



Nebraska Chamber Virtual Manufacturing Summit Series

GROWING THE GOOD LIFE



2018

Charting the Course

- A statewide plan for economic growth, competitiveness and prosperity

Private Sector Leadership

- 21-member, private-sector Steering Committee
- 16 Industry Councils formed around key sectors to provide initiative ideas

Statewide Assessment & Engagement

- Data-driven analysis supported by McKinsey & Company
- 7000+ stakeholders from across the state added insight and perspective

2019

The 2030 Vision

Our people, land, and location will propel Nebraska to be the most welcoming Midwest state for youth, talent, investment, and commerce and a national model for continuous growth and prosperity

Growing The Good Life Plan

- Prioritized 15 Signature Initiatives based on 5 Aspirational Goals
- 4 Growth Themes: People, Places, Government & Sectors



Developing Trends & Emerging Opportunities



- The tide is turning for traditional business outsourcing, and manufacturing's role is evolving. Global trade conflicts are leading many to consider **re-shoring and on-shoring business** strategies.
- The present climate is driving manufacturing and agri-business companies to **build digital muscle**, allowing them to be more nimble and quick in responding to market-based threats or opportunities.
- Rethinking global systems and markets will give way to **small and distributed manufacturers and shorter supply chains**.
- A virtual workforce is becoming commonplace, requiring new **investment in broadband connectivity** and 5G.
- The COVID-driven economic shutdown has wreaked havoc on public finances, but states that are fiscally stable and that have **well-structured tax systems** are positioned for recovery.



Blueprint's 15 Signature Initiatives ... based on 4 Growth Themes

- 1 Promote diversity and inclusion to retain and attract talent, and connect communities ★
- 2 Scale public-private partnerships that deliver internships, apprenticeships, and customized workforce solutions ★
- 3 Launch a "Choose Nebraska" campaign ★
- 4 Revolutionize all educational segments from early childhood to career
- 5 Build additional achievable, livable housing units
- 6 Rejuvenate our communities, town centers, and meeting places ★
- 7 Expand Nebraska's transportation connectivity
- 8 Increase rural broadband access and make our cities national models for 5G scale-up ★
- 9 Realign Nebraska's tax strategy ★
- 10 Optimize Nebraska's incentives strategy
- 11 Reimagine government services
- 12 Diversify, expand, and improve the productivity of Nebraska's agri-business cluster ★
- 13 Build a pipeline of tech founders by creating entrepreneurship zones and innovation hubs ★
- 14 Create a multi-partner manufacturing innovation center of excellence ★
- 15 Develop fin-tech, banking, and insure-tech partnerships

Stakeholder Prioritization Matrix

