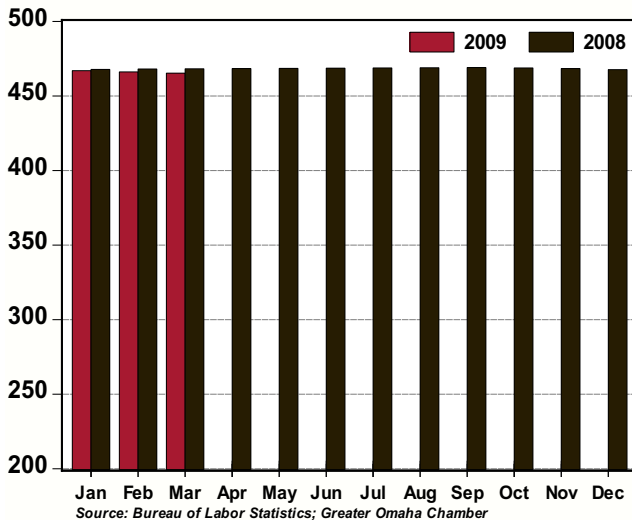


# GREATER OMAHA INDICATORS

## LOCAL ECONOMY

Published April 2009

**Total Non-Farm Employment,  
Omaha MSA: 2009 v 2008  
(thousands, seasonally adjusted)**



- Omaha continues to weather the economic downturn better than the nation as a whole.
- For the twelve months ending in March, total employment in Omaha is off a modest 0.6 percent compared to a 3.5 percent decline over the same period at the national level.
- Locally, the Construction (+0.3 percent) and Education and Healthcare (+0.1 percent) sectors posted month-to-month gains in March. The Government, Other Services and Financial Activities sectors were statistically unchanged.
- The unemployment rate for Omaha moved upwards to 4.7 percent in March. The unemployment rate for the nation in March was 8.5 percent.
- March single-family housing permits moved downward from February; however, the data are beginning to show signs of stabilization with upward revisions to prior months.
- Home sales increased 1.3 percent in March from February (seasonally adjusted).
- January Net Taxable Sales increased by 1.7 percent from the same month one-year-ago (seasonally adjusted).

## NATIONAL ECONOMY

- First quarter GDP fell a greater than expected 6.1 percent annual rate.
- Business inventories contributed a stunning -2.8 percent to the decline.
- Real final sales of domestic product, excluding inventories, fell at a more modest 3.4 percent.
- Also, government spending contributed a -0.8 percent to the headline figure. Surprising and not likely to be repeated in the second quarter.
- Business investment spending contributed -4.7 percent to the overall decline in GDP.
- Consumer spending advanced at a 2.2 percent pace (contributing +1.5 percent to headline GDP), with motor vehicle sales contributing a +0.4 percent to growth.
- Also, this week The Conference Board's Consumer Confidence report for April experienced a noticeable uptick from March, with the index increasing to 39.2 from 26.9. Respondents were a bit more optimistic about business and labor conditions. Also, there was a modest increase in purchase plans for autos, homes, and major appliances within the next six months.

## AREA HIGHLIGHTS

### Peter Kiewit Institute's New Chief Aims to Raise Profile, Expectations

Michael McGinnis, as the new executive director of Peter Kiewit Institute (PKI), has goals for the center: raise its profile across the United States and transform it into a research powerhouse. PKI is a joint effort of the University of Nebraska-Lincoln's Engineering College and University of Nebraska at Omaha's College of Information Sciences and Technology. PKI has recognized the growing importance of cyber security and has an opportunity to be on the cutting edge of the field. PKI's goals include increasing the institute's emphasis on research, increasing the number of graduates, especially in information science and technology, and broadening the institute's funding base.

