



AngelouEconomics Report - Recommendations & Future Funding Needs July 13, 2016

Summary

At the beginning of 2015, LPED engaged Angelou Economics of Austin, TX to develop strategic recommendations to make Lincoln a globally competitive city and to continue the recent tremendous forward momentum. After extensive community engagement, research of best practices of successful communities and utilizing the 30+ years of the Angelou team's experience, the strategic plan was created and rolled out to the community at the LPED annual breakfast on June 30.

Utilizing the recommendations outlined in the plan, three task forces were created to recommend action steps to the LCEDC Board of Directors at their December meeting. These three task forces are Entrepreneurial Ecosystem, Infrastructure and Workforce. Each task force reviewed the goals and action items outlined in the plan, prioritized these items and put together a plan of action with recommended action steps. The full Angelou report and task force reports can be viewed at www.SelectLincoln.org/WhatsNext.

Task forces

Entrepreneurial Ecosystem – Jay Wilkinson

This group of experts comprised mainly of entrepreneurs in the technology startup community in Lincoln conducted an analysis of the startup ecosystem. 10 recommendations were presented as a result of the group's analysis and discussion: **(Current LPED Activities in bold - related to recommendation)**

1. Form a committee to research & recommend how to implement a program similar to a Texas CAPCO
 - a. Seeking an innovative concept to allow investment in startups by existing, successful companies – not necessarily a CAPCO program
 - **Discussions underway to craft legislation for 2017 legislative session**
2. Create a fund for supporting Lincoln startup scene
 - a. Fund to help early stage companies attend trade shows, conferences, meet outside investors/mentors, etc.
 - **LPED assisted four startup companies with these types of activities in FY2015- four companies assisted to-date in 2016 - \$9,000 budgeted in FY2016**
3. Hire a full-time "Startup Ambassador"
 - a. An individual which has extensive connections in the startup world – specifically outside the Lincoln market – assist local companies in making connections with funding, mentors and customers

- **Lincoln Community Foundation announced the hiring of Rich Claussen as Startup Ambassador**
- 4. Identify Champions/Keystones
 - a. Identify people and companies that can assist entrepreneurs including; government, education, investors, mentors, business support, business infrastructure
 - **LPED and startup leadership have identified two nationally known speakers to begin the "Speaker Series." Paul Singh of 500 Startups was the initial speaker on May 3. The "Speaker Series" will bring successful entrepreneurs/investors to Lincoln to meet and collaborate with startups, investors and the business community and also to educate the speakers about our community/ecosystem**
- 5. Partner w/Omaha to market Nebraska to EB-5 Visa Regional Centers and invite immigrants to start companies in Lincoln
 - a. The EB-5 visa for Immigrant Investors is a United States visa created by the Immigration Act of 1990 and provides a method of obtaining a green card for foreign nationals who invest money in the United States.
- 6. Establish a committee to evaluate and determine Lincoln's measurables – what metrics should we care about in order to know how we are doing
- 7. Work with Lincoln sports-tech companies to establish a conference in the sports technology space
 - **Discussions underway with sports-tech companies to bring a conference to Lincoln in fall of 2017**
 - a. Support attempts by community leaders to bring conferences to Lincoln in any of the following sectors: 1) Food & Water, 2) Ag-Tech, 3) Social Entrepreneurship
- 8. Create advisory committees for the Sports-Tech, Food & Water, Ag-Tech and Social Entrepreneurship
 - **Ag-Tech meetup group in place – grassroots start**
 - **LPED/Startup Advisory Committee in place**
- 9. Support NMotion
 - **LPED contributes \$100,000 per yr. to NMotion operations**
- 10. Support UNL International Business Plan competition – event held April 6, 2016
 - **LPED sponsored the 2016 event – Will work with UNL Center for Entrepreneurship to grow event in coming years**

Technology – Terry Heimes

The task force was split into two groups – physical infrastructure & technology infrastructure. The physical infrastructure group plans to continue to meet to consider recommendations on roads funding and utilization of technology in traffic flows, planning and future construction. The technology group met and discussed the importance of making fiber available to every home in Lincoln. After the second meeting of the group, the Allo Communication plan of making fiber available to every home by 2019 was made public.

The technology group recommended that a small working group be formed to examine, guide, and recommend ways in which 1-gig service can be used to showcase Lincoln's status as an elite, wired community.

