

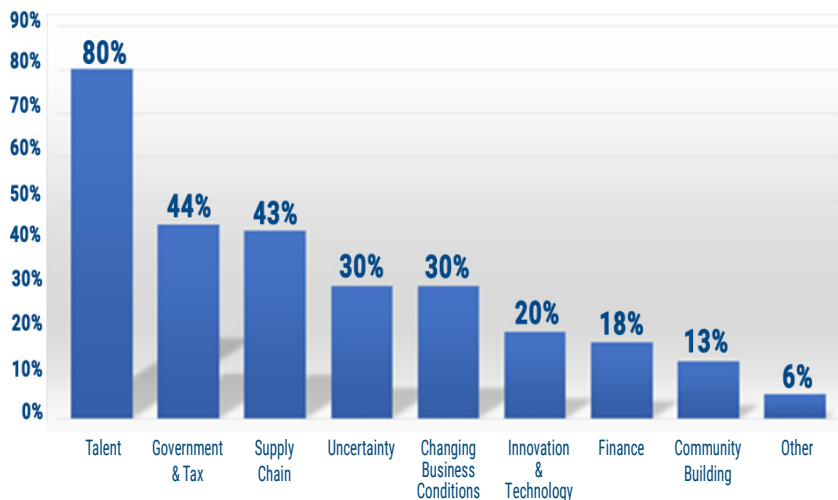


Over the summer of 2022, the NE Chamber surveyed its members to understand the top barriers and opportunities they face when it comes to growing their business in their communities.

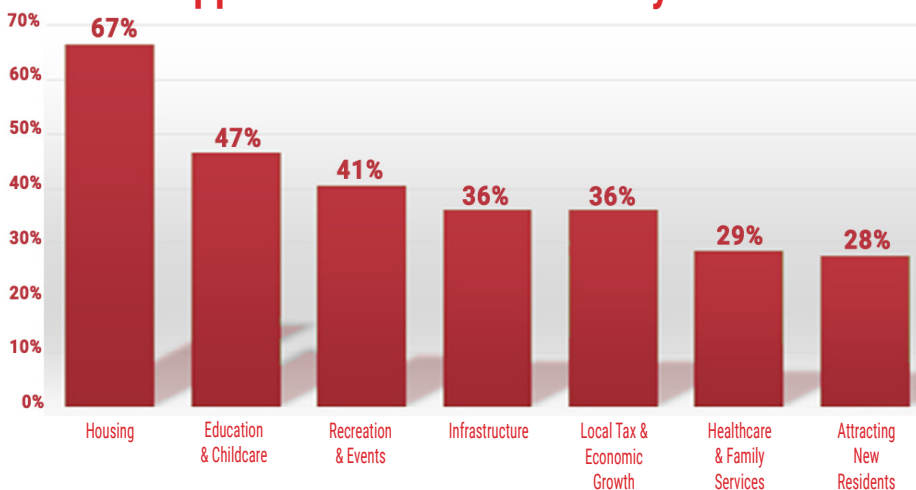
The survey garnered about 230 responses from community business leaders and revealed many realities of the evolving environment in which Nebraska businesses are competing.

RESULTS SUMMARY

Barriers to Business Growth



Opportunities for Community Growth



* Chart legend on page 2.

AT A GLANCE

Percentages reflect those who listed a specific challenge or opportunity in their top three to five priorities for this summer.

- ▶ Attracting talent once again dominated the concerns of community business leaders (**80%**).
- ▶ Housing (**67%**), and education and childcare (**47%**) are considered top opportunities for community growth – amenities often viewed as workforce enablers.
- ▶ Employers continue to be challenged by supply chain issues post-pandemic (**43%**).
- ▶ Investments in recreation and community events (**41%**), and transportation, broadband and development infrastructure (**36%**), are viewed as key factors in community growth.
- ▶ State and local government regulation and taxes are consistently identified as barriers to growth (**44%** say they affect business growth; **36%** say they affect community growth).

BUSINESS CHALLENGES

Talent: hiring a skilled workforce; upskilling and training employees; mentorship or networking opportunities; recruiting diverse candidates

Government & Tax: government regulations; tax burdens; local zoning and building codes

Supply Chain: supply chain issues; access to transportation and logistics resources

Uncertainty: finding and retaining new customers; difficulty replicating success in a new location; burnout or doubt in the ability to grow

Changing Business Conditions: marketing; strategic planning; meeting customer demand; succession planning

Innovation & Technology: embracing change and encouraging innovation; inadequate technology and equipment; access to high-speed internet

Financing: access to capital; lack of funds

Community Building: infrastructure and amenities

Other: commercial real estate, inflation and construction costs

COMMUNITY OPPORTUNITIES

Housing: affordable or available housing

Education & Childcare: changes to the public school system/education policies; more childcare and early childhood education options

Recreation & Events: parks and recreation; more options for entertainment and dining; more citywide activities that enhance community atmosphere

Infrastructure: transportation; improved broadband/5G access; more commercial and private development sites

Local Tax & Economic Growth: diversify the local economy; lessen state and local tax burden

Healthcare & Family Services: better access to necessary health care; family and social support services; infrastructure for refugees and immigrants

Attracting New Residents: welcoming community atmosphere; recruitment campaign to attract or retain residents