

Making all the difference
for **BUSINESS**





The perfect blend of great people, innovation, incentives and quality of life

Lincoln, Nebraska 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 for yourself how Lincoln's productive workforce, excellent location, innovative spirit, financial climate and quality of life can give you every advantage.

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

A Nearly Recession-Proof City is Not Slowing Down



“At 2.5 percent, Lincoln, Neb., has one of the lowest jobless figures in the country. But that’s nothing new – the city has ranked at or near the top of the nation, with one of the lowest unemployment rates for years, even during the Great Recession. Lincoln’s stable job market and newer opportunities in a surprisingly strong high tech sector are also bringing people from New York, San Francisco and Silicon Valley.”

→ NPR



Memorial Stadium

A major expansion of Memorial Stadium was completed prior in 2013. Approximately 6,000 new seats will be added to the east side of the stadium and will include a third deck addition above a row of 38 suites. A new entryway will feature three-story glass windows, leaving the historic exterior of the current stadium unaltered and visible from the outside. The expansion project will raise Memorial Stadium's capacity to over 90,000.



The Railyard

The Railyard, is a 10,000-square-foot, entertainment and dining district that is on Canopy Street located across the street from the Pinnacle Bank Arena. This vibrant venue features restaurants, bars and live entertainment. This unique downtown area hosts public events, concerts, festivals, outdoor markets, movie nights and a public ice skating rink in its courtyard.

Pinnacle Bank Arena

A testament to the progressive attitude of the Lincoln community, the 16,000 seat Pinnacle Bank Arena hosts sporting events, concerts and other activities and acts as a catalyst for the West Haymarket Development project.



Tower Square

The southwest corner of 13th and P Streets is a striking downtown gathering place. With eye-catching art, good food, Wi-Fi access and relaxing public spaces, the plaza has become a casual, comfortable family-friendly place.



Innovation is in the ATMOSPHERE

Lincoln's startup ecosystem is recognized nationally. Contributing to Lincoln's startup ecosystem is Nebraska Innovation Campus, which provides tremendous opportunity for startup and established companies to collaborate with University of Nebraska researchers and students.

- The Jeffrey S. Raikes School was established to develop leaders in technology and is quickly becoming the recognized leader in interdisciplinary computer science and business management education for premier students from around the world.
- Nebraska Angels was created by a group of local business leaders to promote early-stage capital to Nebraska-based technology companies.
- UNL's research expenditures for 2015 totaled more than \$278 million.
- UNL's Food Processing Center is recognized worldwide as one of the leaders in the food science industry, focusing on the development of new products, entrepreneurs and providing technology assistance to the food and agriculture industries.
- FUSE is a co-working space where Lincoln's creatives come and work in an exciting, stimulating professional environment that provides collaboration and community.
- NMotion is a mentor-driven, education-focused, startup accelerator based in Lincoln and open to candidates from across the nation. The program identifies early-idea stage startups, then helps create high-growth software and technology-based businesses in targeted industries of financial services, health care, manufacturing, transportation/logistics, communications and agriculture.



TOP 10 Lincoln ranks in the top 10
for Best Cities for Women
in the Workforce
→ nerdwallet.com

#3 The Top
20 Cities
For Young
Entrepreneurs
→ [nerdwallet](http://nerdwallet.com)



Sports and technology **create** a winning COMBINATION

Hudl, a Lincoln-based sports video editing company, was founded on one simple mission: Help coaches and athletes win. Nearly 10 years later, it sits at No. 35 on Fast Company's Most Innovative Companies of 2016, right alongside names like Uber, Apple, Spotify, BuzzFeed and Facebook.

Three University of Nebraska-Lincoln graduates, David Graff, Brian Kaiser and John Wirtz, created Hudl in 2006. The company provides online tools to edit and share video, study play diagrams and build custom highlight reels to more than 114,000 teams with 3.5 million unique users. These tools are designed to help coaches and athletes at every level of sport, from the smallest youth organizations to professional franchises around the world.

Hudl won the Lincoln Chamber of Commerce's Cornerstone Award for Outstanding Business of the Year, emphasizing the company's entrepreneurial spirit and contribution to the community's strong economic base, providing new opportunities for others to live and work in Lincoln.

"We're fortunate to have great support here in the Midwest," says Hudl CEO David Graff. "We've found that a number of people looking to either start or continue their careers have found this area to be a natural fit, not just because of the growing tech sector, but the city's commitment to its residents."

Construction is in progress for Hudl's new global headquarters, set to open in Lincoln's West Haymarket by fall 2017.

"We love being here in Lincoln. When you consider the kind of culture we want to build and the people we want to work with, there's really no better place to operate," explains Graff.



