



# PROSPER OMAHA 2.0 FEATURES

	Prosper Omaha	Prosper Omaha 2.0
<b>Business Growth</b>		
Strengthen core sectors and target high impact technologies	✓	+
Boost startup ecosystem	✓	+
Create more diverse and inclusive economy		✓
Increase international investments and exports	✓	+
<b>People</b>		
Increase career awareness so the best and brightest choose to begin and grow their careers here	✓	+
Retain and attract the world's best talent	✓	+
Diversity and inclusive hiring and promotion practices are the best in the nation		✓
Transition existing talent into growing careers and industries so every resident has the opportunity to improve their prosperity	✓	+
<b>Place</b>		
Drive targeted development and redevelopment to enhance the region	✓	+
Promote the development of an enhanced transportation system		✓
Develop and execute marketing strategies that increase the awareness of the region's positive attributes	✓	+
Focus on actions that create vibrant and connected downtowns throughout the region		✓
Encourage the development of more inspiring and engaging public spaces		✓
Build upon strong assets and drive economic growth through solid and intentional partnerships	✓	+