

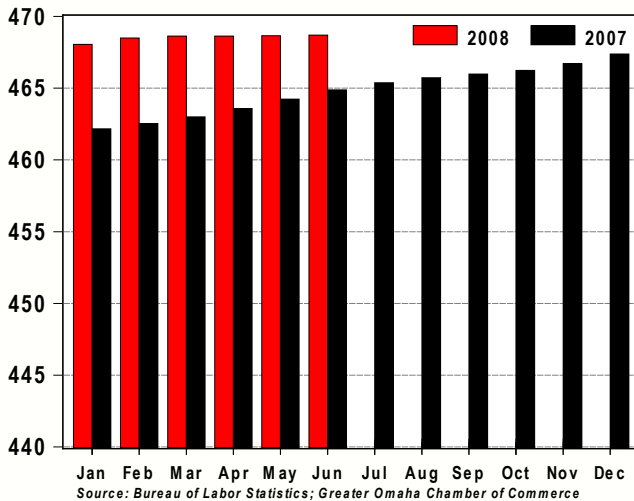
# GREATER OMAHA INDICATORS

Published July 2008

## LOCAL ECONOMY

**GREATER OMAHA**  
ECONOMIC DEVELOPMENT PARTNERSHIP

Total Non-Farm Employment,  
Omaha MSA: 2008 v 2007  
(thousands, seasonally adjusted)



- According to the Bureau of Labor Statistics, private employers added 4,500 net new jobs for the twelve months ending in June. On a month-to-month basis, employment was essentially unchanged.
- The Professional & Business Services (+0.3 percent), Other Services (+0.3 percent), Financial Activities (+0.2 percent), and Education & Health-care (+0.2 percent) sectors posted solid monthly increases.
- Omaha's unemployment rate for May edged upwards to 3.5 percent.
- Single-family permits increased in June (seasonally-adjusted basis), continuing the recent upward trend.
- Non-residential permits were unchanged in June compared to the previous month.
- Finally, net taxable sales increased at a 3-month annualized rate of 2.5 percent in April.

## NATIONAL ECONOMY

- Incoming data suggest the economy is stronger than widely perceived. Tracking data points to 2Q'08 GDP growth of around 3 percent.
- Except for housing, all components should contribute to growth.
- Both the trade and consumer sectors should contribute between 1.3 and 1.8 percent to overall growth.
- Business investment expenditures remain solid, with non-residential construction increasing at a 5 to 10 percent annual rate for the quarter.
- Going forward, we look for 3Q'08 growth in the 2.5 to 3.0 percent range, with both consumer and business spending contributing to growth.
- Futures markets continue to point to an October Fed Funds rate move, but have somewhat scaled back expectations of additional rate hikes for the balance of the year.

## AREA HIGHLIGHTS

### Omaha is attractive for startup companies:

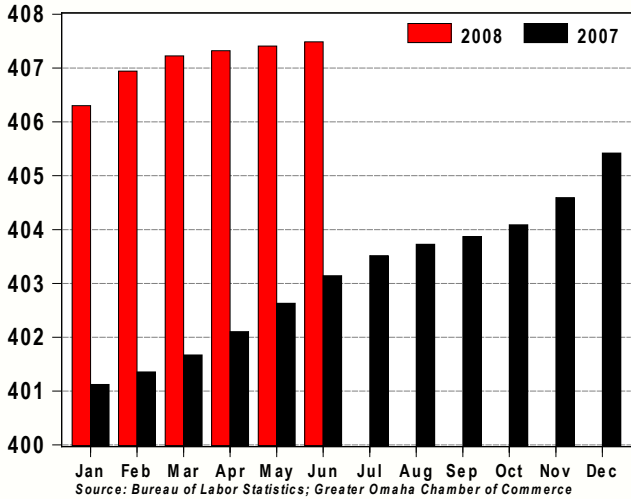
A KPMG International report concluded that Omaha had the most favorable tax structure among all midsize cities it studied, defining midsize as cities with metropolitan area populations of between 500,000 and 2 million. Local business tax experts said Omaha's favorable ranking is a testament to the state's aggressive business tax incentive programs, now called Nebraska Advantage.

The programs for more than 20 years have provided substantial tax incentives for companies locating anywhere in Nebraska when they make significant investments in plants and new employees.

