

LINCOLN



LINCOLN CHAMBER OF COMMERCE
YEAR OF THE PIVOT 2020

 **LINCOLN**
CHAMBER OF
COMMERCE



Looking Back – Moving Forward

2020 has undoubtedly made a lasting impact on the city we call home. While it has been a year of unprecedented challenges for the businesses that shape our community, it has also been a year of innovative leadership, unwavering dedication and selfless contributions. As we reflect on the closing year, let us applaud the businesses who paved new pathways along this journey of uncertainty and express our gratitude for the

front line workers who wrapped our community in their care. I am so proud of the strength of our city. Every member of our community has played an important role in navigating a year unlike any before. For that, I thank you. Contributing to the ongoing economic recovery of Lincoln and supporting the important businesses within it remains the mission of the Lincoln Chamber of Commerce. Together, we are Lincoln. And united, we rise.

Wendy Birdsall, President
Lincoln Chamber of Commerce

Remembering Pat Haverty

This year, we lost our respected colleague and valued friend, Pat Haverty. An exceptional leader and impactful professional, Pat was a truly kind-hearted individual who will be greatly missed. Working with Pat was a true privilege; the Lincoln Partnership for Economic Development (LPED) and the entire community are both stronger as a result of his endless contributions and unwavering dedication throughout the years.



Under Pat's leadership, LPED acquired millions of dollars in investments to drive Lincoln's economic growth, resulting in numerous awards including three consecutive Governor's Cups from *Site Selection* magazine for the most projects within a state, back-to-back Silver Shovel Awards for the state of Nebraska from *Area Development* magazine in 2019 and 2020 and the Gold Excellence in Economic Development Award for the Lincoln Economic Dashboard.

Pat was a gifted mentor who led with confidence and compassion and his leadership at LPED and within many different communities will be recognized for years to come. Working with Pat was an honor, but the greatest blessing was calling him our friend.



5-Star Accreditation

We were honored to be recognized once again as a 5-Star Accredited Chamber of Commerce by the U.S. Chamber of Commerce. With over 7,000 chambers across the country, we are proud to be one of only 202 recognized for strong leadership and outstanding contributions towards positive change.



A Voice for Local Business

The Lincoln Chamber policy team continued to serve as a voice for Lincoln businesses throughout the pandemic.



Advocated strongly for LB 720 (ImagiNE Nebraska Act) which rolled into LB 1107 and was passed – a huge win for our state.



Advocated for property tax relief that protects our high-quality public schools from senseless and damaging changes to the state aid formula.



Played an active role in a number of local initiatives including the 2020 Census Complete Count Committee, Advisory Committee on Transportation, Affordable Housing Coordinated Action Plan, 2050 Comprehensive Plan Update, 2050 Long Range Transportation Plan, Mayor's Climate Resiliency Task Force and Great Schools for Great Kids.

Economic Recovery Leadership Proactive Communication

Throughout 2020, we issued over 150 communications to our members, including relevant COVID-19 updates, educational opportunities and important resources.

Supporting the Local Economy

As a voice for Lincoln businesses, we served on the Mayor's Economic Recovery Task Force and co-chaired the COVID-19 Response Fund. In partnership with the Mayor's Economic Recovery Task Force, we created the 1% Pledge, challenging business leaders to pledge to allocate an additional 1% of annual expenses in support of local businesses. This small percent will have a huge impact on the economic recovery of our city. [Take the pledge at lcc.com/one-percent-pledge](https://lcc.com/one-percent-pledge)

Critical PPE Support LNKPPE.com

When businesses in our community were in need of personal protective equipment (PPE), our team responded. With the help of the Mayor's office, we launched LNKPPE.com, a new website connecting Lincoln businesses with PPE for purchase from local suppliers. The website provides employers with access to the critical PPE needed to ensure their employees and customers remain safe throughout the various stages of the pandemic.

#MaskUpLNK

In partnership with the Mayor's office and the Lincoln Lancaster County Health Department, we launched the #MaskUpLNK campaign, urging all members of our community to wear masks to protect one another throughout the pandemic and keep our community, and the businesses within it, safe.



