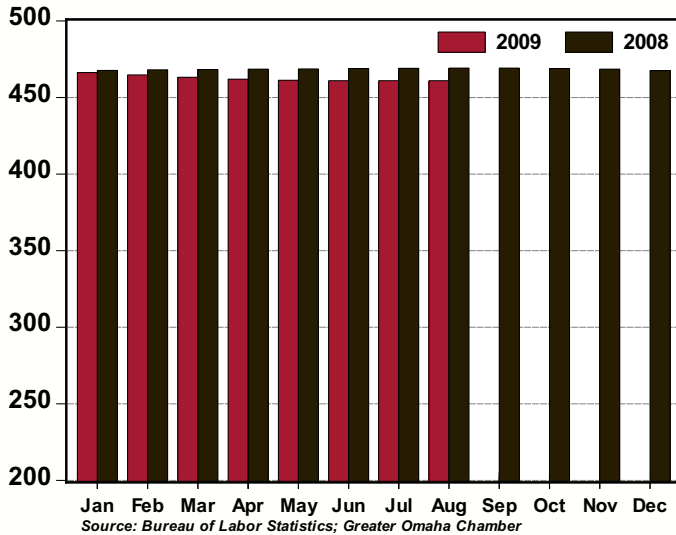


# GREATER OMAHA INDICATORS

## LOCAL ECONOMY

Published September 2009

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



- Total employment in the Omaha MSA was statistically unchanged in August.
- The following sectors posted increases for August - Leisure and Hospitality (+0.5 percent), Government (+0.3 percent) and Trade, Transportation and Utilities (+0.1 percent). Financial Activities, Education and Health Services and Other Services were unchanged.
- The unemployment rate for Omaha was unchanged at 5.2 percent in August. Since the first quarter of 2009, we have seen a significant deceleration in job loss in the local labor market.
- Housing activity remains solid with home sales posting a 0.3 percent increase in August over the previous month. Single-family permits increased 4.5 percent during the same period.
- Non-residential permits appear to have stabilized, showing some improvement since the first half of the year.
- Net taxable sales edged downwards by 0.4 percent from May to June.

## NATIONAL ECONOMY

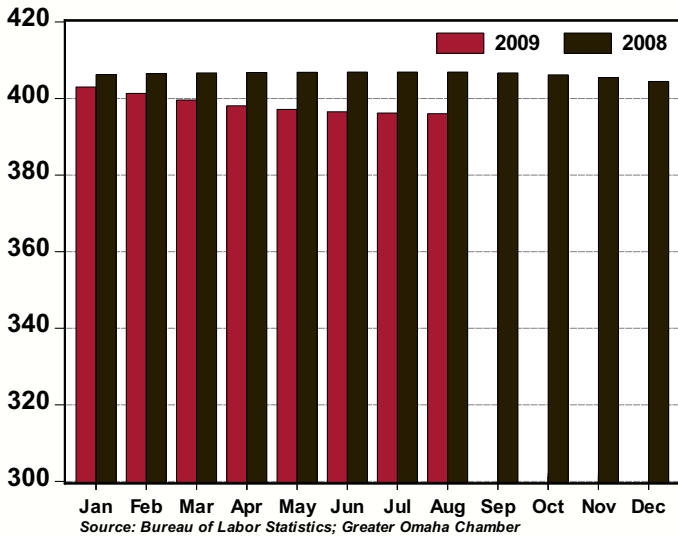
- Real Gross Domestic Product (GDP) annual growth rate for Q2 was revised upwards to -0.7 percent.
- Final sales (GDP excluding inventories) increased 0.7 percent – the first increase since Q2 2008.
- Important for growth going forward, corporate profits from domestic operations in the non-financial sector were revised upwards.
- Government expenditures and the international trade sector provided the largest positive contributions to growth. Inventories and business expenditures were the largest negative contributors.
- Inventories will not be a significant drag on growth over the next few quarters and international trade data point to a rebound in business capital expenditures.
- Look for Q3 GDP annual growth rate in the 3 percent to 4 percent range.
- Fed Fund Futures suggest the Federal Reserve hold the Fed Funds rate unchanged in to 2010.

