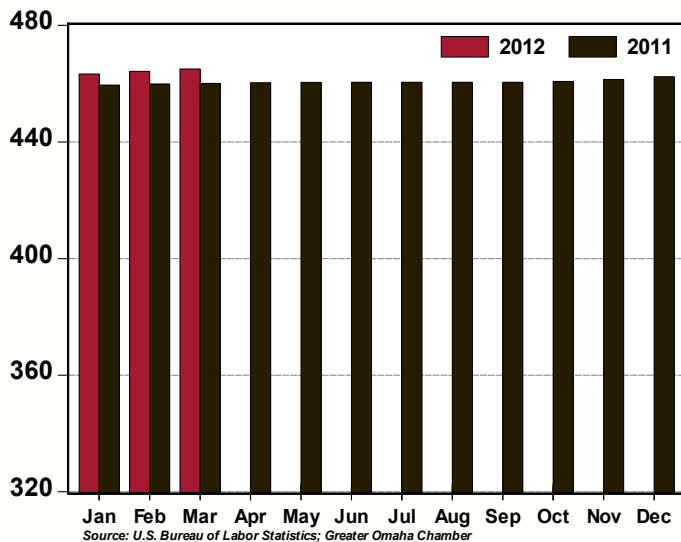


# GREATER OMAHA INDICATORS

## LOCAL ECONOMY

Published April 2012

**Total Non-Farm Employment,  
Omaha MSA: 2012 v 2011  
(thousands, seasonally adjusted)**



- Total non-farm employment grew 0.2 percent in March, and for the 12 months ending in January Greater Omaha has added approximately 4,900 net new jobs.
- Omaha's unemployment rate edged downward to 4.6 percent in February.
- Home sales increased 4.1 percent in March from the previous month.
- Single-family permits declined 1.1 percent in March; non-residential permits were unchanged.
- January net taxable sales increased 0.3 percent from the previous month and are up 3.5 percent compared to the same month one year ago.

## NATIONAL ECONOMY

- Real Gross Domestic Product (GDP) increased at a 2.2 percent annual rate in the first quarter of this year.
- Consumer spending increased at a 2.9 percent annual rate for the quarter; automobile sales accounted for a third of the gain.
- Government expenditures declined for the sixth consecutive quarter, shaving off 60 basis points from headline GDP growth.
- Single-family housing starts declined 0.2 percent in March, but are up 10.5 percent compared to the same month one year-ago. Both new and existing home sales posted declines for March.
- Manufacturing output declined 0.2 percent in March. Output in the auto sector increased 0.6 percent.

## AREA HIGHLIGHTS

### Omaha and Nebraska Recognized by National Publications

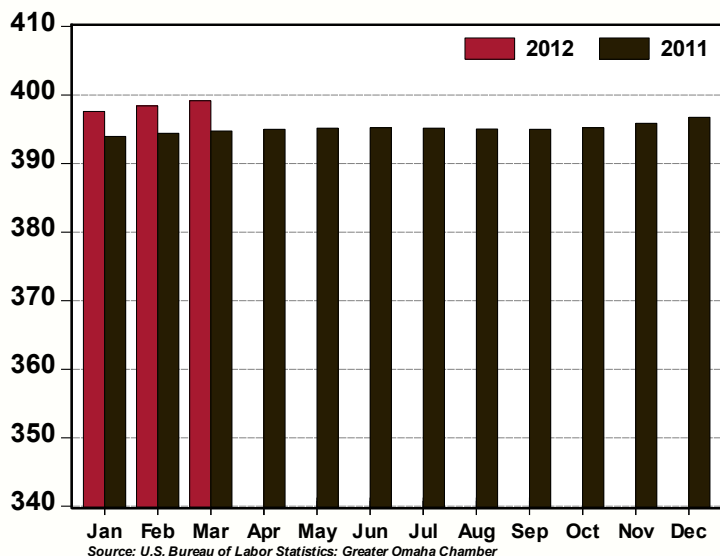
Omaha has shown up on some impressive lists recently, including:

- #7 – Best Cities for Raising a Family (*Forbes*)
- #2 – Best Midwestern Markets for Small Business (*On Numbers*)
- #8 – The 20 Best-Performing Cities in America (*Business Insider*)
- #5 – Top 10 Cities with Best Music Scenes Outside Nashville, NYC & LA (*Livability*)