#2 Cities with the Best Work-Life Balance
→ [Smartasset](#)



#1 Most Educated City in Nebraska
→ [Insurify](#)



#1 America's Happiest Cities
→ [Men's Health](#)



Supporting Local Tourism
 Recognized by the Nebraska Tourism Commission as a finalist for the Outstanding Marketing Award, the Lincoln Convention & Visitors Bureau’s impactful efforts to support the local economy throughout the pandemic touched every corner of the tourism industry. Initially launched alongside the national Don’t Cancel, Postpone campaign, encouraging travelers to postpone their plans rather than cancelling, the local initiative rapidly evolved to encompass additional successful campaigns, including:



City of Red
 The CVB, Downtown Lincoln Association & University of Nebraska Athletic Department launched the City of Red campaign to support local restaurants, bars, businesses and hotels throughout a nontraditional Husker football season.

Get a Room
 Local lodging facilities have been greatly impacted by the pandemic. To drive business their way, the CVB launched the Get a Room campaign, encouraging locals to plan staycations.



Safety Spotlights
 As local attractions reopened, the CVB featured educational spotlights highlighting the important safety measures in place.

Give the Gift of Lincoln
 In place of corporate holiday parties, business leaders were encouraged to reallocate holiday budget in support of local businesses – from restaurant gift cards to performing arts tickets.

Despite the pandemic, the CVB sales team positively impacted our local economy by continuing to recruit new & host previously recruited events, with safety as a top priority. These included the USA BMX Cornhusker Nationals which saw nearly 9,000 spectators booking 2,000 hotel stays, the Nebraska Silver Classic Rodeo featuring riders from nearly 30 states, the Central Plains Reining Horse Association’s national event, the 2020 Nebraska AMA Motocross Championships, multiple NSAA State High School Championships and the Great Plains Chi Alpha winter conference.



Pledging Action & Accountability
 With an open invitation for business leaders in Lincoln to participate, the Lincoln Chamber of Commerce launched the We Are Lincoln Pledge. The inclusion and equity pledge, which emphasizes action and accountability, invited Lincoln business leaders to pledge their commitment to fostering inclusive workplaces that demand fair treatment, resources, opportunities and advancement for all. Pledge to be part of the solution; to implement practices and policies reflective of the changes we seek. [Visit lcoc.com/pledge](https://www.lcoc.com/pledge)

Workforce development programs make an impact
Drive-Thru Career Fairs
 The Lincoln Partnership for Economic Development created and hosted several Drive-Thru Career Fairs throughout the pandemic. This effort, which was duplicated across the nation, distributed over 2,000 packets of employment information to Lincoln job-seekers.

Lincoln Manufacturing Classes
 The Lincoln Manufacturing Council and Leadership Lincoln hosted three manufacturing classes in 2020. The six-week class, which has connected the students with jobs in Lincoln, arms individuals with the training needed to enter the manufacturing industry and obtain full-time positions with no previous experience.

EmployLNK
 Weekly job updates are distributed to a 1,000 person listserv as a result of this collaborate effort uniting all workforce agencies.

MyLNK
 2,300 people utilize this app monthly to identify nonprofit, city and state services such as food distribution and rent assistance.

Innovation of the future
 The Lincoln Partnership for Economic Development continues to lead successful programs and initiatives to drive innovation within our community. In 2020, thirteen founders participated in the NMotion Venture Residency program, a four-week program that provides a \$3,000 stipend to test ideas. The LaunchLNK program selected four Lincoln startups to receive a \$25,000 grant, connections to mentors and professional services from various Lincoln businesses. In response to the challenges of the COVID-19 pandemic, one of the grants was repurposed to provide interest-free loans to coworking spaces in our community.

