GREATER OMAHA CHAMBER

2021 Quarterly

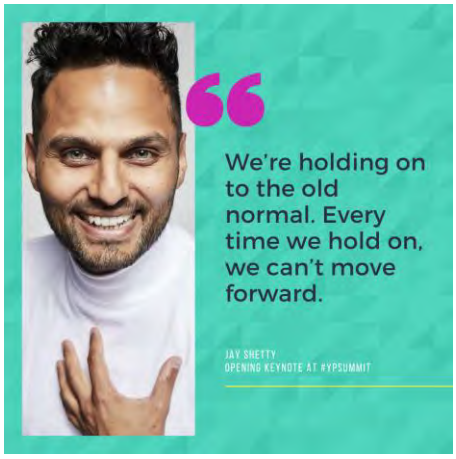
REPORTS

February 16, 2022

Q1 2021

GREATER OMAHA CHAMBER

YP SUMMIT



Reflecting on a Year of Change

One of the annual highlights of our first quarter is always the YP Summit. While the 2021 event looked a little different in its virtual delivery, the content, inspiration and outcomes were what you've come to expect. Built on the theme of metamorphosis, our team of staff and volunteers crafted a truly transformational experience.

The keynotes featured not one but two bestselling authors. Jay Shetty, a former monk, shared his thoughts on how to live in the moment and take time for yourself. Wes Moore, a military veteran and non-profit CEO, took us on a journey from his youth, where he learned how to let go and lean in to personal growth and responsibility.

Along with the keynotes, we featured a dozen breakout speakers, covering topics from personal finance to extending your professional influence. Between speakers, we hosted community engagement events, showcasing local businesses who shared their journeys and enriched the attendee's experience. Of course we look forward to gathering this impactful group of young professionals together again in person, but the virtual event connected with times and the people who participated.

The two-day event saw 1,366 attendees come for personal and professional development, as well as inspiration and motivation. They were not disappointed. In our post-event survey, 96% of attendees were either satisfied or very satisfied with their experience. The 2021 YP Summit set the bar high, and we look forward to crossing it again in 2022.

Economic Development Success

The Economic Development partnership started 2021 with a bang, with some ambitious projects announced across the region.

Facebook announced a one million-square foot expansion to their data center operations in Sarpy County. This increased footprint will potentially add $400 million in capital investment and create 100 new operational jobs in the region. Google also announced a continuation of their project in Papillion, bringing their total investment in the region north of $1 billion.

In February, Fiserv announced their ongoing commitment to Omaha and Nebraska. As Omaha's No. 5 employer, Fiserv's continued presence will reinforce Omaha's strength as a financial services hub.

Gateway Development in Washington County was part of an exciting announcement on the former campus of Dana College. The non-profit Angels Share, led by Ed Shada, revealed plans to rebirth the property as the Blair Tech Campus, a place where at-risk youth can be connected with job training and employment opportunities.

ECONOMIC DEVELOPMENT CAMPAIGN

Filling the Project Pipeline

One of the outcomes of our THRIVE 2020 task force was the development of an economic development marketing program designed to create new contacts for the business attraction team. In the first three months of 2021 we launched three campaigns targeting site selection consultants, as well as two of our target industries, FinTech and MedTech.

These campaigns are using earned media and digital placements across social and industry publications to deliver economic development collateral, including industry-specific profiles, individual case studies and tax incentive information. Messaging topics differ by audience, but many are focused on cost of doing business and the depth and experience of Omaha's workforce.

This campaign will continue throughout 2021, with two more industry-specific campaigns for Agribusiness and Manufacturing/Logistics slated to launch in Q2.

Campaign Statistics (as of 3/31/21)

52	120,078	167	3,474
contacts	targeted impressions	news articles	journalists engaged

BUSINESS GROWTH

To accelerate business growth in the region, we focus on: building the capacity, innovation and competitiveness of our core industries; attracting and building new knowledge-based businesses; nurturing a dynamic community of innovation and startups; and supporting small business success.