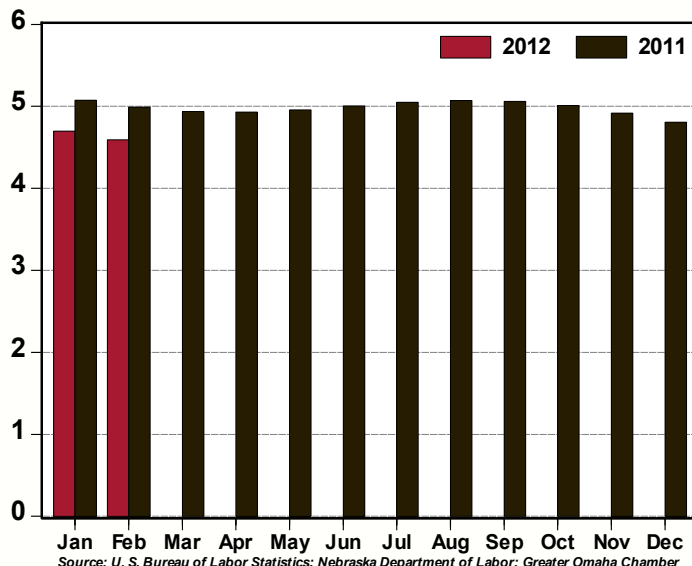
Not to be excluded, Nebraska has made news as well:

- #5 – America's Healthiest Housing Markets (*LendingTree*)
- #6 – Top States for Economic Competitiveness (*The Beacon Hill Institute*)

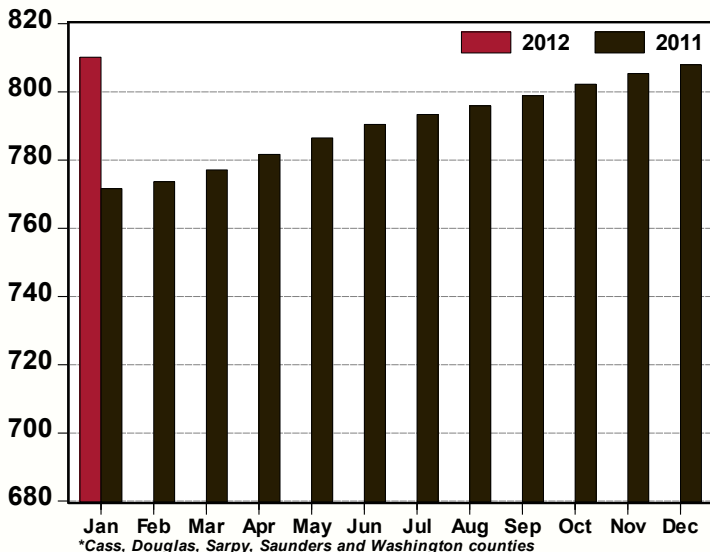
**Total Private Employment, Omaha MSA: 2012 v 2011**  
(thousands, seasonally adjusted)



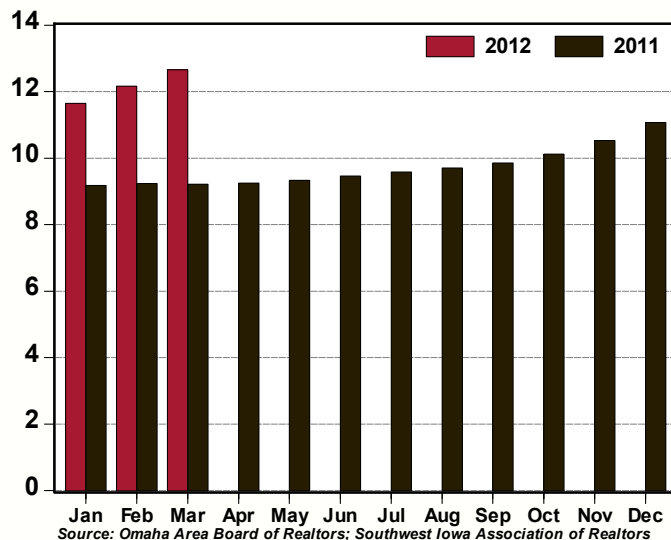
**Unemployment Rate, Omaha MSA: 2012 v 2011**  
(%, seasonally adjusted)