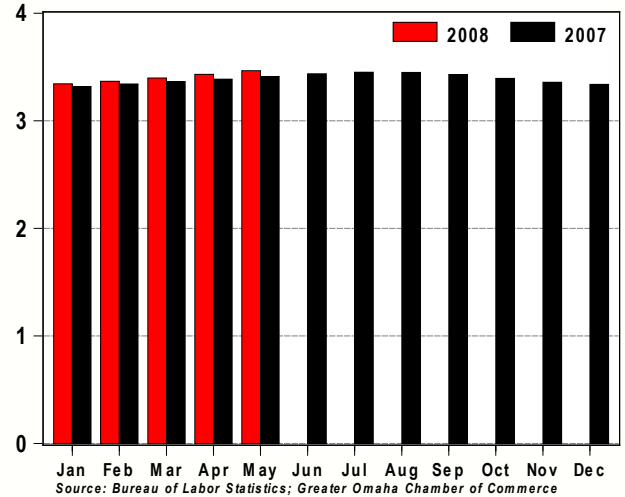
The tax calculations included all corporate income, property, sales and other business taxes and were measured over 10 years. Other than Baltimore, the only cities in the study that rated as having lower taxes on new businesses than Omaha were all smaller, but no U.S. city of any size in the study had lower taxes on a hypothetical new research-and-development company than Omaha. Omaha also had the study's lowest-ranking tax burden in midsize cities for new service companies and among the lowest for new manufacturers.

Source: Omaha World-Herald

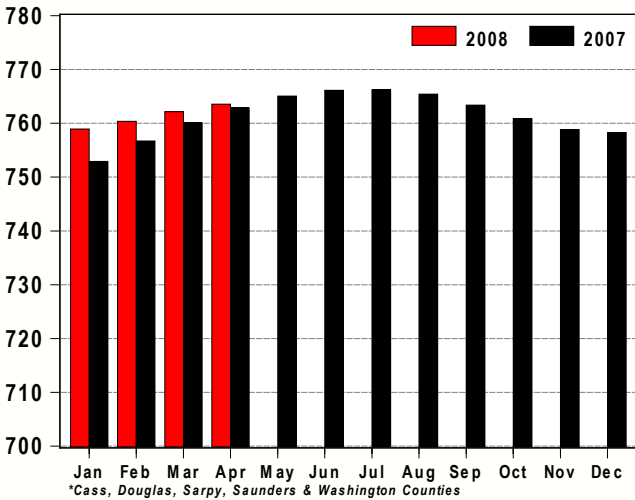
**Total Private Employment, Omaha MSA: 2008 v 2007**  
(thousands, seasonally adjusted)



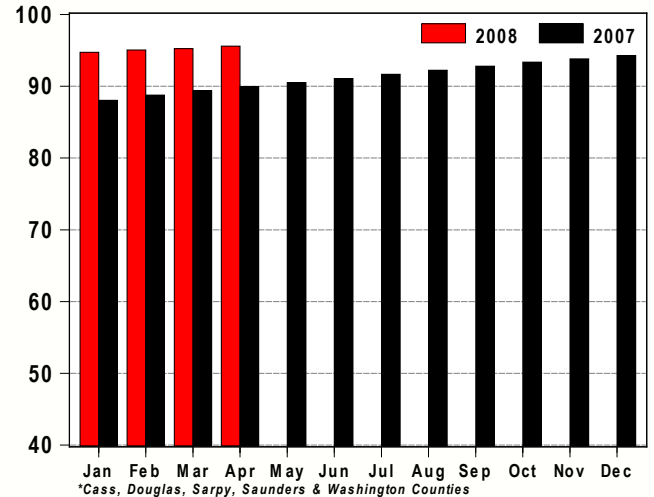
**Unemployment Rate, Omaha MSA: 2008 v 2007**  
(%, seasonally adjusted)



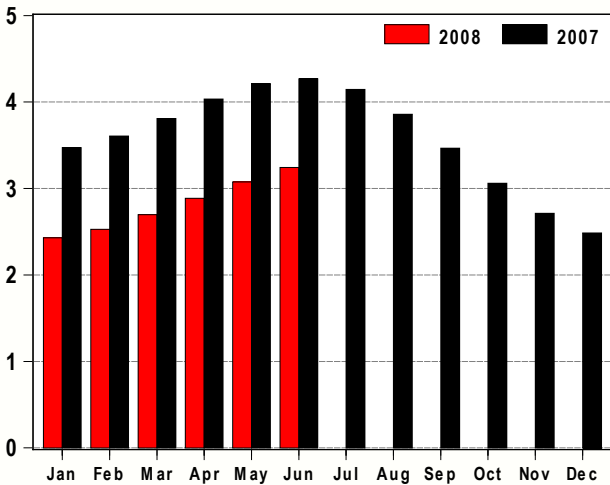
**Net Taxable Sales, Nebraska Counties in the Omaha MSA\*: 2008 v 2007**  
(\$s millions, seasonally adjusted)