- **Technology working group has met three times – identified activities and/or events and identified individuals in these small working groups to address goals:**

Short term – Marketing splash
Medium term – Community value
Long term – Smart City

Workforce – Kim Russel

The workforce task force presented a number of findings resulting from their discussions along with seven recommendations. The task force was comprised of company executives, HR professionals and representatives from local staffing agencies. The Angelou report recommended the addition of a position in LPED to address company's workforce challenges. Shawna Silvius was hired to fill this role in October. The task force was aware of the hire so there was no corresponding recommendation from the task force. The recommendations are as follows:

1. Create a "Lincoln Companies Sharing Campaign" – allow Lincoln companies to showcase their successful strategies and encourage other companies to join the campaign
 - a. LPED will host employer forums to share strategies for compensation, benefits and culture that attract talent to fill vacancies
 - ***A group of HR Recruiters have been convened and meet monthly to discuss best practices, challenges and to strategize on best ways to address workforce shortages***
 - b. LPED will gather comparative wage data for members
 - ***Lincoln wage data is available – discussed with HR Recruiter group***
 - c. Partnership will sponsor "internship/apprenticeship at my company" educational program. LPED will connect local companies with grant funding to pay for the internship
 - ***A forum will take place on July 20, 2016 to inform companies of successful internship programs, funding sources and connection to education institutions***
2. Encourage sponsorship of international employees
 - a. LPED will host employer forums to explain how to sponsor international employees
 - ***Planning underway to create education forum on this topic – planned for Fall 2016***
3. Marketing – marketing – marketing!
 - a. Expand Lincoln's re-branding efforts
 - ***Planning underway for re-branding marketing effort with focus on areas with concentration of former residents & alumni***
 - ***LiveLoveLincoln website will be released in August 2016 – marketing campaign being developed around release***
 - ***Aggressive targeted social media campaign***
 - b. Advertise the benefits of living in Lincoln to those living outside Nebraska with a special focus on former Nebraskans
 - ***LPED has created digital & print material for this purpose***
 - ***Relocation guides go out as requested***

- *Attending veteran's separation events*
 - *Attending UNL Alumni event at 2016 Husker football games in Chicago & Columbus*
 - c. Develop a message broader than the Haymarket about the fun factor of living in Lincoln
 - *In development – in conjunction with HR Recruiters Advisory team*
 - d. Develop a "Recruit your friends & family to Lincoln" campaign
 - *A group of HR Recruiters have been convened and meet monthly to discuss best practices, challenges and to strategize on best ways to address workforce shortages*
 - *Planning underway for community marketing campaign under this topic*
4. The Partnership will lead a community welcoming and engagement strategy.
 - a. Request the YPG Board of Directors to designate as one of its highest priorities the leadership and implementation of a welcoming strategy targeted to the YPG demographic.
 - *Discussions being held with YPG leadership regarding their involvement*
 - *A committee from the HR Recruiter group has been formed and a "welcome to Lincoln event" is being planned for Fall 2016*
 - b. The Partnership will develop a series of videos to promote Lincoln to different subpopulations across all industries.
 - c. Expand the Relocation Directory to include a comprehensive Community Resource Directory. Purpose of the directory is to easily connect new people to those with similar interests, hobbies, etc.
 - *The Relocation Directory has been released includes a Community Resource Directory*
 5. Expand existing pipeline talent development efforts between the private sector and training and educational institutions.
 - a. The UNL College of Business Administration will lead an initiative to develop programming to embed and engage college and university students in local companies. (Example: Cincinnati, Ohio)
 - b. Support the development and promotion of Code School(s)
 - *LPED financially supporting Code School/FUSE Coworking thru Opportunity Fund – supporting the promotion thru social media and holding employer forum*
 - c. Expand participation in internships and apprenticeships for high school students.
 - *LPED participates in 1st Job Lincoln*
 - *LPED is a financial sponsor of the Career Academy and participates in mentoring and networking activities*
 - d. Focus on job skills development by forming a coalition of local nonprofit organizations and local business leaders.
 6. Connect with existing groups of HR leaders (such as the Knowledge Management Council) for assistance and support in implementing all recommendations.
 - *A group of HR Recruiters have been convened and meet monthly to discuss best practices, challenges and to strategize on best ways to address workforce shortages*

7. Public Policy actions

- a. Continue to educate the Chamber and LPED membership about LB840 funding.
- b. Monitor the proposed ten year income tax credit to graduates of public/private institutions. There would be more support for this initiative if it is expanded to include a broader range of individuals in addition to those with a four year degree.
 - ***This particular bill did not come out of committee in the 2016 legislative session. Chamber Public Policy staff will continue to discuss and advocate for legislation related to talent retention and recruitment.***