

GOOD LIFE GAME CHANGER 2022

 **NECHAMBER**
POLICY PRIORITIES

OUR TIME IS NOW.

For all the havoc and personal hardship it has created, the pandemic has also changed the rules of the game – in **Nebraska's favor**.

We are on the fast track to economic recovery. Our businesses stayed open. Our fiscal discipline has paid off. We have healthy reserves. State revenues are smashing forecasts, and federal dollars for pandemic relief are flowing into state and local coffers.

Record-breaking unemployment tells the world Nebraskans are ready to get to work, while working from anywhere opens doors.

After a decade of self-made momentum, our **dreams** of economic, population, workforce and tourism growth in our communities are **palpable**.

Only four remaining challenges – **talent, innovation, community building and tax burden** – stand between us and decades of unprecedented growth and enriched quality of life.

2022 brings the opportunity of a lifetime to solve these challenges, revitalize the Good Life and **attract young families and talent**. Our Nebraska resolve and strategic vision give us an advantage in delivering results.

The Good Life is making a comeback.



NE CHAMBER GOOD LIFE GAME CHANGER PRIORITIES 2022

We face a once-in-a-lifetime opportunity to deliver unmatched economic security and quality of life for Nebraskans through 2050 if we:

- **Compete and win in the race to attract new families and talent;**
- **Promote community vitality and quality of life;**
- **Accelerate innovation in high-growth sectors to expand global competitiveness;**
- **Remove barriers to economic growth; and**
- **Expand opportunity for all Nebraskans.**



OUR NEEDS ARE CLEAR

In listening sessions and member surveys through 2021, business leaders shared the top challenges and opportunities facing their organizations and communities.

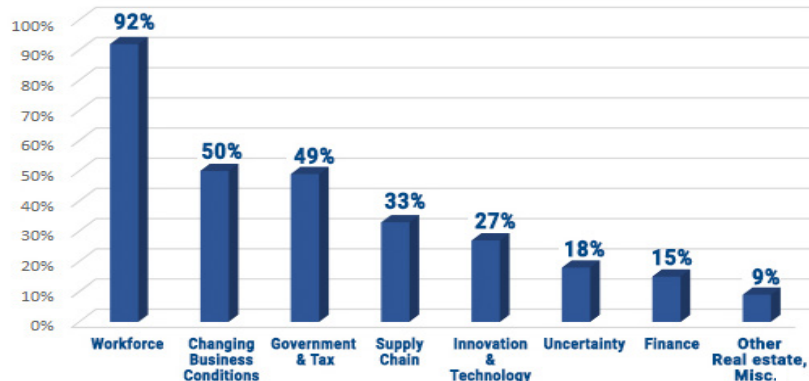
Business Barriers

Workforce dominates the needs of community business leaders, although they continue to be challenged by changing business conditions, taxes, regulation, supply chain bottlenecks and tech upgrades.

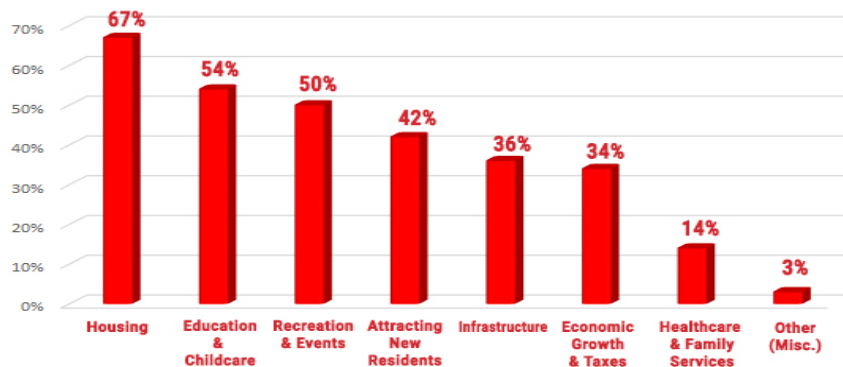
Community Opportunities

Housing, childcare, education, and community life – workforce enablers - were identified as top opportunities for community growth.

Barriers to Business Growth



Community Opportunities for Growth



WE HAVE A PLAN

Begun under Governor Pete Ricketts and University of Nebraska leadership, the Blueprint Nebraska plan offers 15 initiatives to further grow the state's economy by 2030.

Progress will be measured against a series of economic indicators and rankings to ensure success, including:

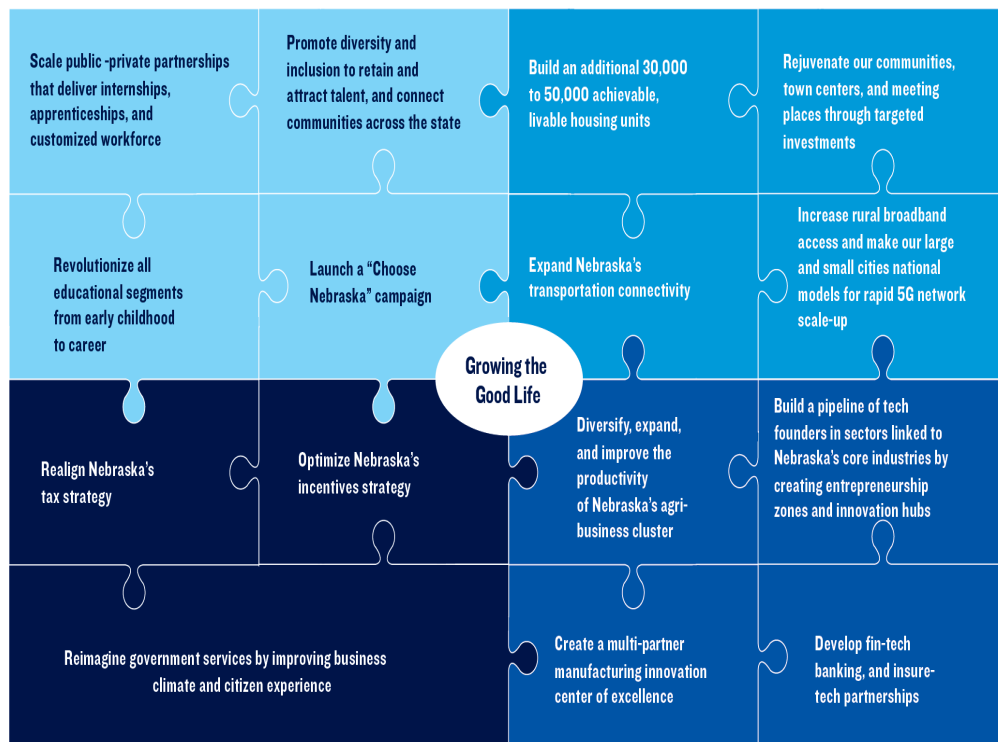
- ✓ Make Nebraska a top-three state to live in;
- ✓ Create 25,000 jobs;
- ✓ Grow annual income of each Nebraskan by \$15,000;
- ✓ Attract 43,000 18- to 34-year-olds to Nebraska; and
- ✓ Boost research and development investment by \$200 million annually.

The NE Chamber is a proud private sector partner in Blueprint Nebraska.

Learn more at blueprint-nebraska.org



People Places Government Sectors



TIME TO EXECUTE

2022 brings game-changing opportunities to build Nebraska's talent pipeline, attract 18- to 34-year-olds seeking excellent quality of life, bolster infrastructure to support population and economic growth, and enhance opportunities for all Nebraskans.



Solve workforce.

Supercharge successful internship, apprenticeship and workforce training programs with one-time infusions of double and triple the funding and expanded eligibility. Commit long-term to Nebraska's talent attraction campaign. Pursue federal immigration reform.



Drive innovation.

Invigorate Nebraska's transformation to tech-enabled commerce with shot-in-the-arm funding for research and development, high-tech workforce training, and accelerating automation, security and technological upgrades.



Redefine infrastructure.

Amp up private and public physical infrastructure investment to aid pandemic recovery and accelerate industrial and commercial site development plans in more communities. Put Nebraska on the map for mega-site development with multiple sites across the state.



Empower communities.

Deliver one-time, targeted, historic investments in community housing, childcare, healthcare, broadband, recreation and entertainment solutions that attract new residents and families and offer unmatched quality of life.



Modernize our tax system.

Address Nebraska's high tax burden for the long term by modernizing to match the 21st-century economy, attract new residents, encourage private investment and drive GDP growth.

NECHAMBER GOOD LIFE GAME CHANGER PRIORITIES

OUR TIME IS NOW

Rarely in our history do the **stars align** to bring **game-changing opportunity** to every community in Nebraska.

We have momentum. We've made excellent strides in customized solutions for workforce development, housing, transportation, infrastructure, community amenities and modernized economic incentives. We aren't afraid to try new things. The result is a rebirth of economic growth, community investment and new residents. We have more to do, but our success energizes our work.

We are united. We share a vision of revitalized communities, new families, unmatched quality of life and opportunity for all Nebraskans. Together, we will make it happen. We already are.

We are recovering faster, better and stronger. We've broken state unemployment records. Demand for our products, goods and services has rebounded and multiplied. Opportunity knocks for everyone. Historical barriers to entry are being broken down.

We have new resources. Nebraska has scrimped, cut and saved when needed. Now, it is in a strong economic position to reinvest in communities and people while lowering tax burden. A one-time infusion of federal funding for economic recovery and infrastructure would accelerate our progress.

We have bold leaders. Our state is rich in strong leaders – true public servants with the fortitude, experience and passion to make bold decisions that help us break from the status quo and unlock game-changing opportunities.

We have a plan. With input from literally thousands of Nebraskans, the Blueprint Nebraska statewide strategic economic development plan capitalizes on Nebraska's strengths to attract new residents and build a more prosperous future for all Nebraskans.

We are disciplined and focused. Our Good Life values give us a competitive edge over other states. We aren't starstruck by big dollars. We know each new dollar, when wisely invested, maximizes benefits – whether building talent or community infrastructure, or lowering the costs of living and doing business.

Our **big ideas** for a stronger, more **vibrant Nebraska** can happen now. **Bold moves** now will break the status quo, boost quality of life and grow the economy at a size and scale **not seen in a century.**

NE CHAMBER IN ACTION

The shared vision of NE Chamber members invigorates our work and resolve. Together, we are vigilant and engaged in public policy.

- We build actionable strategies and partnerships to keep Nebraska's business climate competitive and our economy growing.
- Our statewide business network is unequalled by any other association.
- Unlock the benefits of NE Chamber membership today!

nechamber.com

Strong Businesses. Strong Communities.



Good Life Game Changer Proposal Partners

Leaders of chambers and economic development organizations from across the state joined forces on a proposal to quickly ramp up workforce initiatives, talent attraction, innovation and economic infrastructure using American Rescue Plan Act funds. The proposal complements economic development initiatives outlined in the Blueprint Nebraska statewide strategic plan. <https://www.nechamber.com/good-life-game-changer.html>