

GREATER OMAHA CHAMBER MEMBER DIRECORY – PERFORMANCE ASSESSMENT AND ROI

CATEGORY		Number	Percent	“Showcased” by GOC.com in 2023?	FY 2023 Revenue Generated by GOC?	Networked with other GOC members?	Networked with local or national media relations campaigns?
1.	Advertising, Media & Public Relations * Fastsigns; Monica Sempek Photography; Power Up by Sandy Spady	142	4.72	* Includes multiple entries of one company, typically in various locations, but with absolutely no differences in business services or “branding,” thereby inflating the total membership count. Absent is a dedicated page to “showcase” employers with greater scope of operations, services, and a significantly more “robust” business footprint.			
2.	Agriculture & Fishing	18	0.60	NE 2 nd largest industry is not “showcased”?			
3.	Arts, Culture & Entertainment * Monica Sempek Photography;	102	3.39	* Includes multiple entries of one company, typically in various locations, but with absolutely no differences in business services or “branding,” thereby inflating the total membership count. Absent is a dedicated page to “showcase” employers with greater scope of operations, services, and a significantly more “robust” business footprint.			
4.	Automotive & Marine * Club Carwash; Jensen Tire & Auto; Rocket Carwash	16	0.53				
5.	Business & Professional Services * Cyberbacker; Elevator;	305	10.13				
6.	Cleaning	13	0.43				
7.	Computers & Telecommunications	120	3.99				
8.	Construction & Contractors * Clark & Enersen; Hausmann Construction; Kiewit;	286	9.50	* Includes multiple entries of one company, typically in various locations, but with absolutely no differences in business services or “branding,” thereby inflating the total membership count.			
9.	Family, Community & Nonprofit * Film Streams; Goodwill; Grow Nebraska; WoodmenLife;	267	8.87	Absent is a dedicated page to “showcase” employers with greater scope of operations, services, and a significantly more “robust” business footprint.			
10.	Finance & Insurance * ACCESSbank; American National Bank; BMO; Central Federal Credit Union; Charter West Mortgage; Chase	479	15.91	<i>As of 2019, in Nebraska, insurance carriers and related activities is the largest industry, accounting for 8.6% of the state’s total GDP of \$130.0 billion.</i>			

	Bank; Cobalt Credit Union; Core Bank; Dundee Bank; Edward Jones; Enterprise Bank; Equitable Bank; First Citizens Bank; First Interstate Bank; First National Bank; Foundation One Bank; Lincoln Federal Savings Bank; Metro Credit Union; Mutual 1 st Federal Credit Union; Northwest Bank; Percipio; Pinnacle Bank; Premier Bank; Security National Bank; State Farm; U.S. Bank; Veridian Credit Union; Wells Fargo; WoodmenLife						
11.	General Memberships	4	0.13				
12.	Government & Education * Film Streams ; Nebraska Arts Council; State of Nebraska; University of Nebraska; UNO;	92	3.06	<p>* Includes multiple entries of one company, typically in various locations, but with absolutely no differences in business services or “branding,” thereby inflating the total membership count.</p> <p>Absent is a dedicated page to “showcase” employers with greater scope of operations, services, and a significantly more “robust” business footprint.</p>			
13.	Government, Education & Individuals * First Five; Omaha Girls Rock;	17	0.56				
14.	Health Care * ArchWell Health; CHI Health; Hillcrest Health Services; Kubat HealthCare; Methodist Health; Today’s Dental;	203	6.74				
15.	Home & Garden * Clark & Enersen;	65	2.16				
16.	Legal	52	1.73				
17.	Lodging & Travel * AAA; Courtyard by Marriott; Embassy Suites; Hampton by Hilton; Hilton Garden Inn; Holiday Inn;	52	1.73	<p>* Includes multiple entries of one company, typically in various locations, but with absolutely no differences in business services or “branding,” thereby inflating the total membership count.</p>			

	Omaha Marriott and Marriott Omaha and Residence Inn by Marriott;			Absent is a dedicated page to “showcase” employers with greater scope of operations, services, and a significantly more “robust” business footprint.
18.	Manufacturing, Industrial & Wholesale * ConAgra Foods;	111	3.69	
19.	Personal Services & Care * Yellow Brick Road Early Childhood Development	64	2.13	
20.	Pets & Veterinary	5	0.17	
21.	Public Utilities & Environment	30	1.00	
22.	Real Estate, Moving & Storage • Berkshire Hathaway; Elevator; NP Dodge; RE / MAX;	101	3.36	* Includes multiple entries of one company, typically in various locations, but with absolutely no differences in business services or “branding,” thereby inflating the total membership count. Absent is a dedicated page to “showcase” employers with greater scope of operations, services, and a significantly more “robust” business footprint.
23.	Religious Organizations	3	0.10	Fewer and fewer people are attending church, which is especially true of White people. In 2007, in Nebraska 71% of White Christians attended church on a regular basis. In 2016, in Nebraska, on 56% of White Christians attended church on a regular basis. Source: Pew Forum on Religion & Public Life, Religious Landscape Survey, July 2007; PRRI 2016 American Values Atlas. In 2023, LGBTQI+ “issues” split the United Methodist Church into two separate denominations. Given that all non-profits, especially religious organizations, churches, temples, synagogue, halls, etc., openly and constantly solicit “money” to build and sustain revenue streams to support this ministries, where’s the Chamber’s AA/EEO/DEI-based “inclusion” of traditional and LGBTQI+ religious organizations? According to rentechdigital.com, as of September 24, 2023 there are 269 churches in Omaha, Nebraska. According to churchangel.com, there are 2,955 churches in Nebraska. According to PEW Research, 75% of adults in Nebraska are Christian; 20% are unaffiliated;

				less than 1% are Jewish or Muslim or whatever. Given the perpetual drop in membership and revenue streams, this “business segment” is grossly untapped and neglected.
24.	Restaurants, Food & Beverages * Amigos Kings; Arby’s; Baby Blue Sushi Sake Grill; Baker’s Supermarket; Blatt Beer & Table; Charleston’s; Family Fare; Godfather’s Pizza; Hardy Coffee; Primo’s Mexican Restaurant; PROOF Whiskey Bar & Craft Cocktails; Runza; Scooter’s Coffee;	224	7.44	* Includes multiple entries of one company, typically in various locations, but with absolutely no differences in business services or “branding,” thereby inflating the total membership count. Absent is a dedicated page to “showcase” employers with greater scope of operations, services, and a significantly more “robust” business footprint.
25.	Shopping & Specialty Retail * Jensen Tire & Auto; Mobility City of Omaha; Office Depot; Urban Abbey;	73	2.43	
26.	Sports & Recreation * CHI Health;	52	1.73	
27.	Transportation * Baxter; Carstar; Dingman’s Collision; Elevator; H&H; Jensen Tire & Auto; Woodhouse;	114	3.79	
TOTAL		3,010	100	