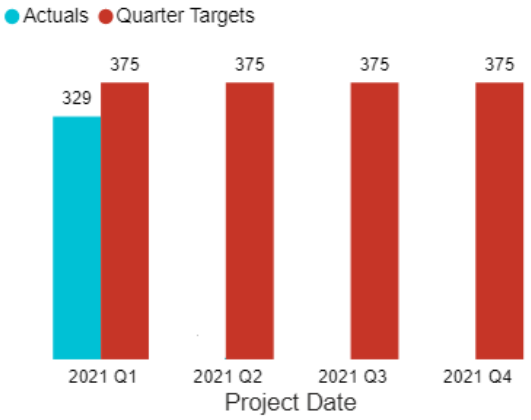
Key Annual Benchmarks:

- 1,500 jobs
- $50 million in new payroll
- $400 million new capital investment
- 20 new tech startups

Q1 Results:

- The $950 million in capital investment for Q1 projects helps to support over 9,000 construction jobs and nearly 4,400 jobs in the community during construction
- When fully operational, these projects will add over $86 million annually to the local economy
- Completed 77 Business, Retention & Expansion calls with local companies
- The REACH program provided 421 hours of technical assistance/education during Q1 and 2 of the 7 educational sessions were delivered in Spanish

2021 New and Retained Jobs (Actual vs Goal)



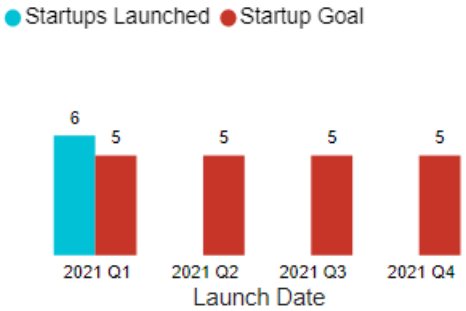
New and retained jobs associated with landed projects for 2021

Payroll associated with newly created jobs of landed projects for 2021

2021 Total Capital Investment

The total capital investment from landed projects in 2021

Startups Launched (Actual vs Goal)



Startups launched during 2021 measured against the quarterly goal

PEOPLE

Our talent and workforce initiatives work with businesses, schools and other partners to deliver programs and services to attract new talent to the market, support the development of existing workers, retain and grow our young professionals, expose area students to future career pathways and expanding diversity and inclusion in our workplaces. Our leadership development initiatives focus on connecting and elevating visionary leaders in order to provide a deep pool of community and professionals leaders to advance the Omaha metro area.

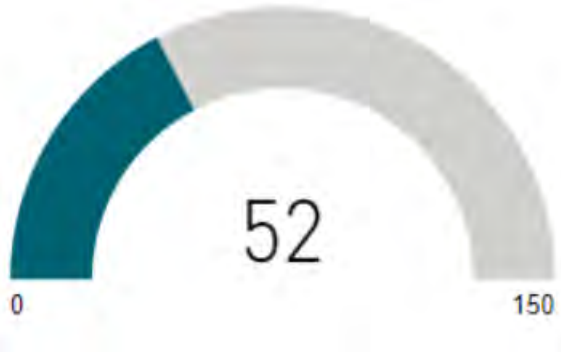
Key Annual Benchmarks:

- 100 companies engaged in CODE coalition
- 3,600 upskilled workers
- 150 individuals enrolled in leadership programs
- 2,255 event attendees (YP Summit, HIRE, The Conference)

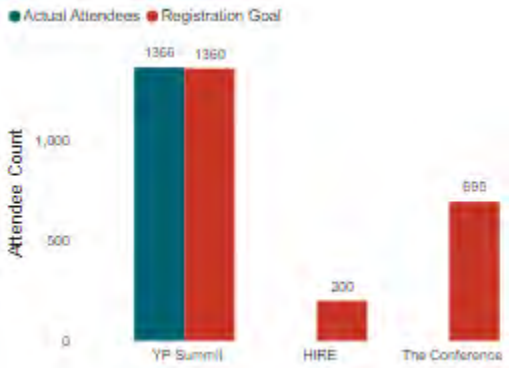
Q1 Results:

- Added four employers to the CODE coalition bringing the total number to 95
- There were 251 unique page views of the Recruiter Toolkit which provides resources to talent attraction professionals in the Omaha area
- In Q1, the GrOW program served 122 employees at 7 employer partner workplaces where the top three issues addressed were wellness, financial health and workplace
- Upskilling through Cares Act scholarships at Metro CC is on track for completion in Q2

Leadership Program Participation



2021 Talent Focused Events



PLACE

Place-making efforts continue to accelerate as foundational support to business and talent growth. The focus includes several very different and complex initiatives, all with an eye to long-term regional vibrancy and competitiveness.

Key Annual Benchmarks:

- Eight active GO Ready Sites
- Support passage of a comprehensive tax reform bill
- Completed Urban Core strategic plan
- ConnectGO strategy plan to be presented to the public

Q1 Results:

- Several Chamber supported bills have advanced in the 2021 session and budget proposal includes funding for key economic development programs (ImagiNE, Customized Job Training, Business Innovation Act)
- The ConnectGO Regional Transportation Strategy is being finalized with the addition of a funding plan
- 58 stakeholder interviews were completed as part of the Urban Core strategic plan

MEMBER SERVICES

Strengthen member businesses through valuable programs, events and services. Grow the total membership base through new sales and retaining existing customers.