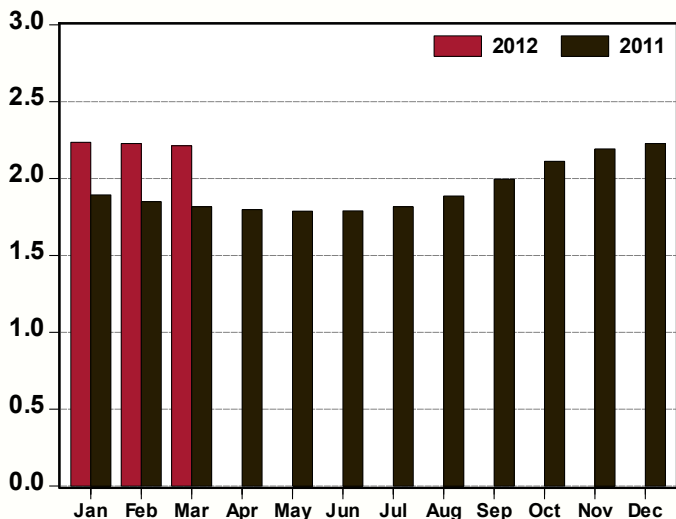
**Net Taxable Sales, Nebraska Counties in the Omaha MSA\*: 2012 v 2011**  
(\$ millions, seasonally adjusted)



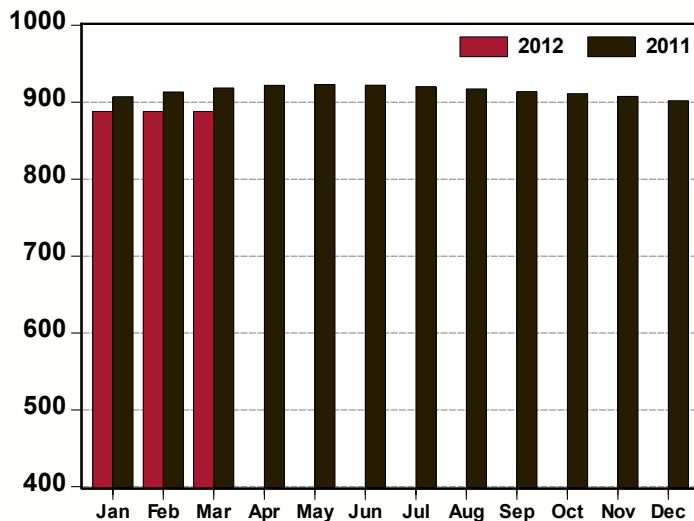
**Home Sales, Omaha MSA: 2012 v 2011**  
(thousands, seasonally adjusted annual rate)