## AREA HIGHLIGHTS

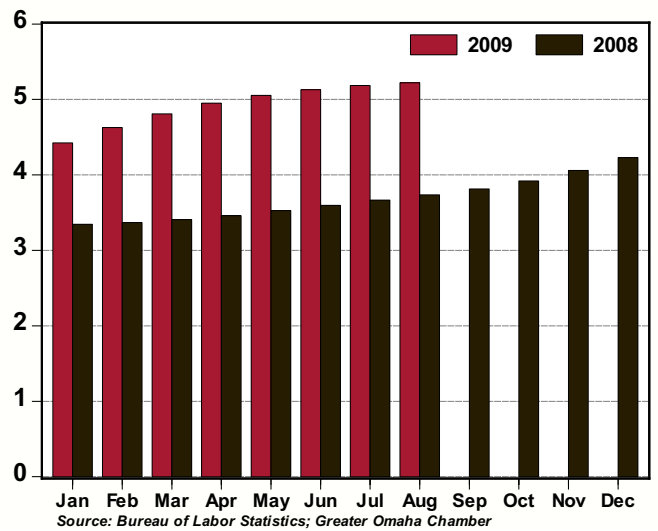
### Omaha Included on the 2009 “Next Cities” List as a Best City for Young Professionals

Omaha was ranked sixth in Next Generation Consulting’s “Next Cities” rankings – Midsize Magnets category. Next Cities are places with the assets and amenities to attract and retain a young, educated workforce. They have bustling city centers, walkable neighborhoods, diverse career opportunities and vibrant art and music scenes. The Midsize Magnets category includes cities with a population between 200,000 and 500,000 that have seen steady increases in the number of young professionals. The cities were ranked on seven qualities important to young professionals: cost of lifestyle, earning, vitality, after hours, learning, around town and social capital.

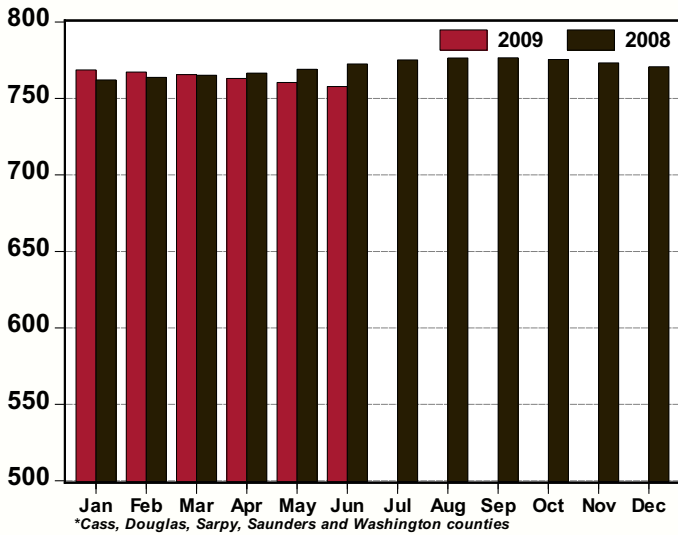
**Total Private Employment, Omaha MSA: 2009 v 2008**  
(thousands, seasonally adjusted)



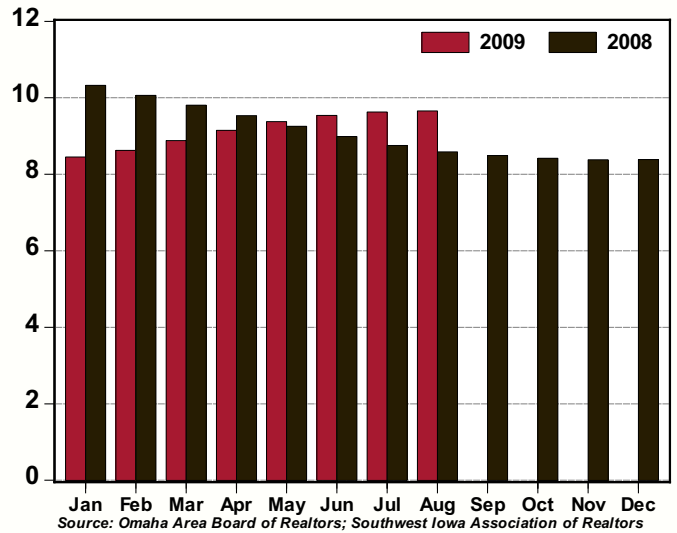
**Unemployment Rate, Omaha MSA: 2009 v 2008**  
(%, seasonally adjusted)