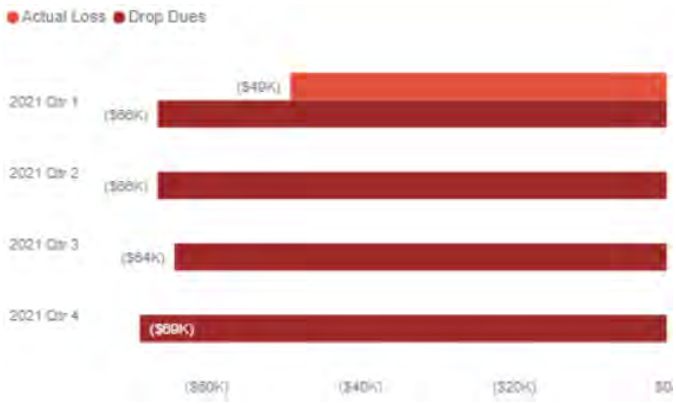
Key Annual Benchmarks:

- Add 360 members/ $156,600 dues value
- Retain 84% member dues in 2021
- Drop no more than 570 members/ $265,200 dues value
- Average event attendee satisfaction scores exceeding 4.0 (rating scale 1 to 5)

Q1 Results:

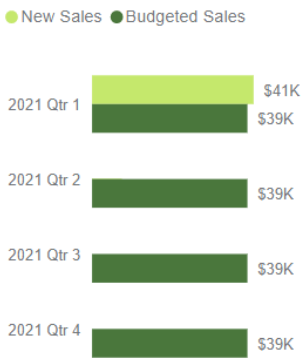
- Dues from 90 new membership sales were 4% above target for Q1
- The number of dropped members and the value of their dues were over 25% better than budget
- Attendee satisfaction scores averaged 4.44 for the Annual Meeting and 4.52 for the YP Summit

Dropped Member Dues (Actual vs Budget)



Value of dropped members against the projected value

New Member Dues (Actual vs Budget)



Values of new member sales against the projected sales value

CORE OPERATIONS

At the foundation of the organization is a variety of essential work that supports Chamber members and the variety of programs found in the business growth, people and place focus areas. These core service teams concentrate on providing excellent business intelligence, financial management, fundraising, human resources, marketing and technology services.

Key Annual Benchmarks:

- Support programs with strategic marketing communications
- Provide the IT tools and resources for required for Chamber operations
- Monitor COVID-19 conditions to inform return to office plans

Q1 Results:

- More than 757,000 paid advertising and 154 million earned media impressions
- Expanded the use of Human Resource Information System (HRIS) to streamline onboarding and applicant tracking processes
- Kicked off onboarding of new audit firm
- Held bi-weekly Business Continuity meetings to discuss planning for events and office protocols related to COVID-19

Q2 2021

GREATER OMAHA CHAMBER

2021 Unicameral Success

After successfully advocating for the ImagiNE Nebraska Act last year, our Public Policy team was back in action this session. Below are some of the highlights of our advocacy efforts:

LB 139 (Briese) – The bill provides limited civil liability protections to employers and facilities which have followed CDC guidelines for their customers and employees during the coronavirus pandemic.

LB 156 (Wayne) – The legislation allows for the creation of up to 5 inland port authorities across the state. This is an additional tool for our economic developers and will be especially helpful in the creation of a megasite for large economic development projects.

LB 387 (Brewer) – Military retirement tax exemption

LB 432 (Linehan) – Among other items, the bill lowered the corporate tax rate from 7.81% to 7.5% in the first year and 7.25% in the second year. Achieving parity between the corporate rate and the top individual tax rate has been a long-term policy goal of the Chamber and is the first time in more than 30 years that the rate has been lowered.

LB 451 (McKinney) – Prohibit employment discrimination due to hairstyle

Biennial State Budget
Through the biennial state budget process, we were able to secure money for the creation of a revolving loan fund in the ImagiNE Nebraska Act, and provide for additional dollars into the Customized Job Training Fund and Business Innovation Act.

More Omaha Leaders

In June we welcomed 49 new graduates to the Leadership Omaha Alumni Association. These talented, unique and inspiring individuals went through our 10-month training program to become our forty third "Best Class Ever."

Leadership Omaha Class 43 explored topics ranging from transportation to equity, arts to economics. It's an eye-opening education that prepares the next great leaders in our community.

To learn more about the class, visit our Inside Leadership Omaha blog series.

Celebrating Excellence

Our 2021 Business Excellence Award winners are, once again, exemplary representatives of leadership, philanthropy and innovation. Celebrate all the winners, including our Small Business of the Year:
Brickway Brewery.