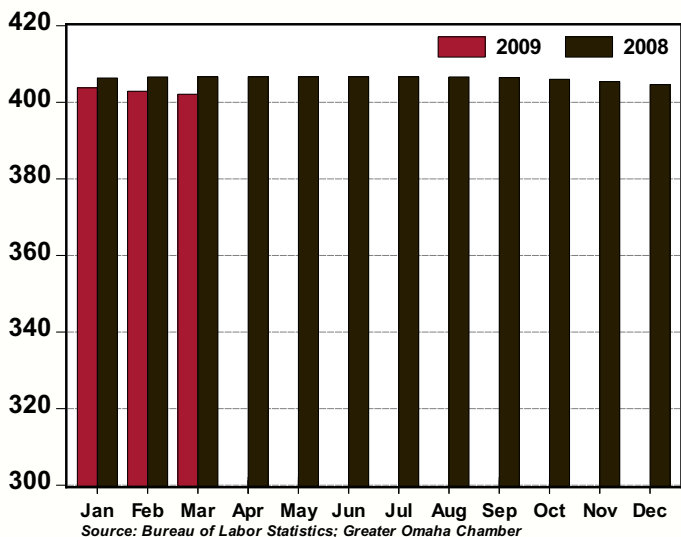
Source: Omaha World-Herald

### Oregon Company, Pacific Interpreters, Chooses Omaha

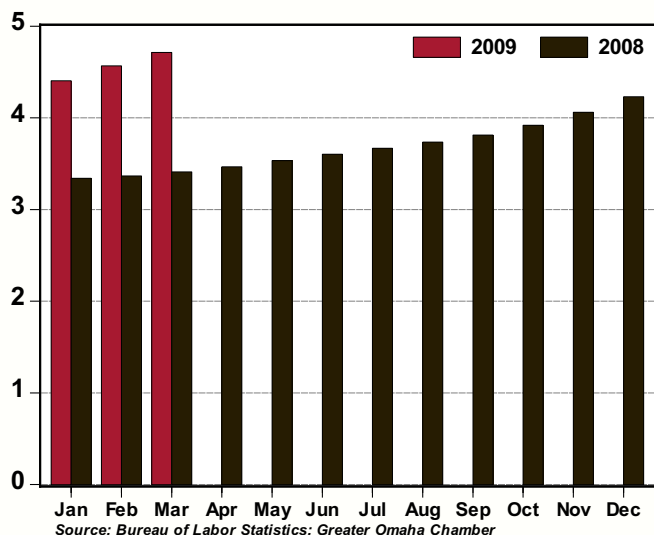
Pacific Interpreters of Portland, Ore., announced the opening of a backup call and data center in Omaha that connects medical professionals with translators in nearly 200 languages. The company will hire 20 people in the next few months and up to 50 by the end of next year. David Porter, president of Pacific Interpreters, said the company also considered Salt Lake City, Utah; Albuquerque, N.M.; Raleigh-Durham, N.C.; Denver, Colo. and other cities. But "Omaha was by far the best place" because of the city's "friendly culture," excellent telecommunications system, well-educated work force and reasonably priced office space. He also said the Greater Omaha Chamber's economic development team outperformed the other cities' business recruiting efforts.

Source: Omaha World-Herald

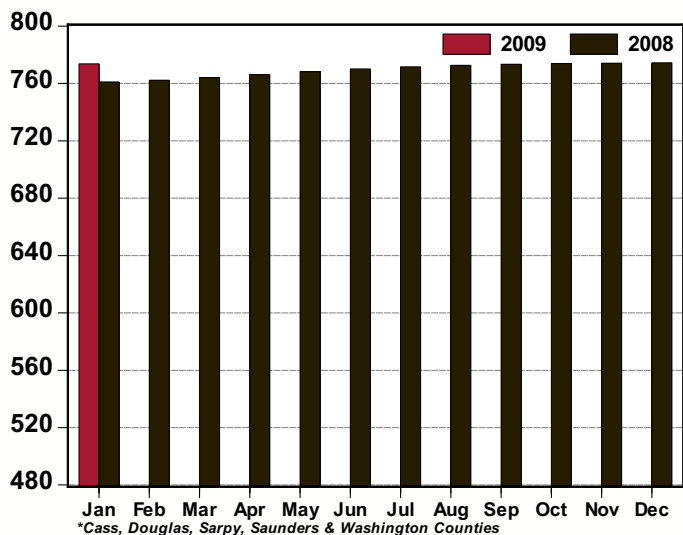
**Total Private Employment, Omaha MSA: 2009 v 2008**  
(thousands, seasonally adjusted)