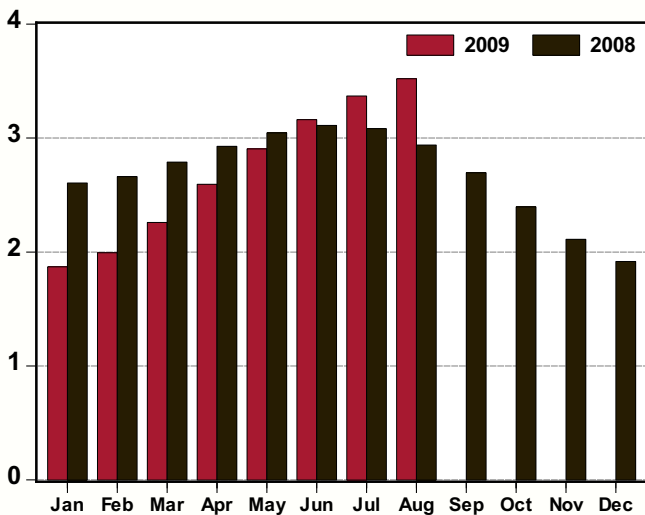
**Net Taxable Sales, Nebraska Counties in the Omaha MSA\*: 2009 v 2008**  
(\$s millions, seasonally adjusted)



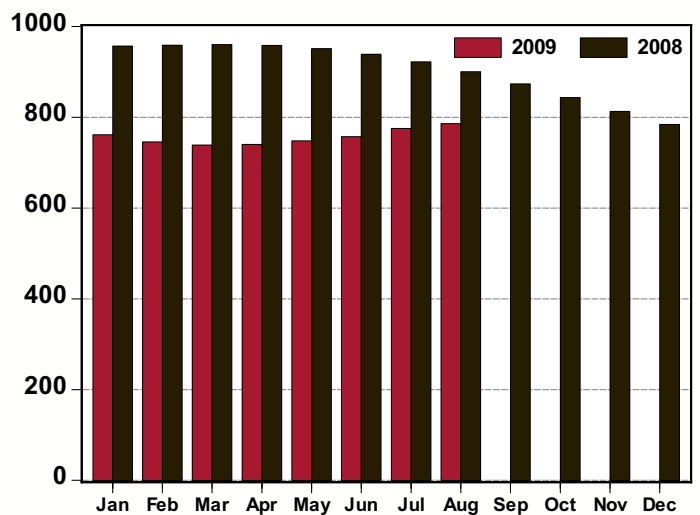
**Home Sales, Omaha MSA: 2009 v 2008**  
(thousands, seasonally adjusted annual rate)