BUSINESS GROWTH

To accelerate business growth in the region, we focus on: building the capacity, innovation and competitiveness of our core industries; attracting and building new knowledge-based businesses; nurturing a dynamic community of innovation and startups; and supporting small business success.

Key Annual Benchmarks:

- 1,500 jobs
- $50 million in new payroll
- $400 million new capital investment
- 20 new tech startups

Q2 Results:

- There were 8 project announcements during Q2 and the YTD $960+ million in capital investment will support over 9,000 construction jobs and 4,400 other jobs within the community during construction. So far the 2021 landed projects are projected to add over $195 million annually to the local economy once they are fully operational.
- Completed 77 Business, Retention & Expansion calls with local companies
- Small and minority-owed business programs provided 646 hours of technical assistance/education during Q2

2021 New and Retained Jobs (Actual vs Goal)

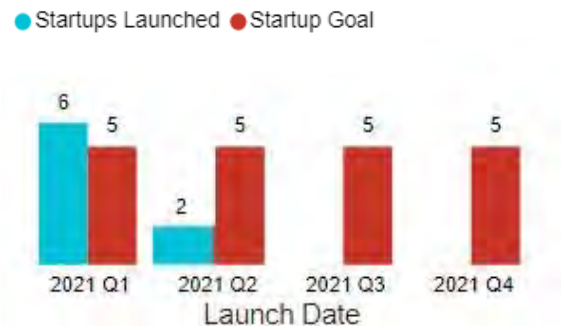
New and retained jobs associated with landed projects for 2021

Payroll associated with newly created jobs of landed projects for 2021

2021 Total Capital Investment

The total capital investment from landed projects in 2021

Startups Launched (Actual vs Goal)



Startups launched during 2021 measured against the quarterly goal

PEOPLE

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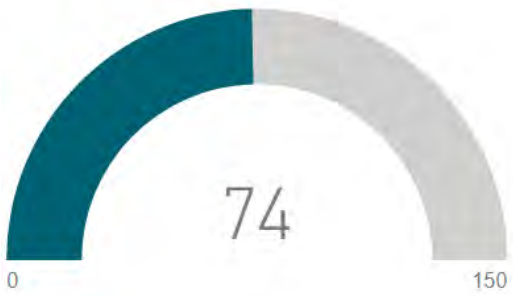
Key Annual Benchmarks:

- 100 companies engaged in CODE coalition
- 3,600 upskilled workers
- 150 individuals enrolled in leadership programs
- 2,255 event attendees (YP Summit, HIRE, The Conference)

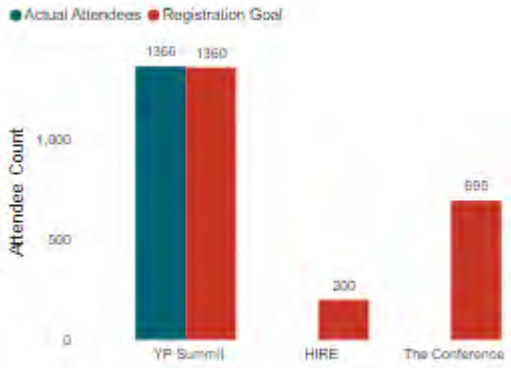
Q2 Results:

- Added three employers to the CODE coalition bringing the total number to 98
- There were 227 unique page views of the Recruiter Toolkit which provides resources to talent attraction professionals in the Omaha area
- In Q2, the GrOW program served 238 employees at 7 employer partner workplaces where the top three issues addressed were financial health, relationships and wellness
- Upskilling efforts through the Cares Act resulted in 2,792 scholarships at Metro CC

Leadership Program Participation



2021 Talent Focused Events



PLACE

Place-making efforts continue to accelerate as foundational support to business and talent growth. The focus includes several very different and complex initiatives, all with an eye to long-term regional vibrancy and competitiveness.

Key Annual Benchmarks:

- Eight active GO Ready Sites
- Support passage of a comprehensive tax reform bill
- Completed Urban Core strategic plan
- ConnectGO strategy plan to be presented to the public

Q2 Results:

- Several Chamber supported bills were passed in the 2021 session and the budget includes funding for key economic development programs (ImagiNE, Customized Job Training, Business Innovation Act)
- The ConnectGO Regional Transportation Strategy is complete and is ready for implementation
- Pursued 6 federal earmarks and a federal grant to fund key parts of the transportation strategy other transit improvements
- Work continued on the Urban Core Strategic Redevelopment Plan with a series of facilitated workshops

MEMBER SERVICES

Strengthen member businesses through valuable programs, events and services. Grow the total membership base through new sales and retaining existing customers.