People are the greatest RESOURCE

A successful economic development strategy must focus on improving the skills of the area's workforce, reducing the cost of doing business and make the resources available to compete and thrive. With a population of nearly 300,000 in a region of over 1 million, Lincoln has all the advantages of a major metropolitan area but maintains the benefits of a smaller city. There's a reason for that...the people.

- Lincoln's population is highly educated. Approximately 93 percent of adults in the Lincoln area have completed high school and over 36 percent have at least a Bachelor's degree, well above the U.S. average of 27 percent.
- Lincoln is the home of the flagship campus of the University of Nebraska, Southeast Community College and six private universities and colleges.
- With consistent high graduation rates and ACT scores, Lincoln Public Schools rank among the top in the nation for quality of education. The community approved the investment of \$250 million in school facility upgrades, allowing for the best learning environments for students.
- Three full-service medical centers are located in Lincoln, and Nebraska has been recognized by Expansion Management Magazine for having affordable health care and lower health insurance costs.
- Wages for all occupation workers continue to be affordable in Lincoln, with average compensation remaining more than 10 percent below the national average.¹

Companies that have located and thrive in Lincoln include the following:

- Ameritas
- Assurity Life Insurance
- BNSF Railway
- Kawasaki Motors Manufacturing Corporation
- Molex
- State Farm Insurance
- Allstate
- Allied Insurance (Nationwide)
- Duncan Aviation
- Novartis Consumer Health Inc.
- Zoetis
- Verizon

¹Metropolitan Area Occupational Employment and Wage Estimates, Bureau of Labor Statistics.

**America's Best Cities
For New Jobs # 1**
→ Forbes.com



#1 Most Content City :)
→ 24/7 Wallstreet

Lincoln Young Professionals... a **positive** impact on the future of LINCOLN.

Since its foundation in 2003, Lincoln's Young Professionals Group (YPG) boasts an impressive history on which to keep building, as well as outstanding community support. Currently at over 900 members, YPG is one of the largest and most esteemed young professional organizations in the country. The Lincoln Partnership for Economic Development, Lincoln Chamber of Commerce and Gallup were early champions for the need to engage and connect young talent in the Lincoln community. Because of the group's strength and efficacy within the community, they have been identified as a key element of Lincoln's economic development strategy.

YPG set out to advance the personal and private lives of its members and while contributing to Lincoln community as a whole. This intersection of young professionals and their community has translated into successes like the Pinnacle Bank Arena, the Railyard entertainment district and LPS Bond Issues, brought to Lincoln in part through YPG advocacy. YPG has also matched over 100 young professionals to local boards, raised thousands of dollars to support local philanthropic causes and championed multiple young professionals to run for public office. YPG also partnered with Greater Omaha Young Professionals and Connecting Young Nebraskans to create a network that reaches all young professionals statewide.

In recent years, the group envisioned and enacted YP Week, a week long showcase of the young professionals' power to create change for Lincoln through networking, workshops, discussions and celebrations. YP Week catapulted conversation about code schools in Lincoln, which became a reality with the launch of *Girls Who Code*, made possible by a partnership with Hudl.

"When YPG began, we had high expectations. They have far exceeded anything we could have imagined," said Wendy Birdsall, President of the Lincoln Chamber of Commerce. "Their energy and enthusiasm is contagious, and Lincoln's future is in their hands."



A **success** story... DUNCAN AVIATION

Sixty years ago, Donald Duncan saw an opportunity to combine his appetite for aircraft with his vision for business. Standing at a position to take the leap, Duncan went for the opportunity. Three generations later, Todd Duncan, grandson of Donald Duncan, now steers the largest family-owned maintenance, repair and overhaul facility in the world from his corporate office in Lincoln.

Serving as an innovative and successful leader in its industry, Todd Duncan, says it all stems from a family passion. As a teenager, Duncan worked in the aircraft sales area and can remember accompanying his grandfather on business trips, watching and learning from his customer service skills and love for business aviation. After leaving the industry for several years, Duncan explains, "I had a strong calling to return to aviation. I was drawn to the airport, to flying and to flying our customers." Eight years after returning to the business, Robert Duncan, Todd's father, retired. "It was only a natural that I step up when my dad expressed interest in retiring."

After three generations of successful business ownership, the Duncan family continues to call Lincoln home. Not only does the city provide the Duncan family with an excellent quality of life, but it continues to retain a strong relationship with the family business. By providing Duncan Aviation with low costs of operation, productivity of the workforce, it also provides an ideal location.

