



Making all the  
difference  
for **BUSINESS.**





The perfect blend of **great people**, Innovation,  
Incentives and **quality of life**

Lincoln 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 standing for quality of life, safety and environmental measures to present a city that's affordable, accessible and most of all...thriving.





## Memorial Stadium

A major expansion of Memorial Stadium is expected to be complete prior to the 2013 college football season. 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.



## 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.

## Lincoln Civic Plaza

The southwest corner of 13<sup>th</sup> and P Streets is transforming into a striking downtown gathering place, to be called the Lincoln Civic Plaza. It will include eye-catching art, good food, Wi-Fi access and relaxing public spaces. The plaza will become a casual, comfortable family-friendly place.



## Centennial Mall

Located in the heart of downtown Lincoln, Centennial Mall is one of the most frequently photographed and most recognized public places in the state. Countless citizens visit the seven-block public space that connects the State Capitol to the University of Nebraska. Built in 1967 to commemorate the state's centennial anniversary, Nebraska's Centennial Mall has functioned as a gathering area and rallying point for many different historic events and occasions. The mall is currently under restoration and redesign.



## The Railyard

The Railyard, is a 10,000-square-foot, horseshoe-shaped entertainment and dining district that also hosts public events, concerts, festivals, outdoor markets, movie nights and a public ice skating rink in its courtyard.



# Innovation is in the ATMOSPHERE.

Innovation and forward thinking are no strangers to Lincoln. In fact, the community encourages it. More than 30 new companies have received their start at the city's Technology Park, developed by Lincoln business leaders. Because of this success, a new 251-acre Innovation Campus is now underway with its first tenant, ConAgra Foods.

The people of Nebraska and Lincoln are encouraging new business ideas in a variety of ways:

- 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 2012 totaled more than \$253 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 knowledge-workers, creatives and technologists can come and work in an exciting and stimulating professional environment that provides collaboration, community and creativity.
- Created in 2013, NMotion is a mentor-driven, education-focused, startup accelerator based in Lincoln and open to candidates from across Nebraska and the surrounding region. 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.