Key Annual Benchmarks:

- Add 360 members/$156,600 dues value
- Retain 84% member dues in 2021
- Drop no more than 570 members/ $265,200 dues value
- Average event attendee satisfaction scores exceeding 4.0 (rating scale 1 to 5)

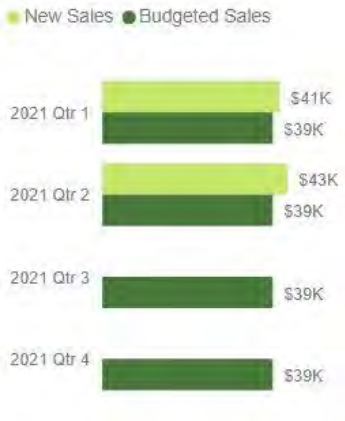
Q2 Results:

- Dues from 105 new membership sales were 9% above target for Q2
- The number of dropped members continue to be less than planned. The value of dropped member dues were 45% better than budget
- Business on the Green hosted 226 golfers at the first in-person event of 2021. Attendee satisfaction scores averaged 4.2 for the event.

Dropped Member Dues (Actual vs Budget)

Value of dropped members dues against the projected value

New Member Dues (Actual vs Budget)



Value of new member sales against the projected sales value

CORE OPERATIONS

At the foundation of the organization is a variety of essential work that supports Chamber members and the variety of programs found in the business growth, people and place focus areas. These core service teams concentrate on providing excellent business intelligence, financial management, fundraising, human resources, marketing and technology services.

Key Annual Benchmarks:

- Support programs with strategic marketing communications
- Provide the IT tools and resources for required for Chamber operations
- Monitor COVID-19 conditions to inform return to office plans

Q2 Results:

- More than 273,000 paid advertising and 200 million earned media impressions
- Updated conference room technology to accommodate virtual and hybrid meetings
- Implemented expanded return-to-office beginning June 2, 2021

Q3 2021

GREATER OMAHA CHAMBER

We All Grow Together

GrOW Navigators (clockwise from top) Alexis Kimmi, LaToya Oliver and Olajide Cooper pose in front of some of our new employer partners.

The Greater Omaha Worklab (GrOW) has experienced rapid growth through 2021. In the third quarter alone they placed navigators with four new employer partners: Today's Dental, OPPD, Educare of Omaha and Omaha Early Learning Centers. Add to that their ongoing relationships with existing employers, and the continued partnership with the REACH program. GrOW Navigators are on pace to provide more than 900 meetings with Omaha-area employees.

GrOW Navigators provide critical support to members of the Omaha workforce through their employers. With GrOW's support, many individuals who might struggle with life's challenges are able to find solutions and opportunities that help them maintain their employment and stay in the workforce.

To further support the programs growth, we have kicked off an active lead-generation campaign to increase awareness and inquiries about the program.

More Regional Wins

The capital investment just keeps coming for the Greater Omaha region. In August, news broke that Novozymes would be investing $316 million in a new state-of-the-art production line in Blair. This is an important project landed by Gateway Development Corporation, who spearheads economic development for Washington County. Novozymes continues to build on our solid foundation in both the Agribusiness and BioTech industries.

This announcement followed another project groundbreaking in August, when Amazon unveiled plans for a sortation center in Council Bluffs. This new facility, landed in by the Advance Southwest Iowa Corporation, will add 500 jobs to the market and deepen Amazon's investment in the Greater Omaha region.

These wins bring our overall 2021 capital investment to an impressive $1.4 billion. Buoyed by other major project commitments from Google, Facebook and others, economic development momentum is strong for the region as we accelerate out of the COVID-19 pandemic.

Amazon Sortation Center Site
Joe Shearer, Council Bluffs Nonpareil

BUSINESS GROWTH

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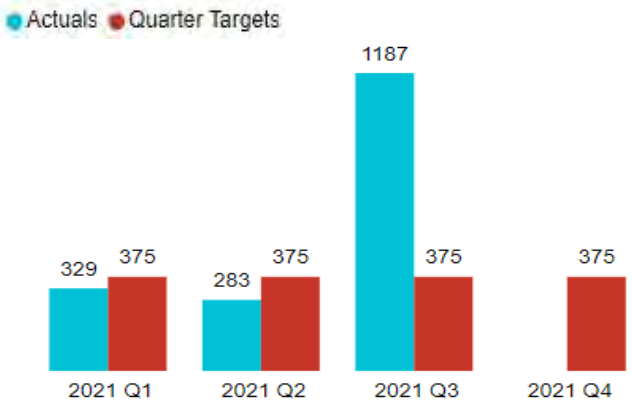
Key Annual Benchmarks:

- 1,500 jobs
- $50 million in new payroll
- $400 million new capital investment
- 20 new tech startups

Q3 Results:

- There were 11 project announcements during Q3 representing $403 million in capital investment and nearly 1,200 new/retained jobs
- Q3 projects are estimated to support an additional 1,000 jobs and add $375 million annually to the local economy once they are fully operational
- Completed 68 Business, Retention & Expansion calls with local companies
- Small and minority-owed business programs provided 541 hours of technical assistance/education during Q3

2021 New and Retained Jobs (Actual vs Goal)



New and retained jobs associated with landed projects for 2021

New Payroll Created in 2021

Payroll associated with newly created jobs of landed projects for 2021

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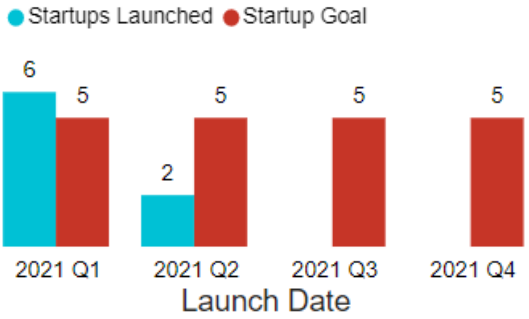
The total capital investment from landed projects in 2021

Startups Launched (Actual vs Goal)



Startups launched during 2021 measured against the quarterly goal

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Key Annual Benchmarks:

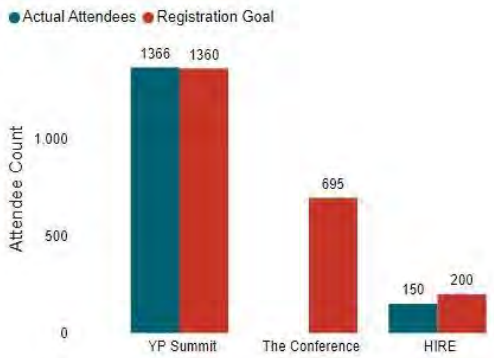
- 100 companies engaged in CODE coalition
- 3,600 upskilled workers
- 150 individuals enrolled in leadership programs
- 2,255 event attendees (YP Summit, HIRE, The Conference)

Q3 Results:

- Currently 99 employers are engaged in the CODE coalition
- There were 208 unique page views of the Recruiter Toolkit which provides resources to talent attraction professionals in the Omaha area
- Leadership Omaha kicked off Class 44 with 49 participants from local companies
- In Q3, the GrOW program served 338 employees (196 new clients) at 11 employer partner workplaces. The top three issues addressed were financial health, relationships, and wellness

Leadership Program Participation

2021 Talent Focused Events



PLACE

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Key Annual Benchmarks:

- Eight active GO Ready Sites
- Support passage of a comprehensive tax reform bill
- Completed Urban Core strategic plan
- ConnectGO strategy plan to be presented to the public

Q3 Results:

- Continued development of the Urban Core Strategic Plan, focusing on a funding strategy and the organizational structure of the initiative
- As part of the ConnectGO initiative, we applied for a federal RAISE grant with Metro Transit to support enhanced transit on the 24th St Corridor
- We continue to work toward implementation of the ConnectGO regional transportation strategy with our public sector partners

MEMBER SERVICES

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Key Annual Benchmarks:

- Add 360 members/$156,600 dues value
- Retain 84% member dues in 2021
- Drop no more than 570 members/ $265,200 dues value
- Average event attendee satisfaction scores exceeding 4.0 (rating scale 1 to 5)

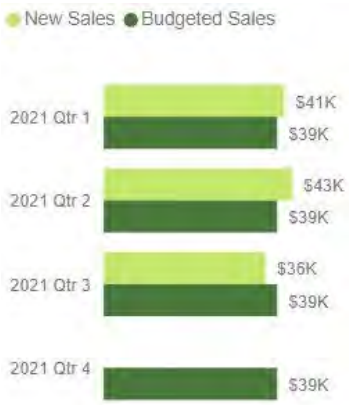
Q3 Results:

- Dues from 89 new membership sales were just below target for Q3 but remain above YTD goals
- Member retention remains strong with the value of dropped member dues half of what was budgeted for in Q3
- The Omaha Business Hall of Fame Gala hosted nearly 400 attendees with satisfaction scores averaging 4.82 for the event

Dropped Member Dues (Actual vs Budget)

Value of dropped members dues against the projected value

New Member Dues (Actual vs Budget)



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Key Annual Benchmarks:

- Support programs with strategic marketing communications
- Provide the IT tools and resources for required for Chamber operations
- Monitor COVID-19 conditions to inform return to office plans

Q3 Results:

- More than 290,000 paid advertising and 120 million earned media impressions
- Formed search committee for Chamber President and sent RFP to search firms
- Governance Task Force in place to update Chamber bylaws

Q4 2021

GREATER OMAHA CHAMBER

2021 CONFERENCE A UNIQUE EVENT

Once again, the annual Conference on Opportunity, Diversity and Equity brings a focus on how Omaha can create opportunity for all.