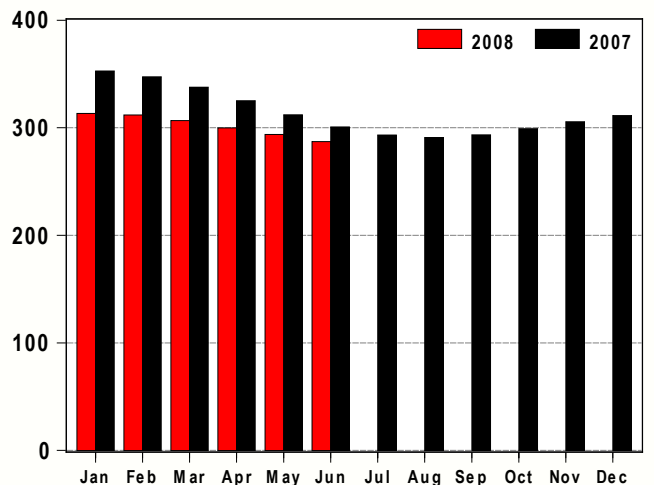
**Motor Vehicle Net Taxable Sales, Nebraska Counties in the Omaha MSA\*: 2008 v 2007**  
(\$s millions, seasonally adjusted)



**Single-Family Residential Permits, Omaha MSA: 2008 v 2007**  
(thousands, seasonally adjusted annual rate)



**Non-Residential Permits, Omaha MSA: 2008 v 2007**  
(number of permits, seasonally adjusted annual rate)



Greater Omaha Indicators	Jun 08	May 08	Apr 08	Mar 08	Feb 08	Jan 08	Dec 07	Nov 07	Oct 07	Sep 07	Aug 07	Jul 07	Jun 07
<b>Labor Market: Household Survey</b>													
Labor Force (#, sa)		454,703	453,585	452,477	451,464	450,571	449,791	449,126	448,626	448,343	448,219	448,194	448,293
Employment (#, sa)		438,949	438,019	437,102	436,266	435,505	434,776	434,047	433,400	432,967	432,756	432,725	432,887
Unemployment (#, sa)		15,754	15,567	15,375	15,198	15,065	15,015	15,079	15,225	15,375	15,463	15,469	15,406
Unemployment Rate - Omaha (% , sa)		3.5	3.4	3.4	3.4	3.3	3.3	3.4	3.4	3.4	3.4	3.5	3.4
Unemployment Rate - Nebraska (% , sa )	3.3	3.2	3.1	3.0	2.8	2.9	2.8	3.3	3.1	3.1	3.1	3.1	3.1
Unemployment Rate - US (% , sa)	5.5	5.5	5.0	5.1	4.8	4.9	5.0	4.7	4.8	4.7	4.7	4.7	4.6
<b>Labor Market: Establishment Survey</b>													
Total Employment (000s, sa)	468.7	468.6	468.6	468.6	468.5	468.1	467.4	466.7	466.2	466.0	465.7	465.4	464.9
Private Employment (000s, sa)	407.5	407.4	407.3	407.2	406.9	406.3	405.4	404.6	404.1	403.9	403.7	403.5	403.1
Construction/Mining (000s, sa)	25.5	25.5	25.5	25.5	25.6	25.5	25.4	25.3	25.1	25.0	24.9	24.8	24.8
Manufacturing (000s, sa)	33.4	33.4	33.5	33.5	33.6	33.6	33.6	33.6	33.5	33.5	33.4	33.4	33.3
Trade, Trans., & Utilities (000s, sa)	99.7	99.9	100.1	100.3	100.4	100.4	100.3	100.2	100.1	100.0	100.0	100.0	100.1
Information (000s, sa)	12.3	12.4	12.4	12.4	12.4	12.5	12.5	12.5	12.6	12.6	12.7	12.7	12.7
Financial Activities (000s, sa)	39.9	39.8	39.7	39.6	39.6	39.5	39.5	39.5	39.5	39.5	39.6	39.5	39.5
Prof. & Business Services (000s, sa)	65.7	65.4	65.2	65.1	65.0	64.9	64.7	64.7	64.7	64.7	64.7	64.7	64.7
Educ. & Health Services (000s, sa)	68.3	68.1	67.9	67.7	67.5	67.3	67.1	67.0	67.0	66.9	66.9	66.8	66.7
Leisure & Hospitality (000s,sa )	45.8	46.0	46.2	46.3	46.3	46.1	45.8	45.5	45.3	45.2	45.2	45.2	45.1
Other Services (000s, sa)	16.9	16.8	16.8	16.7	16.6	16.6	16.5	16.4	16.4	16.3	16.3	16.4	16.4
Government (000s, sa)	61.2	61.2	61.3	61.4	61.6	61.8	62.0	62.1	62.2	62.1	62.0	61.9	61.7
<b>New Construction</b>													
Total Permits (#, sa)	295	283	270	250	239	235	245	259	292	315	348	370	387
Valuation (\$000, nsa)	61,589	100,531	78,464	82,480	31,288	73,088	112,592	345,643	184,981	53,738	82,841	71,250	65,504
Single-Family Residential Permits (#, sa)	270	256	240	225	211	203	207	226	255	289	322	346	356
Valuation (\$000, nsa)	48,699	48,162	45,198	31,931	22,031	20,227	14,738	24,184	42,407	39,915	57,090	49,957	41,190
Non-Residential Permits (#, sa)	24	24	25	26	26	26	26	25	25	24	24	24	25
Valuation (\$000, nsa)	7,985	45,602	30,927	50,550	8,762	26,516	21,975	314,609	97,075	12,539	17,883	21,293	17,499
Multi-Family Residential Units (#, nsa)	100	42	30	0	12	321	164	83	686	4	84	0	90
Valuation (\$000, nsa)	4,905	6,767	2,339	0	494	26,345	75,879	6,849	45,499	1,284	7,867	0	6,814
<b>New and Existing Home Sales</b>													
Total Sales (#, nsa)	848	979	854	767	607	500	673	867	882	871	n.a.	n.a.	n.a.
Total Value (\$mm, nsa)	139.7	168.4	138.9	119.5	101.1	81.8	108.2	122.6	136.9	141.2	n.a.	n.a.	n.a.
<b>Utilities</b>													
Electricity Customers (#, nsa)			338,921	339,040	338,950	339,695	338,305	337,836	336,842	336,841	336,459	336,295	335,667
Total Electricity Sold (mwh, sa)			921,590	978,599	1,037,584	1,095,783	1,141,777	1,155,855	1,125,389	1,057,096	975,659	903,963	856,209
<b>Transportation</b>													
Airline Passengers (000s, sa)	368.2	369.2	370.1	370.7	370.9	370.6	370.6	371.1	372.3	373.6	374.2	373.7	371.7
Airline Cargo (mm lbs., sa)	10.2	10.3	10.5	10.6	10.8	10.9	11.1	11.2	11.3	11.4	11.5	11.6	11.6
<b>Commerce</b>													
Net Taxable Sales (\$mm, sa)			763.6	762.2	760.4	758.9	758.3	758.8	760.8	763.4	765.4	766.2	766.1
Motor Vehicles (\$mm, sa)			95.6	95.2	95.0	94.7	94.3	93.8	93.3	92.8	92.2	91.7	91.1
<b>Prices</b>													
Consumer Price Index - U.S. (y/yr % , nsa)	5.0	4.2	3.9	4.0	4.0	4.3	4.1	4.3	3.5	2.8	2.0	2.4	2.7
CPI - Midwest (y/yr % , nsa)	4.9	4.0	4.0	3.7	3.8	4.3	3.8	4.1	3.7	3.1	1.8	2.3	2.7
Personal Consumption Expenditure Index (y/yr % , sa)		3.1	3.2	3.3	3.4	3.5	3.5	3.6	3.0	2.5	1.8	2.1	2.3
PCE Index, ex Food & Energy (y/yr % , sa)		2.1	2.1	2.1	2.0	2.0	2.2	2.1	2.0	1.9	1.9	2.0	1.9