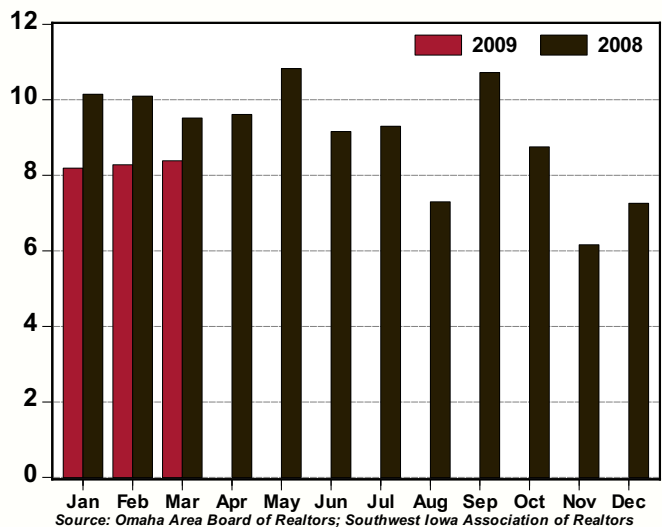
**Unemployment Rate, Omaha MSA: 2009 v 2008**  
(%, seasonally adjusted)



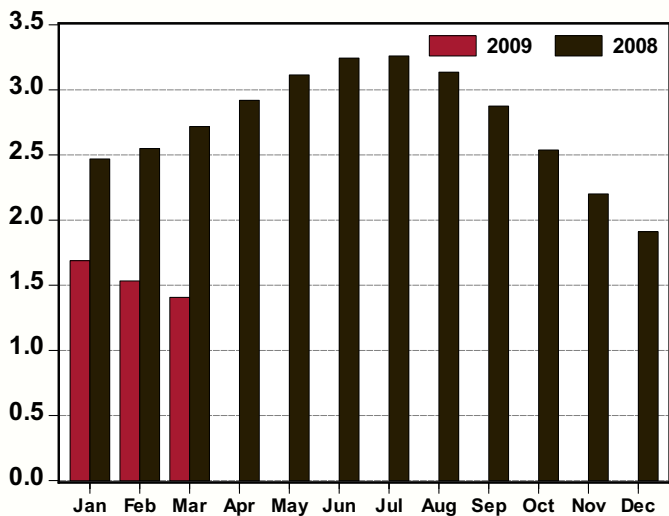
**Net Taxable Sales, Nebraska Counties in the Omaha MSA\*: 2009 v 2008**  
(\$s millions, seasonally adjusted)



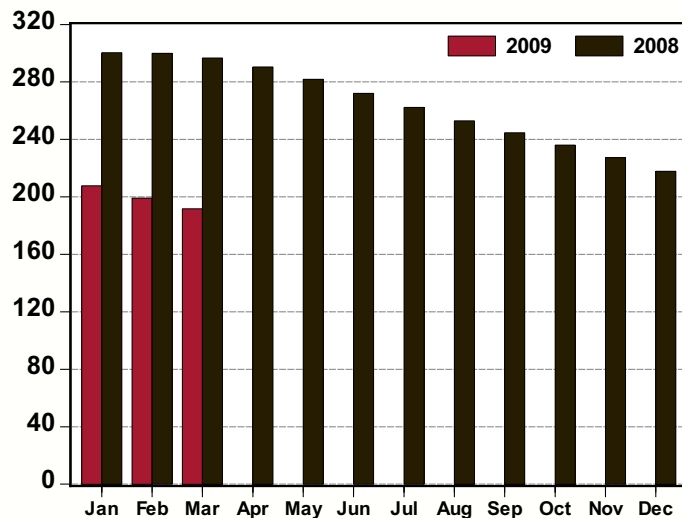
**Home Sales, Omaha MSA: 2009 v 2008**  
(thousands, seasonally adjusted annual rate)