Tech career institute launched
 The Nebraska Tech+Engineering Career Institute (NTECI) was launched in 2020 as invitation-only program for talented incoming first-year students in computer science, computer engineering and software engineering at the University of Nebraska-Lincoln. The Institute is a collaborative effort of the Lincoln Partnership for Economic Development, the statewide Nebraska Tech Collaborative, the Greater Omaha Chamber, UNL and regional employer partners. The Institute prepares students early for successful careers in their field of interest while allowing them to explore top employers in the Lincoln and Omaha tech communities, right in the heart of the Silicon Prairie.



Talent recruitment initiatives expand

Nebraska Undergraduates Becoming Engineers (NUBE) had 200 new undergraduate students participate virtually in 2020, with nearly 20 Lincoln and Omaha companies participating. Over 300 interns, representing 15 Lincoln employers, participated virtually in MyTern, our summer engagement program for interns of Lincoln companies.

Our virtual Expanding Talent Pool series featured expert insights and best practices from the community and region, arming attendees with the resources to tap into underutilized talent pools. Lincoln's Talent Forum provided a virtual platform to create strategies that addressed our city's talent needs and the challenges of the pandemic.



Happiness Is: Life as a Lincolnite

As it turns out, the pursuit of happiness ends right here in Lincoln! *Men's Health* Magazine named Lincoln the happiest city in America, and we couldn't agree more.

#WeChooseLincoln

A Celebration of Business

In 2020, we recognized the valuable contributions businesses made to our community at our virtual Annual Celebrate Business Awards. Congratulations to the best of the best!



Master of the Pivot
Duncan Aviation



Roger T. Larson
Community
Builder Award
Sandra Washington



Cornerstone Award
Union Bank & Trust



Entrepreneurial
Spirit Award
BasicBlock



Green Business of the Year
Monolith



Small Business
of the Year
Turbine Flats, The Bay



Manufacturer of the Year
inExhaust



Tourism Development Award
Lincoln Sports Foundation



Applauding young professionals

The Lincoln Young Professionals Group recognized 2020 as a time to act, come together and identify opportunities to work collaboratively. In celebration of the contributions of the strong leadership of young professionals within our community, seven outstanding individuals and companies received Young Lincoln Leader Awards (YLLA):

Young Professional of the Year - Jasmine Kingsley, HUDL

Young Citizen of the Year - Black Leaders Movement - LeeAaron Berks, Paska Juma, Bryanna Schade, Dario Rossin, KaDeja Sangoyele, Dominique Liu-Sang and Pam Laam

Young Entrepreneur of the Year - Lizz Whitacre, Pawlytics

Young Nonprofit Professional of the Year - Maggie Stuckey, Lincoln Parks Foundation

Emerging Leader of the Year - Graham Pansing Brooks, SEACHange, LTD

Next Generation Workplace - Ameritas

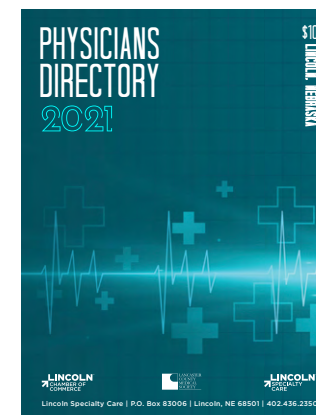
Diversity and Inclusion Excellence - Nelnet



Kayla Meyer
Lincoln Young Professionals Coordinator

Kayla Meyer Named to Prestigious Association of Chamber of Commerce Executives (ACCE) 40 Under 40 List!

Kayla demonstrates an unparalleled level of passion for our community and the young professionals within it. She has elevated the Lincoln Young Professionals Group to be one of the largest in the nation. With young professionals comprising nearly 35 percent of employees in Lincoln, Kayla identifies opportunities to present exceptional programming and events to unite, empower and engage this influential demographic.



Lincoln Specialty Care Connects the Medical Community to You

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 surrounding states. Specialty Care obtains funding through Lincoln hospitals, health care facilities and participating physician specialists. The goal of the program is to establish Lincoln as the preferred referral center for these outlying areas as well as provide resources, including the Physicians Directory, that facilitate those referrals.

Visit lincolndocs.com to view the directory online

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