

VITALITY LINCOLN

The Lincoln Chamber of Commerce, two top consulting firms, a 42-member steering committee and 3,500 community members outlined a vision for Lincoln’s economic future and how to achieve it. Together, we created Vitality Lincoln.

VITALITY LINCOLN WILL

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 > Develop a **downtown convention center** to expand Lincoln’s capacity to recruit events and visitors
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 > Create a network of dynamic **mixed-use activity hubs** across the city to promote entrepreneurs, the arts and neighborhoods
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 > Establish a coordinated **Career Pathway System** to connect people and businesses with Lincoln’s workforce and education programs
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 > Tell the story of life in Lincoln through a **refreshed external brand** and sustained earned media promotion
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 > Work with regional partners to **establish an I-80 development corridor** and prioritize the development of the Lincoln East Beltway
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 > Create an accelerated **infrastructure investment task force**
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 > **Support workforce growth** through expanded housing development and early childhood education programs

...and so much more. Visit lcc.com/economic-strategy for more information.

KEY INITIATIVES



ANCHOR STATEMENTS



THANK YOU TO THE COORDINATING COMMITTEE

Terry Heimes, Nelnet (committee chair)
John Olsson, Olsson (committee chair)
Bob Caldwell, NEBCO

Russ Gronewold, Bryan Health
Christie Hinrichs, Tabitha
Marc LeBaron, Lincoln Industries

THANK YOU TO THE STEERING COMMITTEE

John Bergmeyer, OHDBS Law
Quentin Brown, Educare of Lincoln
Pablo Cervantes, Casa Property Management
John Chapo, Lincoln Children's Zoo
Connie Edmond, WRL CPA
Kyle Fischer, Realtors Association
Dr. Paul Gausman, Lincoln Public Schools
John Goodwin, Malone Center
Alec Gorynski, Lincoln Community Foundation
Dr. Ronnie Green, UNL
Noah Greenwald, INSPRO
Jamie Harder, Duncan Aviation
Shannon Harner, NIFA
Mark Hesser, Pinnacle Bank
Andy Hunzeker, Lincoln Industries
Dr. Paul Illich, Southeast Community College
Tut Kailech, NeighborWorks Lincoln
Susan Keisler-Munro, Assurity

Michaela Kumke, Food Bank of Lincoln
Bill Lester, Ameritas
Tom Lorenz, Pinnacle Bank Arena
Nate McKown, FNBO
Brad Moline, ALLO
Bryce Morgan, Nebraska Bank of Commerce
Jered Morris, Olsson
Ben Pankonin, Social Assurance
LG Searcey, Union Bank & Trust
Clay Smith, Speedway Properties
Tom Smith, D.A. Davidson
Dr. Liz Standish, Lincoln Public Schools
Diane Temme Stinton, TMCO
Sriyani Tidball, Tidball Photography
Bill Udell, Don't Panic Labs
Kevin Wailes, LES
Lizz Whitacre, Pawlytics
Jennifer Williams, City of Lincoln

VITALITY LINCOLN PLAN CONSULTANTS

Two nationally-recognized, top-tier consulting firms, Broad Ripple Strategies and DMOProz, worked with a steering committee of business leaders to develop an Economic Vitality Strategy focused on defining a vision for our city's economic future and how to achieve it.



SCAN FOR MORE INFORMATION