This year, the "UnConference" took on uncomfortable conversations, shared unexpected insights and presented uncommon solutions. The event spanned three days and served 772 attendees.

From the networking event kickoff to the challenging and inspiring keynote presentations, there was an energy and excitement that only the Chamber's signature events can generate.

We'd like to thank all the volunteers who helped our CODE and Events team put together this important conference that helps shape the future of Omaha.

Mills County joins Economic Development Partnership.

The Greater Omaha Chamber Economic Development Partnership grew our regional footprint from seven counties to eight with the addition of Mills County, Iowa in December. This further solidifies our "no county lines, no state lines" approach to economic development, allowing our teams to cooperate for the good of all. The announcement event in Glenwood, Iowa included representatives from the Greater Omaha Chamber, Nebraska Department of Economic Development and Iowa Economic Development Authority.

All eight partner counties were represented at the announcement.

American Rescue Plan Act testimony.

In October our own David G. Brown testified on a joint plan to use once-in-a-lifetime funds to grow Nebraska. Working alongside the Lincoln Chamber of Commerce and the Nebraska Chamber, as well as economic development entities throughout the state, we advocated for a plan that will address many of the toughest challenges Nebraskans face. From workforce development to broadband access, this is a chance to position Nebraska for accelerated growth and success.

David G. Brown testifies in Lincoln.

BUSINESS GROWTH

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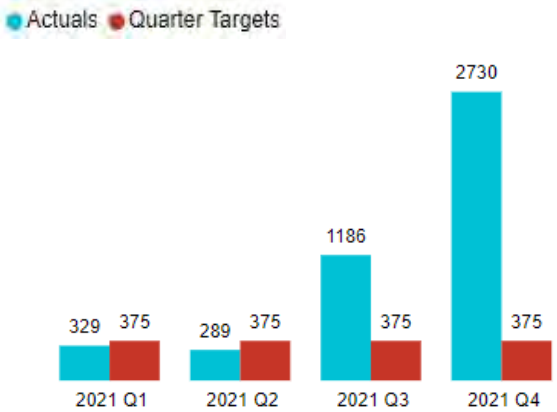
Key Annual Benchmarks:

- 1,500 jobs
- $50 million in new payroll
- $400 million new capital investment
- 20 new tech startups

Q4 Results:

- There were 8 project announcements during Q4 representing $161 million in capital investment and 2,730 new/retained jobs
- Exceeded annual goals for jobs, capital investment and new payroll
- The number of startups launched fell short of the original goal as focus shifted to first customers and other activities beginning in Q2 of 2021
- Small and minority-owned business programs provided 817 hours of technical assistance/education during Q4

2021 New and Retained Jobs (Actual vs Goal)



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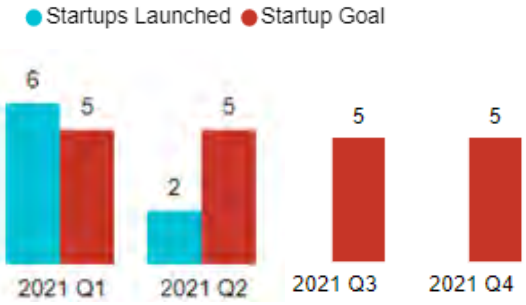
The total capital investment from landed projects in 2021

Startups Launched (Actual vs Goal)



Startups launched during 2021 measured against the quarterly goal

PEOPLE

Our talent and workforce initiatives work with businesses, schools and other partners to deliver programs and services to attract new talent to the market, support the development of existing workers, retain and grow our young professionals, expose area students to future career pathways and expanding diversity and inclusion in our workplaces. Our leadership development initiatives focus on connecting and elevating visionary leaders in order to provide a deep pool of community and professionals leaders to advance the Omaha metro area.

