champion

## LINCOLN CONVENTION & VISITORS BUREAU

### Lincoln Convention and Visitor's Bureau: 2010 Year of National Championship Competition in Lincoln

Residents of Lincoln witnessed people from around the nation converging on Lincoln for several national sporting events that happened over the summer months. The Lincoln Convention and Visitors Bureau actively recruits regional and national events and works closely with organizers to provide a memorable experience for attendees and Lincoln residents.

- Returning to Lincoln this past June was the Hot Rod Super Nationals. Formerly known as Americruise, this Lincoln favorite brings hot rod and street machines from across the nation to our city. This year's event featured approximately 2,200 drivers and over 25,000 spectators. This event stimulates the Lincoln economy with an estimated \$1 million economic impact as a result.
- The USA Roller Skating National Championships returned to Pershing Center. This was their 25th championship held in Lincoln, more than any other city in the United States. These national championships create between \$5-7 million of economic impact for the City of Lincoln.
- The American Bicycle Association returned to Lincoln, after nearly a 20 year absence, to hold the Cornhusker Nationals which showcased the newest Olympic sport – BMX racing.
- The Sports Car Club of America (SCCA) Solo National Championship returned once again after relocating to Lincoln after 14 years in Topeka in 2009. This is the largest motor sports competition in the world in regards to amount of competitors.

In 2010, Lincoln was home to Triple Crown Sports and Brett Brothers Wood Bat National Baseball tournaments, The Women's Trans National Golf Association Championships, USA Swimming Regional Zone Meet, Women's Flat Track Roller Derby Regional Championship and the Women's Professional Rodeo Association World Finals.

These events are the result of partnerships that have formed between Lincoln CVB staff and leadership from these national organizations. In 2010 the Lincoln CVB showcased the high caliber of events that Lincoln can offer and made a positive impression on other organizations looking for a community host.



BY  
SPRINGER

# Inspiring

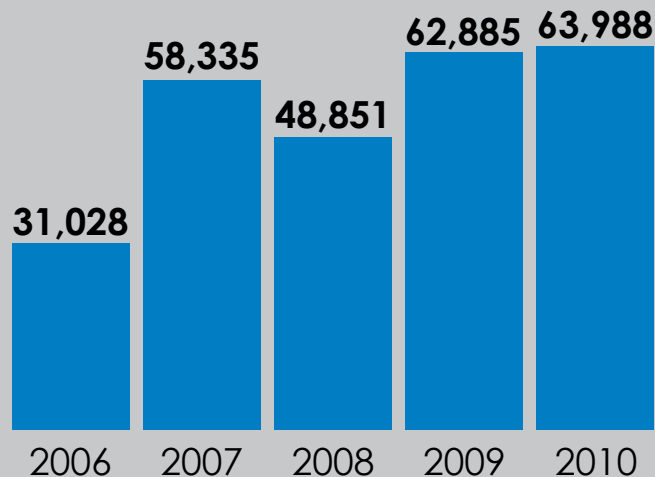
## LINCOLN CONVENTION & VISITORS BUREAU

Over three years ago, the Lincoln Convention and Visitors Bureau (CVB) began working to bring the 2010 Special Olympic National Games to Lincoln, Nebraska. Working with Special Olympics Nebraska, partners at the University of Nebraska, the City of Lincoln and venues across Lincoln, athletes enjoyed a first-class experience and experienced the support of our entire community.

On July 17, 2010, and July 24, 2010, The Lincoln Convention & Visitors Bureau partnered with Duncan Aviation and proudly hosted all athlete reception and departure activities as part of the Cessna Airlift. This event represents the largest civilian airlift in the nation with a private Cessna Citation plane landing and dropping off athletes every 90 seconds for 10 hours.

With 3,000 athletes, 1,500 coaches, and nearly 15,000 spectators, and an estimated \$40 million economic impact, this was one of the largest amateur sporting events that occurred in the United States in 2010. For the CVB, these games were the culmination of years of planning and hard work. Lincoln came together in an unprecedented way to volunteer and get involved in an event that has left a legacy in our community.

### Room Nights Booked by Lincoln CVB Events:







# Staff Contacts

CHAMBER OF COMMERCE  
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Lincoln Chamber of Commerce  
Lincoln Convention and Visitors Bureau  
Lincoln Partnership for Economic Development

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