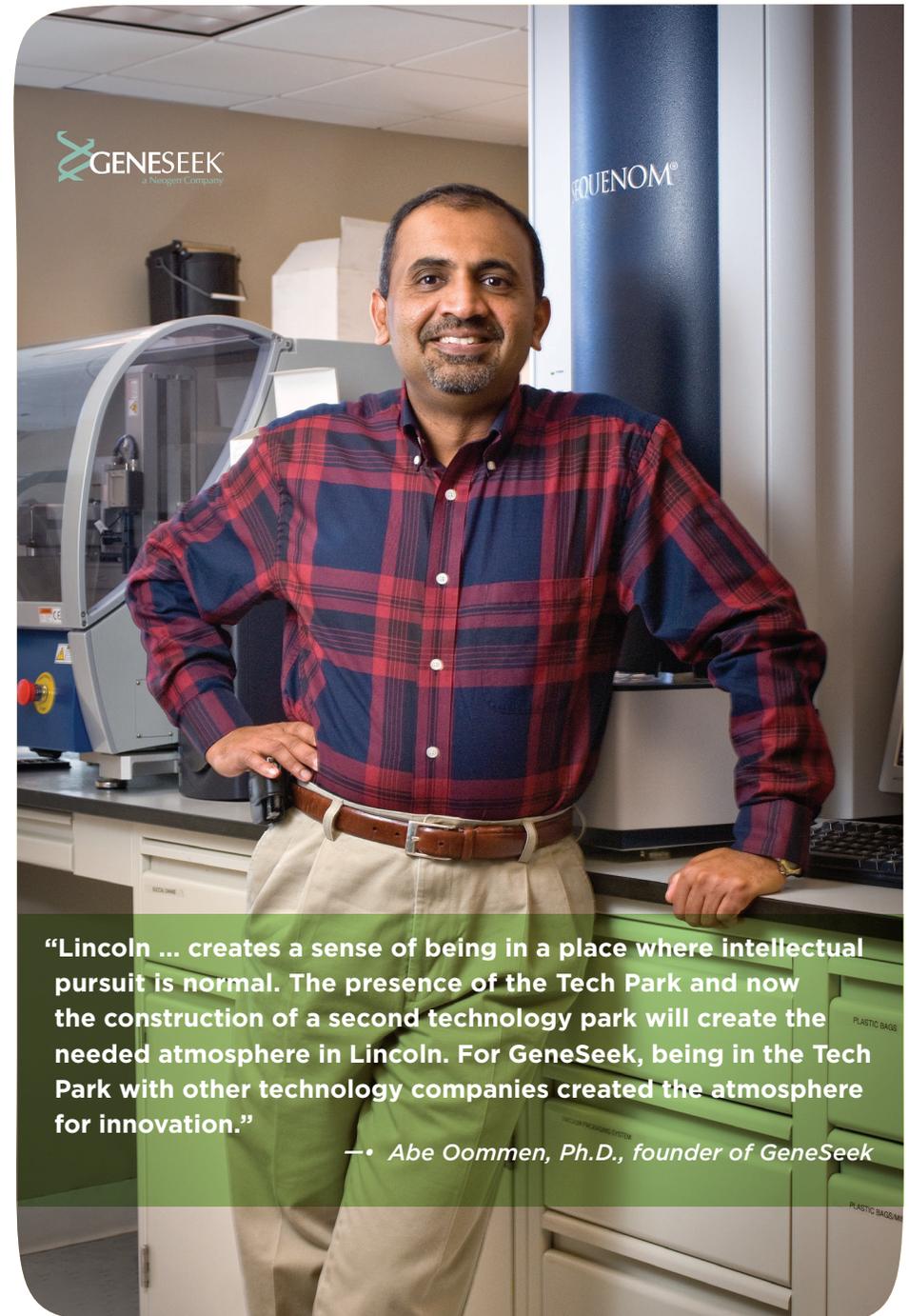


# Agriculture and technology **create** a winning COMBINATION.

In the heart of ag country is GeneSeek, Inc., a life science firm specializing in agricultural genomics and clinical diagnostics. After 15 years, GeneSeek is the market leader, with offices in several parts of the world.

The company started at the University of Nebraska Technology Park. There, the two cofounders, Abe Oommen and Daniel Pomp, had a fully furnished, built-out laboratory space and one part-time employee. "Today, about 70 employees help process about 20,000 samples per week for customers around the world," says Abe Oommen. In 2010, the company was acquired by Neogen of Lansing, Michigan.

GeneSeek has played an important role in the growth, development, and adaptation of molecular methods in animal agriculture. "We credit our continuing prosperity to finding good employees and making them part of the company while adapting to and adopting technology appropriately and quickly," explains Dr. Oommen.



**"Lincoln ... creates a sense of being in a place where intellectual pursuit is normal. The presence of the Tech Park and now the construction of a second technology park will create the needed atmosphere in Lincoln. For GeneSeek, being in the Tech Park with other technology companies created the atmosphere for innovation."**

*—• Abe Oommen, Ph.D., founder of GeneSeek*

# 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 available the resources to compete and thrive. With a population of 250,000 in a region of well 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 35 percent have at least a Bachelor's degree, well above the U.S. average of 27 percent.
- Lincoln is home to the University of Nebraska, Nebraska Wesleyan University, Union College and Southeast Community College.
- 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 and others for having affordable health care and lower health insurance costs.
- Wages for production workers continue to be affordable in Lincoln, with average compensation remaining more than 10 percent below the national average.<sup>1</sup>

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

<sup>1</sup>Pay relative to Major Occupational Groups in Metropolitan Areas, National Compensation Survey, July 2010



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

The need to engage and connect young talent in the Lincoln community was identified as a key element of Lincoln's economic development strategy in 2003.

Soon after, in a joint effort by the Lincoln Chamber of Commerce, Lincoln Partnership for Economic Development and Gallup, the Lincoln Young Professionals Group (YPG) was established. The key motivation behind the effort was to find a way to give young leaders opportunities to develop their professional skills, network, become involved in community politics and engage in philanthropic activities.

Founding member and first organization chairperson, Liz Shotkoski of Gallup states, "When people feel a connection, a sense of ownership, a sense of community, they stay."

Since, Lincoln has embraced YPG. The group has grown to become an assembly of over 800 active members, one of the largest in the United States. "The community has been very supportive of this organization," said Russ Ripa, one of the founding members.

Each year, members of YPG have access to over 30 networking events, volunteer activities, educational events and an annual golf outing to raise money for various non-profits in Lincoln. Most importantly, YPG encourages young leaders to connect and form friendships, a key factor in retaining young talent in the community.

Jim Krieger, Chief Financial Officer of Gallup said the effort is one that will benefit Lincoln's future. "It seems logical and futuristic to have an organized effort to engage Lincoln's young leaders, their opinions, their energy and their enthusiasm for community...they are Lincoln's future."

Young individuals also have the opportunity to take on leadership roles within YPG. Several committees have been created, allowing members to take their professional skills and apply them to the organization. Professional Development, Entrepreneurship, Marketing, and Philanthropy are just a few committees that work together to make YPG a success.



# 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—as 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.
- The average cost of electricity for commercial/industrial users is about \$13,000 less than the U.S. average.<sup>1</sup> And for the 21st straight year, a survey by KPMG LLP ranks the rates paid by Lincoln Electric System customers among the lowest 10 percent in the country.<sup>2</sup>
- 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.
- Lincoln has been ranked 7th of 200 in 2012 “Best Places for Business and Careers” by Forbes.com.

