



OUR CITY. OUR VISION. OUR TIME.

EXCLUSIVE PARTNERSHIP OPPORTUNITY

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FOUR STAGE PROGRAM

- 1 STRATEGIC PARTNERING OF THOUGHT LEADERS
- 2 DESIGN THINKING & VISUALIZATION
- 3 CONTENT INNOVATION
- 4 MULTICHANNEL MARKETING





TARGET MARKETS

- City Vision is designed for **midsize markets with an influx of tech companies and start-ups.**
- These markets continue to offer a lower cost of living and **high quality of life.**
- Until recently, these cities have been flown over, passed over, and considered **minor league markets.**
- These markets are home to national and global businesses that share a **vested interest in the city's future.**





WHY OMAHA 2033

- **RETAIN TALENT:** Reverse the brain drain by keeping the best and brightest in Omaha, while attracting top-tier talent from across the world.
- **ENTICE INNOVATORS:** Make Omaha one of the 10 best cities for start-ups in the country.
- **TOUT OUR THOUGHT LEADERS:** Provide a platform for Omaha visionaries to show how they are transforming their respective industries.
- **SET OURSELVES APART:** Position each partner company as the best in its class, while giving Omaha the world-class recognition it deserves.





WHAT IT LOOKS LIKE

- **DESIGN THINKING WORKSHOP** to translate vision to content
- **CUSTOM VIDEOS** with usage rights
- **LOCAL BROADCAST** promotion
- **DIGITAL** distribution
- **STREAMING** on OTT apps
- **SOCIAL** integration across all platforms
- **LIVE EVENT** with business and city leaders
- **PR** and earned media





CONTENT VERTICALS



Healthcare



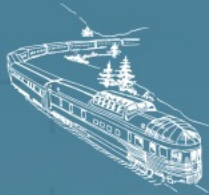
Auto



Tech



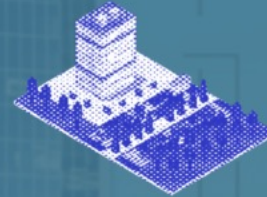
Education



Transportation



Banking



Urban Planning



Telecom



Agriculture



Sports



Tourism



Real Estate





THANK YOU

LISA VOLENEC



SETH FELDMAN