Duncan states, "The biggest advantage we have had being headquartered in Lincoln is access to amazing, talented people with excellent work ethics. As a service business, the dedication and drive of our people makes all the difference to our customers and their businesses."

Duncan Aviation has also benefited from such programs as Nebraska Advantage, the state's top business incentive program, and participated in Lincoln's internship program, TalentLNK.



"Lincoln's public officials are responsive to the community's needs and desires and work actively to sustain pro-business legislation. At Duncan Aviation we are able to grow and expand due to the support of business programs and tax incentives. In addition, Lincoln is the ideal location for business - it's smack-dab in the middle of everything."

→ Todd Duncan, president and CEO of Duncan Aviation

Insurance company **benefits** from EXTENDED FAMILY

Ameritas opened its doors in Lincoln as Old Line Bankers Life Insurance Company of Nebraska in 1887. While the company has gone through many changes, growing to become one of the city's largest private sector employers, one thing has remained the same: it has stayed in Lincoln.

"Lincoln has a great, highly educated workforce, not only in quality but in tenure," says JoAnn Martin, chair, president and CEO. "People in Lincoln value work and appreciate the work environment and benefits provided to them."

Ameritas associates are very active in the community, volunteering their time and talents. One of Lincoln's advantages is that nothing is far away. People can get from work to home to their favorite activity or restaurant in half an hour or less.

Says Martin, "Lincoln's culture is embedded in our culture. We think of our business as an extended family—we want people to enjoy work and have friends at work.

"We're here to stay."

10 Most Beautiful Cities in the USA



"The state of Nebraska tends to evoke images of rolling hills and rugged landscapes. But the city of Lincoln is a modern diamond in the rough. It boasts high-end shopping, beautiful parks, museums and bustling nightclubs."

→ The Culture Trip



"Lincoln is a wonderful place to live, work and raise a family. We have a great public and private school system and there are a lot of opportunities in our city."

→ JoAnn Martin, Chair, President and CEO of Ameritas Life Insurance Corp.

There's **more** to life in LINCOLN.

While considering a move to Lincoln is serious business, there is life after work, and time to enjoy it. Lincoln is proud to be home of the University of Nebraska Cornhuskers NCAA athletic teams. Opportunities abound to enjoy the arts, shopping, family, and all that is to come with Lincoln's new 16,000-seat Pinnacle Bank Arena and entertainment district.

Lincoln was named the Happiest City in America by Gallup and the Healthiest City in the U.S. by the CDC in past years. There are 17 golf courses, 128 miles of trails and over 100 parks.

In Lincoln, you can also:

- Enjoy a show at the Pinnacle Bank Arena in the Historic Haymarket, a concert at the outdoor Pinewood Bowl venue tucked in Pioneers Park. or indoors at the Lied Center for Performing Arts. Lincoln also boasts a local music scene with an array of smaller venues.
- Embrace 20th-century American art at the Sheldon Museum of Art.
- Check out the action with professional baseball, USHL hockey and NCAA Division 1 athletics.
- Take your children to the Lincoln Children's Museum, the city's water park or the Lincoln Children's Zoo.

Let's get down to **BUSINESS.**

You've read about some of the great advantages Lincoln has to offer. But that's nothing compared to seeing it for yourself. Check out our website at www.selectlincoln.org. Then, call us at **402-436-2350** or email info@lcoc.com to arrange a time to visit with us.

We look forward to showing you why Lincoln makes all the difference for you and your business.



It makes **good** fiscal SENSE

The state of Nebraska and the city of Lincoln take your business very seriously. In fact, they're determined to make your decision to do business in Lincoln the most fiscally responsible thing you can do. Here's how:

- Nebraska Advantage, the state's tax incentive package, has been recognized internationally by companies such as KPMG for its effectiveness in helping businesses compete globally.
- You can get anywhere from here—quickly. Lincoln is right in the middle of the country, with air, rail and truck transportation readily available. Drive almost anywhere in the country in a day, or fly to either coast in less than three hours.
- Lincoln Electric System's overall electricity rates are ranked the 11th lowest amongst 106 cities nationwide. LES also prides itself in 99.99 percent reliability of service to the Lincoln community.
- Nebraska has worked to keep insurance premium taxes low and regulations superior. As a result, the state has become an epicenter for the insurance industry.

¹ Based on billing demand of 4,000 kilowatt/month, energy consumption = 400,000 kilowatt-hour/month. Average cost with Lincoln Electric System was \$20,680 in 2008. U.S. average was \$33,589.

² Lincoln Electric System (LES), <http://www.les.com/pdf/resource-library/key-facts.pdf>



Making all the difference
for **BUSINESS**



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