**Single-Family Residential Permits, Omaha MSA: 2009 v 2008**  
(thousands, seasonally adjusted annual rate)



**Non-Residential Permits, Omaha MSA: 2009 v 2008**  
(number of permits, seasonally adjusted annual rate)



Greater Omaha Indicators	Mar 09	Feb 09	Jan 09	Dec 08	Nov 08	Oct 08	Sep 08	Aug 08	Jul 08	Jun 08	May 08	Apr 08	Mar 08
<b>Labor Market: Household Survey</b>													
Labor Force (#,sa)	455,438	455,615	455,813	456,036	456,216	456,260	456,261	456,330	456,644	457,025	457,213	457,147	456,807
Employment (#,sa)	433,972	434,802	435,740	436,750	437,688	438,377	438,867	439,284	439,890	440,556	441,056	441,300	441,231
Unemployment (#,sa)	21,465	20,813	20,073	19,286	18,528	17,883	17,394	17,046	16,754	16,470	16,157	15,847	15,577
Unemployment Rate - Omaha (% ,sa)	4.7	4.6	4.4	4.2	4.1	3.9	3.8	3.7	3.7	3.6	3.5	3.5	3.4
Unemployment Rate - Nebraska (% ,sa )	4.6	4.3	4.3	3.9	3.6	3.6	3.4	3.3	3.3	3.3	3.2	3.3	3.1
Unemployment Rate - US (% ,sa)	8.5	8.1	7.6	7.2	6.7	6.5	6.1	6.1	5.7	5.5	5.5	5.0	5.1
<b>Labor Market: Establishment Survey</b>													
Total Employment (000s, sa)	465.3	466.1	466.9	467.7	468.4	468.8	469.0	468.9	468.8	468.6	468.5	468.3	468.2
Private Employment (000s, sa)	402.1	402.9	403.8	404.6	405.4	406.0	406.4	406.6	406.7	406.7	406.7	406.7	406.7
Construction/Mining (000s, sa)	26.2	26.1	26.0	25.9	25.8	25.7	25.7	25.7	25.8	25.9	25.9	25.9	25.9
Manufacturing (000s, sa)	32.8	33.0	33.1	33.3	33.4	33.5	33.6	33.7	33.7	33.8	34.0	34.0	34.1
Trade, Trans., & Utilities (000s, sa)	98.4	98.6	98.7	98.9	99.1	99.3	99.5	99.7	99.9	100.0	100.2	100.3	100.3
Information (000s, sa)	11.7	11.8	11.8	11.9	11.9	12.0	12.0	12.1	12.1	12.2	12.3	12.3	12.4
Financial Activities (000s, sa)	39.7	39.7	39.8	39.8	39.8	39.7	39.7	39.8	39.8	39.8	39.8	39.8	39.7
Prof. and Business Services (000s, sa)	63.9	64.2	64.5	64.8	65.2	65.4	65.6	65.7	65.7	65.7	65.7	65.8	65.9
Educ. and Health Services (000s, sa)	67.9	67.9	67.8	67.7	67.7	67.7	67.6	67.4	67.2	67.0	66.7	66.6	66.4
Leisure and Hospitality (000s, sa)	44.7	45.0	45.3	45.6	45.8	45.9	46.0	45.9	45.7	45.6	45.5	45.4	45.4
Other Services (000s, sa)	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.7	16.7	16.7	16.7	16.7	16.6
Government (000s, sa)	63.2	63.2	63.1	63.1	63.0	62.8	62.6	62.3	62.1	61.9	61.8	61.6	61.5
<b>New Construction</b>													
Total Permits (#, sa)	134	144	162	184	204	234	275	286	298	294	285	272	251
Valuation (\$000, nsa)	34,363	32,897	30,490	38,893	53,718	134,068	128,558	71,888	85,855	61,589	100,531	78,464	82,480
Single-Family Residential Permits (#, sa)	117	128	141	159	183	212	240	261	272	270	259	243	227
Valuation (\$000, nsa)	21,490	25,370	12,049	11,725	18,308	36,896	47,104	44,804	54,588	48,699	48,162	45,198	31,931
Non-Residential Permits (#, sa)	16	17	17	18	19	20	20	21	22	23	23	24	25
Valuation (\$000, nsa)	12,715	7,528	14,001	21,913	35,191	78,183	56,109	23,672	24,147	7,985	45,602	30,927	50,550
Multi-Family Residential Units (#, nsa)	2	0	80	133	4	107	482	36	112	100	42	30	0
Valuation (\$000, nsa)	158	0	4,440	5,255	219	18,990	25,345	3,412	7,120	4,905	6,767	2,339	0
<b>New and Existing Home Sales</b>													
Total Sales (#, sa)	699	690	683	605	514	730	894	608	775	764	902	801	793
Total Value (\$mm, nsa)	100.2	72.6	56.8	87.4	69.5	130.9	123.5	142.3	146.3	139.7	168.4	138.9	119.5
<b>Utilities</b>													
Electricity Customers (#, nsa)	341,900	341,967	341,725	341,534	341,105	340,265	340,015	339,990	339,311	339,187	338,995	338,921	339,040
Total Electricity Sold (mwh, 000s, sa)	979.3	950.5	919.1	890.1	869.1	861.9	871.3	889.4	904.6	914.1	923.0	940.3	976.3
<b>Transportation</b>													
Airline Passengers (000s, sa)	351.2	351.3	351.7	352.7	354.1	355.8	358.0	360.5	363.0	365.7	368.3	370.4	371.6
Airline Cargo (mm lbs., sa)	8.7	8.9	9.1	9.3	9.4	9.6	9.8	9.9	10.1	10.3	10.4	10.6	10.7
<b>Commerce</b>													
Net Taxable Sales (\$mm, sa)	773.7	774.4	773.8	773.4	773.4	773.4	773.4	772.6	771.6	770.1	768.2	766.0	764.0
Motor Vehicles (\$mm, sa)	88.4	88.9	89.0	90.4	89.6	90.0	90.4	90.9	91.4	91.9	92.5	93.0	93.4
<b>Prices</b>													
Consumer Price Index - U.S. (yr/yr %, nsa)	-0.4	0.2	0.0	0.1	1.1	3.7	4.9	5.4	5.6	5.0	4.2	3.9	4.0
CPI - Midwest (yr/yr %, nsa)	-0.8	-0.2	-0.3	-0.3	0.5	3.3	4.8	5.4	5.6	4.9	4.0	4.0	3.7
Personal Consumption Expenditure Index (yr/yr %, sa)	0.6	0.9	0.7	0.8	1.6	3.3	4.1	4.4	4.5	4.1	3.5	3.4	3.4
PCE Index, ex Food & Energy (yr/yr %, sa)	1.8	1.8	1.7	1.8	2.0	2.1	2.3	2.4	2.4	2.3	2.2	2.2	2.2