<sup>1</sup> 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.

<sup>2</sup> Lincoln Electric System (LES), <http://www.les.com/pdf/RateSurvey.pdf>.



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

Nearly 50 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*

# 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 to 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 in 2013 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 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.
- Enjoy 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](http://www.selectlincoln.org). Then, call us at **402-436-2350** or email [info@lcoc.com](mailto: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 family.*

## Insurance company **benefits** from EXTENDED FAMILY.

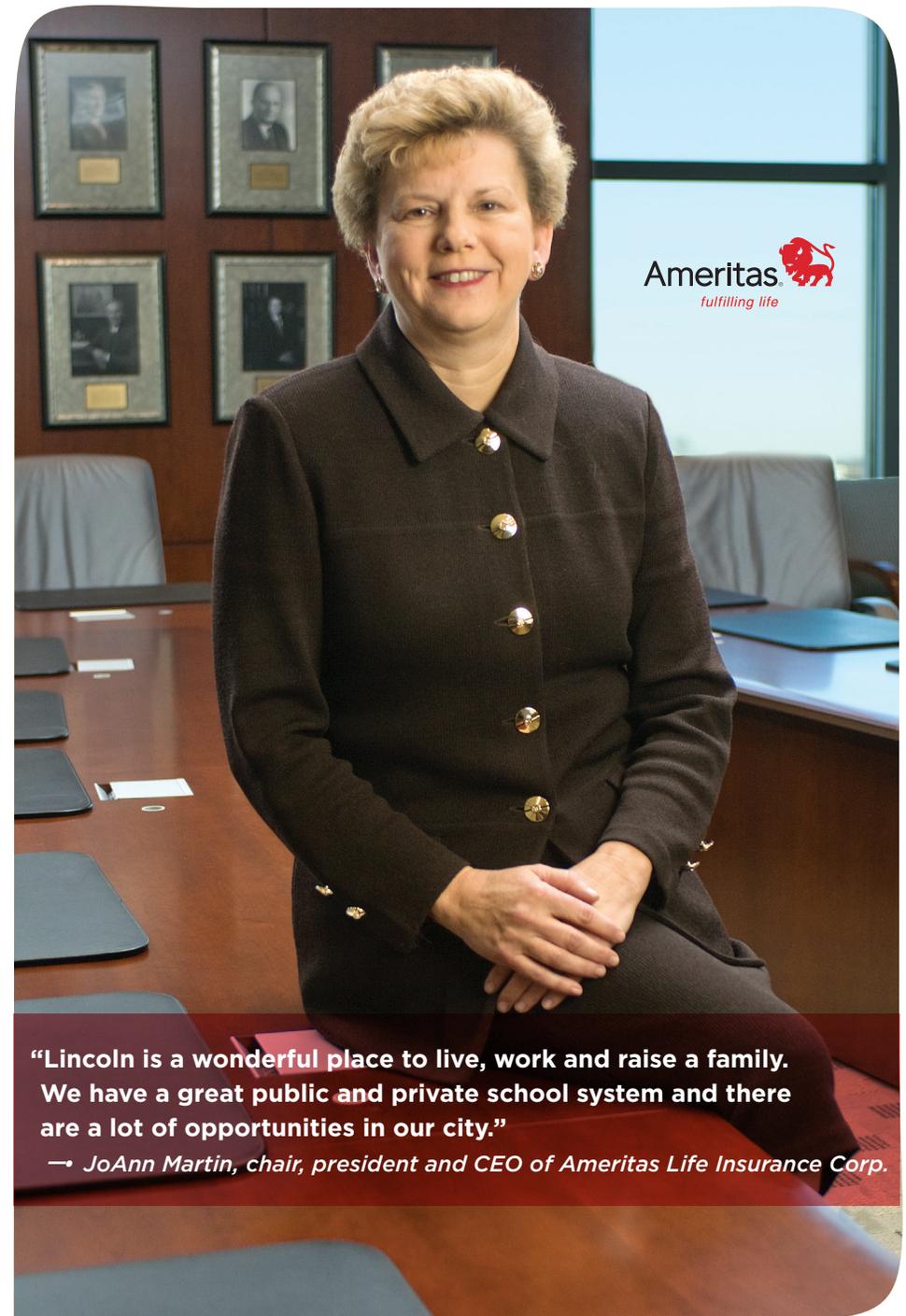
Ameritas opened its doors in Lincoln as Old Line Bankers Life Insurance Company of Nebraska in 1887. While the company has gone through many changes, growing to become one of the city's largest private sector employers, one thing has remained the same: it has stayed in Lincoln.

"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."



**"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.*

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