**Single-Family Residential Permits, Omaha MSA: 2012 v 2011**  
(thousands, seasonally adjusted annual rate)



**Non-Residential Permits, Omaha MSA: 2012 v 2011**  
(number of permits, seasonally adjusted annual rate)



Greater Omaha Indicators	Mar 12	Feb 12	Jan 12	Dec 11	Nov 11	Oct 11	Sep 11	Aug 11	Jul 11	Jun 11	May 11	Apr 11	Mar 11
<b>Labor Market: Household Survey</b>													
Labor Force (#,sa)	464,591	464,070	463,376	463,376	462,503	461,448	460,229	459,956	457,513	456,243	455,517	455,383	455,566
Employment (#,sa)	443,260	442,278	441,113	441,113	439,760	438,330	436,944	435,689	434,414	433,411	432,941	432,939	433,073
Unemployment (#,sa)	21,331	21,792	22,263	22,263	22,742	23,118	23,285	23,266	23,099	22,832	22,576	22,444	22,494
Unemployment Rate - Omaha (% ,sa)	4.6	4.7	4.8	4.8	4.9	5.0	5.1	5.1	5.0	5.0	5.0	4.9	4.9
Unemployment Rate - Nebraska (% ,sa)	4.0	4.1	4.1	4.2	4.3	4.4	4.4	4.5	4.5	4.5	4.5	4.5	4.5
Unemployment Rate - US (% ,sa)	8.2	8.3	8.3	8.5	8.7	8.9	9.0	9.1	9.1	9.1	9.1	9.0	8.9
<b>Labor Market: Establishment Survey</b>													
Total Employment (000s, sa)	465.0	464.2	463.3	462.4	461.4	460.7	460.4	460.4	460.5	460.5	460.4	460.3	460.1
Private Employment (000s, sa)	399.2	398.4	397.6	396.7	395.9	395.2	395.0	395.0	395.1	395.2	395.1	395.0	394.7
Construction/Mining (000s, sa)	20.4	20.3	20.2	20.1	19.9	19.8	19.7	19.8	19.9	19.9	20.0	20.0	20.1
Manufacturing (000s, sa)	32.2	32.0	31.9	31.7	31.5	31.4	31.4	31.4	31.4	31.5	31.5	31.4	31.3
Trade, Trans. and Utilities (000s, sa)	95.1	94.6	93.9	93.3	92.7	92.4	92.5	92.8	93.2	93.5	93.8	93.9	93.9
Information (000s, sa)	10.9	10.9	10.9	10.9	10.9	10.9	11.0	11.0	11.0	11.0	11.1	11.1	11.1
Financial Activities (000s, sa)	40.1	40.3	40.4	40.5	40.7	40.8	40.9	41.0	41.0	41.1	41.1	41.1	41.0
Prof. and Business Services (000s, sa)	65.0	65.1	65.2	65.3	65.4	65.4	65.3	65.0	64.7	64.5	64.3	64.2	64.1
Educ. and Health Services (000s, sa)	74.3	74.1	73.9	73.6	73.3	72.9	72.5	72.1	71.7	71.5	71.3	71.2	71.1
Leisure and Hospitality (000s,sa )	43.8	43.9	44.0	44.2	44.3	44.5	44.6	44.8	44.8	44.8	44.7	44.6	44.5
Other Services (000s, sa)	17.3	17.3	17.2	17.1	17.1	17.1	17.1	17.2	17.3	17.4	17.4	17.4	17.4
Government (000s, sa)	65.8	65.8	65.7	65.6	65.6	65.5	65.5	65.4	65.3	65.3	65.3	65.3	65.4
<b>Construction Permits</b>													
Total Permits (#, sa)	278	267	263	264	266	253	254	239	228	229	231	229	228
Valuation (\$000, nsa)	92,888	40,729	53,353	53,235	49,171	92,754	90,466	67,932	61,361	82,265	85,690	66,440	69,023
Single-Family Residential Permits (#, sa)	184	186	186	186	183	176	166	157	151	149	149	150	151
Valuation (\$000, nsa)	30,488	22,291	19,917	23,294	22,714	30,850	26,254	35,669	33,852	31,865	37,470	34,260	26,881
Non-Residential Permits (#, sa)	74	74	74	75	76	76	76	76	77	77	77	77	77
Valuation (\$000, nsa)	33,133	15,546	30,896	19,585	13,259	59,143	42,626	24,679	27,509	46,056	40,218	31,696	42,141
Multi-Family Residential Units (#, nsa)	259	238	26	45	234	30	376	114	0	64	108	4	0
Valuation (\$000, nsa)	29,267	2,893	2,539	10,356	13,197	2,761	21,586	7,584	0	4,344	8,003	484	0
<b>New and Existing Home Sales</b>													
Total Sales (#, sa)	1,055	1,013	971	923	878	843	821	809	799	789	778	771	768
Total Value (\$mm, nsa)	154.6	90.3	84.8	120.8	116.0	131.4	130.7	172.6	161.2	179.7	159.0	143.2	104.2
<b>Utilities</b>													
Electricity Customers (#, nsa)			357,080	356,252	355,983	355,329	355,018	353,625	351,544	351,938	351,279	349,438	349,652
Total Electricity Sold (mwh, 000s, sa)			867,394	873,621	879,241	884,144	888,563	892,146	894,969	895,626	895,446	894,730	894,035
<b>Transportation</b>													
Airline Passengers (000s, sa)	348.9	349.5	349.9	350.1	350.0	349.5	348.7	347.9	347.5	347.9	349.1	351.2	353.7
Airline Cargo (mm lbs., nsa)	7.2	7.3	7.3	7.4	7.4	7.5	7.6	7.6	7.7	7.8	7.9	8.0	8.1
<b>Commerce</b>													
Net Taxable Sales (\$mm, sa)			810.1	807.9	805.3	802.2	798.8	795.8	793.3	790.4	786.5	781.7	777.1
Motor Vehicles (\$mm, sa)			117.3	114.5	111.2	107.4	103.3	99.8	97.9	97.9	99.3	101.6	103.7
<b>Prices</b>													
Consumer Price Index - U.S. (yryr %, nsa)	2.7	2.9	2.9	3.0	3.4	3.5	3.9	3.8	3.6	3.6	3.6	3.2	2.7
CPI - Midwest (yryr %, nsa)	2.8	2.7	2.8	2.8	3.3	3.3	3.9	3.8	3.8	3.9	3.8	3.3	2.7
Personal Consumption Expenditure Index (yryr %, sa)		2.3	2.4	2.5	2.7	2.7	2.9	2.9	2.8	2.6	2.6	2.4	2.0
PCE Index, ex Food & Energy (yryr %, sa)		1.9	1.9	1.9	1.8	1.7	1.6	1.7	1.6	1.4	1.3	1.2	1.0

Note: sa = seasonally adjusted; nsa = not seasonally adjusted; na = not available.