# BUSINESS BAROMETER

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

## March 2009 New and Expanding Companies

<u>Company</u>	<u>Location (approximate)</u>	<u>Industry</u>	<u>Investment</u>	<u>Added Employment</u>
ADF Engineering	TBA	Engineering		5
Marcy Mason	39th and Marcy Streets	Condominiums	8,470,000	
West Corporation	11808 Nicholas Street	Call Center		125
Arbor Hall	14040 Arbor Street	Reception Hall		5
Golden Corral Buffet & Grill	72nd St. & Crown Point Ave.	Restaurant		160
Investors Realty	60th and N Streets	Commercial Buildings		
Foundation First Corp.	4141 N. 156th St. - Waterloo	Bank		
Empire Capital Partners	TBA	Financial Advisors		3
Saddlebrook	14850 Laurel Avenue	School/Library		
DiGiorgio's Sportswear	14111 Q Street	Retail	1,800,000	
Omaha Vision United	13th and Cuming Streets	Mixed-use	5,000,000	
Bogies Bar and Grill	3305 Old Maple Road	Restaurant & Bar		10
The 1020	5013 Underwood Avenue	Restaurant		10
CBSHome Real Estate	Oak View Mall	Sales Office		
Learning Headquarters	Aksarben Village	Educational Store	250,000	3
LIV	Aksarben Village	Bar		5
Lydia House	20th and Locust Streets	Recovery Services	11,100,000	10
Hiro 88	13th and Jackson Streets	Restaurant		15
American Civil Liberties				
Union	1105 Howard Street	Service		1
Scooter's	63rd & Center Streets	Coffeehouse		10
Children's Hospital & Medical Center	175th & West Dodge Road	Medical Clinic		
Quality Brands of Omaha	13255 Centech Road	Warehouse		
Total YTD 2009			\$188,620,000	1,168