Key Annual Benchmarks:

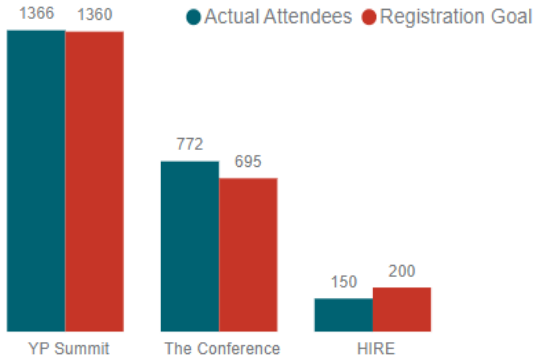
- 100 companies engaged in CODE coalition
- 3,600 upskilled workers
- 150 individuals enrolled in leadership programs
- 2,255 event attendees (YP Summit, HIRE, The Conference)

Q4 Results:

- Ended year with 107 employers engaged in the CODE coalition
- Upskilling through GrOW clients and CARES Act Scholarships through Metro CC totaled 4,025 for 2021
- Core leadership programs (LO, OEI) met participation goals but other programs (Propel, Mindset) had lower participation primarily due to COVID restrictions
- The Conference had 772 attendees which led to a combined total of 2,288 attendees for talent focused events

Leadership Program Participation

2021 Talent Focused Events



PLACE

Place-making efforts continue to accelerate as foundational support to business and talent growth. The focus includes several very different and complex initiatives, all with an eye to long-term regional vibrancy and competitiveness.

Key Annual Benchmarks:

- Eight active GO Ready Sites
- Support passage of a comprehensive tax reform bill
- Completed Urban Core strategic plan
- ConnectGO strategy plan to be presented to the public

Q4 Results:

- Ended 2021 with seven active GO Ready Sites
- Worked with state and local officials to allocate ARPA funds for business priorities
- Completed a draft of the Urban Core Strategic Plan, including a funding strategy for several key projects.
- Partnered with Metro Transit to win a highly competitive federal RAISE grant of $1.6M to support enhanced transit on the 24th St Corridor.
- Continue to work toward implementation of the ConnectGO regional transportation strategy with our public sector partners.

MEMBER SERVICES

Strengthen member businesses through valuable programs, events and services. Grow the total membership base through new sales and retaining existing customers.

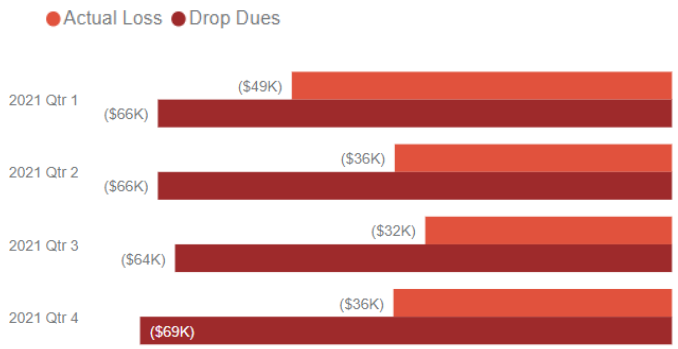
Key Annual Benchmarks:

- Add 360 members/$156,600 dues value
- Retain 84% member dues in 2021
- Drop no more than 570 members/ $265,200 dues value
- Average event attendee satisfaction scores exceeding 4.0 (rating scale 1 to 5)

Q4 Results:

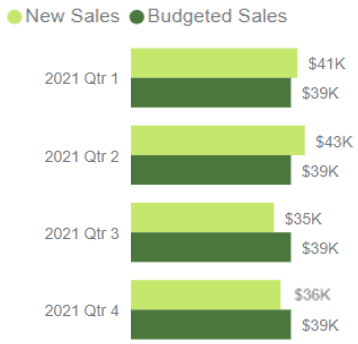
- Dues from 87 new membership sales were just below target for Q4
- Ended 2021 with 371 new members/$155k dues
- Member retention ended the year at 92% with 329 dropped members with a dues value of $145k
- The Conference and Economic Outlook virtual events had 1,279 registered attendees with satisfaction scores averaging 4.5

Dropped Member Dues (Actual vs Budget)



Value of dropped members dues against the projected value

New Member Dues (Actual vs Budget)



Value of new member sales against the projected sales value

CORE OPERATIONS

At the foundation of the organization is a variety of essential work that supports Chamber members and the variety of programs found in the business growth, people and place focus areas. These core service teams concentrate on providing excellent business intelligence, financial management, fundraising, human resources, marketing and technology services.

Key Annual Benchmarks:

- Support programs with strategic marketing communications
- Provide the IT tools and resources for required for Chamber operations
- Monitor COVID-19 conditions to inform return to office plans

Q4 Results:

- In Q4, nearly 260,000 paid advertising and 496 million earned media impressions; For 2021, 1.3M paid advertising and 905M earned media impressions
- Search committee for Chamber President selected firm to assist in national search
- Governance Task Force completed an update to the Chamber bylaws