



UNIVERSITY OF NEBRASKA AT OMAHA

CENTER FOR PUBLIC AFFAIRS RESEARCH

# Data and Research Series for Community Impact

PART ONE

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**Using Data to Drive  
Growth in Planning  
and Economic  
Development**  
*Economic Development  
Panel*

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# Target Industry Analysis

- Why now?
  - Change in economic conditions
  - Increase in size and scope of projects
  - Shift in project type—away from office projects
- Goals
  - Affirm or disprove our perspective and focus
  - Identify new opportunities and strengths
  - Compare and contrast location factors with current resources

# TIA Findings and Recommendations

- Six Key Industry Targets
  - Agri-tech and Food Processing
  - Advanced Manufacturing
  - Information Technology and Software Development
  - Renewable Energy and Sustainable Technologies
  - Healthcare and Life Sciences
  - Transportation and Logistics
- Three Emerging Targets
  - Fintech and Insurtech
  - Autonomous Systems and Robotics
  - Creative Industries

# TIA Findings and Recommendations

- Strategic Recommendations
  - Leverage Nebraska Innovation Campus
  - Develop targeted marketing campaigns and incentive packages to attract key business sectors
  - Invest in infrastructure improvements (water, power)
  - Foster partnerships between industry and education
  - Promote quality of life to attract and retain talent
  - Continue to grow entrepreneurial ecosystem
  - Adapt and monitor emerging trends and technologies

# Site Inventory Analysis

- Physical mapping and data collection for all “developable” sites three acres and up.
- Identifying
  - Size
  - Current Zoning / Land Use
  - Future Land Use
  - Growth Tier
  - Flood Plain
  - Utility Location and Capacity
- Process informs understanding of site readiness and identification of new opportunities and gaps

# Site Inventory Analysis

- Flood Plain Challenges
  - 33% of all sites studied affected.
  - Of affected sites, vast majority of significance
- Lack of Water / Wastewater Infrastructure
  - 42% of sites lack infrastructure
- Lack of Large Sites
  - 22 unique parcels of 100 acres or larger
    - 6 planned for future industrial land use
    - 0 currently zoned industrial
  - 1 site suitable for large user

# What's Next

- Refine Recruitment Strategy
  - Continue to leverage community advantages
  - Highlight unique community features
  - Underscore standout quality of life factors
- Identify areas to close gaps for key industries
  - Champion infrastructure development projects
  - Advocate for thoughtful incentives that catalyze growth
  - Work with city on potential of zoning changes

# Business Support Visits Survey

- Community Strengths
  - Employee Work Ethic
  - Quality of Life
  - Strong Education System
  - Cost of Doing Business Low
- Community Weaknesses
  - Labor-Skilled
  - Labor-Unskilled

# Business Support Visits Survey

- Barriers to Growth
  - Labor--#1 Issue Cited
- Manufacturing Sector
  - Needed 10% More
  - Created Internal Program Called Lincoln Manufacturing Council—2019
    - 385 Level One Completers in 39 Classes
      - 111 Completers in 11 Classes with Correction Facility
      - 76 Completers in 10 Classes with High Schoolers
    - Level 2 Class Created 2023
      - 35 Level 2 Completers