# BUSINESS BAROMETER

The following companies are new or have recently expanded operations in the Greater Omaha metro area. Announcements on this list have been gathered from public releases and the local media. Investment estimates are based on public announcements and permit reports, while employment is based on public announcements and industry averages.

## March 2012 New and Expanding Companies

<u>Company</u>	<u>Location</u>	<u>Product</u>	<u>Investment</u>	<u>Added Employment</u>
Great Plains Auto Body	10921 Emmet St.	Auto body shop		15
Berry Law Firm, PC	108 N. 49th St., Suite 210	Law firm		5
Skyline Nebraska	4357 S. 89th St.	Exhibit design		3
Myers Funeral Home	2416 N. 22nd St.	Funeral home		10
Capricorn Investment Group		Investment firm		5
Xuba/Bloom.com	13625 California St. #120	Social commerce		15
Line-X	1020 S. Highway 30	Spray on bedliners		5
BraTa Boutique	1705 Washington St.	Children's clothing		1
Holstein Veterinary Clinic	718 S. 19th St.	Veterinary clinic		5
Qdoba Mexican Grill	Metro Crossing	Restaurant		15
Beercade	6102 Maple St.	Bar		10
Lululemon Athletica	168th & W. Dodge	Athletic apparel		5
Pearle Vision	168th & W. Dodge	Eye care		5
Dial America	9840 M St.	Call center		50
Renewable Nations Institute at Dana College	2848 College Dr.	Energy inst.	\$5,900,000	225
Square One Health Club	13748 F St.	Gym		1
Cherry Berry Yogurt Bar	15600 Pacific St.	Yogurt shop		5
Habitat for Humanity ReStore	109th & Emmet St.	Used goods store		5
ULTA	3502 Metro Dr.	Cosmetics store		10
Hibachi Grill	144th & Oakview Dr.	Restaurant		20
Donan Engineering Co.		Forensic services		2
Peach Wave	L Street Marketplace	Yogurt shop		5
Wraps & Crepes	617A N. 114th St.	Restaurant		15
Little Caesar's Pizza	84th & W. Center Rd.	Restaurant		10
Forever 21	Westroads Mall	Clothing store		10
Residence Inn by Marriott	106 S. 15th St.	152 room hotel	\$23,000,000	50
Anchor Inn	5413 S. 72nd St.	Bar		20

## March 2012 New and Expanding Companies - Continued

<u>Company</u>	<u>Location</u>	<u>Product</u>	<u>Investment</u>	<u>Added Employment</u>
Oh Darling	213 S. Washington St.	Baby boutique		3
Plattsmouth Plaza	Hwy. 75 & Oak Hill Rd.	Commercial dev.		
Liberty Tax Service	Tara Plaza	Tax service		3
Ellie's Deli	105 Pearl St.	Restaurant		5
HyVee	Hwy. 75 & Oak Hill Rd.	Grocery store	\$4,000,000	25
Ethel Mae's Cajun Café	5702 NW Radial Hwy.	Restaurant		3
Good360	6200 N. 16th St.	Distribution center		2
Belle VUE Café & Marketplace	209 Fort Crook Rd. N	Restaurant & market		5
The Downtown Executive Center	1414 Harney St., Suite 400	Executive office space		
Uptown Bakery	Offutt AFB	Bakery		3
Prime Time Healthcare	306 E. 1st St. Suite 2	Medical staffing firm		3
New Horizons	14301 FNB Parkway, Ste 100	Environmental solutions		3
Cat Daddy's Catfish Kitchen	7051 Ames Ave.	Restaurant		20
Paws to Angels	11718 W. Dodge Rd.	Pet funeral home		3
Conductix-Wampfler	10102 F St.	Reel manufacturing	\$1,500,000	4
Lofts on 24th	3101 S. 24th St.	Apartments	\$3,800,000	
		<b>2012 YTD Total</b>	<b>\$520,718,000</b>	<b>3,091</b>