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

# 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 from the local media. Investment estimates are based on public announcements, while employment is based on public announcements and industry averages.

<u>Company</u>	<u>Location (approximate)</u>	<u>Industry</u>	<u>Investment</u>	<u>Added Employment</u>
<i>June</i>				
Oakview Chiropractic	16939 Wright Plaza	Healthcare		5
The Good Feet Store	16939 Wright Plaza	Trade		5
Ehly's Decorating	16939 Wright Plaza	Trade		5
All Seasons Floral	16939 Wright Plaza	Service		3
American Medical Response	9320 G Court	Healthcare		5
Shine Day Spa	16939 Wright Plaza	Service		5
Golf Etc.	16939 Wright Plaza	Trade		5
Cardé Coaching	TBD	Service		1
Garden Ridge	132nd and Center	Trade		25
Hy-Vee	180th and Pacific Streets	Trade		50
Traverhurst Rows	26th and Leavenworth	Real Estate	\$1,300,000.00	0
Dickey's Barbecue Pit	14440 F St.	Service		15
Eppley Airfield	4501 Abbott Drive	Transportation	\$17,000,000.00	0
Home Instead Senior Care	132nd St. and Dodge	Service	\$11,000,000.00	0
The Omaha Pain Management Center Inc.	10784 V St.	Healthcare		5
The Pediatric Therapy Center	10791 S. 72nd St.	Healthcare		5
Novozymes	Cargill Campus	Manufacturing	\$80,000,000.00	100
Zorinsky Park Aquatic Center	168th and F	Service	\$4,200,000.00	0
The Coney Stop	1229 S. 180th St.	Service		10
Union Pizzeria and Sports Bar	14th and Cuming	Service		15
<b>Total YTD 2008</b>			<b>\$525,181,280</b>	<b>1,894</b>