**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	Aug 09	Jul 09	Jun 09	May 09	Apr 09	Mar 09	Feb 09	Jan 09	Dec 08	Nov 08	Oct 08	Sep 08	Aug 08
<b>Labor Market: Household Survey</b>													
Labor Force (#,sa)	453,342	453,522	453,662	453,811	454,133	454,673	455,222	455,691	456,017	456,188	456,259	456,280	456,343
Employment (#,sa)	429,670	430,003	430,391	430,879	431,649	432,806	434,156	435,526	436,728	437,670	438,371	438,873	439,295
Unemployment (#,sa)	23,672	23,519	23,271	22,932	22,484	21,867	21,067	20,164	19,288	18,517	17,888	17,408	17,048
Unemployment Rate - Omaha (% ,sa)	5.2	5.2	5.1	5.1	5.0	4.8	4.6	4.4	4.2	4.1	3.9	3.8	3.7
Unemployment Rate - Nebraska (% ,sa )	5.0	5.0	5.0	4.8	4.5	4.7	4.3	4.3	3.9	3.6	3.6	3.4	3.3
Unemployment Rate - US (% ,sa)	9.7	9.4	9.5	9.4	8.9	8.5	8.1	7.6	7.2	6.7	6.5	6.1	6.1
<b>Labor Market: Establishment Survey</b>													
Total Employment (000s, sa)	460.9	460.9	461.0	461.3	462.0	463.2	464.7	466.2	467.5	468.4	469.0	469.2	469.2
Private Employment (000s, sa)	396.0	396.2	396.5	397.1	398.1	399.6	401.3	403.0	404.4	405.5	406.2	406.2	406.9
Construction/Mining (000s, sa)	24.4	24.6	24.8	25.1	25.4	25.6	25.7	25.8	25.7	25.7	25.7	25.7	25.8
Manufacturing (000s, sa)	32.1	32.2	32.3	32.4	32.5	32.7	32.9	33.1	33.3	33.4	33.5	33.6	33.6
Trade, Trans., & Utilities (000s, sa)	96.7	96.6	96.6	96.7	97.0	97.4	97.9	98.4	98.9	99.2	99.4	99.6	99.7
Information (000s, sa)	11.4	11.4	11.4	11.5	11.6	11.6	11.7	11.8	11.9	11.9	12.0	12.0	12.1
Financial Activities (000s, sa)	39.7	39.7	39.7	39.7	39.6	39.7	39.7	39.7	39.8	39.8	39.8	39.8	39.8
Prof. and Business Services (000s, sa)	61.0	61.2	61.5	61.8	62.3	63.0	63.7	64.3	64.8	65.2	65.5	65.6	65.7
Educ. and Health Services (000s, sa)	68.0	68.0	68.0	68.0	68.0	68.0	67.9	67.9	67.8	67.8	67.8	67.8	67.7
Leisure and Hospitality (000s, sa)	45.9	45.7	45.4	45.2	45.0	44.9	45.0	45.2	45.5	45.7	45.9	45.9	45.8
Other Services (000s, sa)	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.7
Government (000s, sa)	64.9	64.7	64.4	64.2	63.9	63.6	63.4	63.2	63.1	63.0	62.8	62.6	62.3
<b>Construction Permits</b>													
Total Permits (#, sa)	361	347	327	305	282	251	228	223	232	246	273	312	324
Valuation (\$000, nsa)	75,476	92,064	100,538	83,843	78,575	51,229	48,900	35,176	61,373	56,557	165,069	139,449	81,367
Single-Family Residential Permits (#, sa)	293	281	263	242	216	188	166	156	160	176	200	225	245
Valuation (\$000, nsa)	44,228	49,976	51,286	52,517	40,608	21,994	25,494	12,049	11,725	18,308	36,896	47,104	44,804
Non-Residential Permits (#, sa)	65	65	63	62	62	62	62	63	65	68	70	73	75
Valuation (\$000, nsa)	27,149	41,744	49,252	31,179	33,195	29,078	23,406	18,687	44,393	38,031	109,183	67,000	33,150
Multi-Family Residential Units (#, nsa)	39	6	0	2	80	2	0	80	133	4	107	482	36
Valuation (\$000, nsa)	4,099	344	0	147	4,772	158	0	4,440	5,255	219	18,990	25,345	3,412
<b>New and Existing Home Sales</b>													
Total Sales (#, sa)	805	802	795	782	763	740	719	704	699	698	702	708	716
Total Value (\$mm, nsa)	146.5	166.8	159.4	156.5	127.4	100.2	72.6	56.8	87.4	69.5	130.9	123.5	142.3
<b>Utilities</b>													
Electricity Customers (#, nsa)	342,580	342,614	342,503	341,906	341,906	341,900	341,967	341,725	341,534	341,105	340,265	340,015	339,990
Total Electricity Sold (mwh, 000s, sa)	808.6	832.4	832.4	858.4	883.4	902.7	909.7	901.9	885.7	871.2	866.1	874.5	889.7
<b>Transportation</b>													
Airline Passengers (000s, sa)	351.7	353.0	354.0	354.8	355.1	354.8	354.3	353.8	353.8	354.5	356.0	358.2	360.8
Airline Cargo (mm lbs., sa)	8.3	8.4	8.6	8.7	8.8	9.0	9.1	9.3	9.4	9.5	9.7	9.8	9.9
<b>Commerce</b>													
Net Taxable Sales (\$mm, sa)	757.7	760.4	763.1	765.6	767.3	768.7	770.7	773.2	775.5	776.5	776.5	776.4	776.4
Motor Vehicles (\$mm, sa)	88.1	88.5	88.7	89.0	89.3	89.6	89.9	90.1	90.5	90.8	90.8	90.8	91.1
<b>Prices</b>													
Consumer Price Index - U.S. (yr/yr %, nsa)	-1.5	-2.1	-1.4	-1.3	-0.7	-0.4	0.2	0.0	0.1	1.1	3.7	4.9	5.4
CPI - Midwest (yr/yr %, nsa)	-1.8	-2.5	-1.7	-1.9	-1.5	-0.8	-0.2	-0.3	-0.3	0.5	3.3	4.8	5.4
Personal Consumption Expenditure Index (yr/yr %, sa)	-0.8	-0.8	-0.4	-0.3	0.1	0.2	0.6	0.5	0.6	1.4	3.2	4.1	4.4
PCE Index, ex Food & Energy (yr/yr %, sa)	1.4	1.4	1.5	1.6	1.7	1.7	1.8	1.7	1.8	2.1	2.3	2.5	2.7

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 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.

## August 2009 New and Expanding Companies

<u>Company</u>	<u>Location (approximate)</u>	<u>Industry</u>	<u>Investment</u>	<u>Added Employment</u>
Lied Humane Center	21600 221st St.	Animal shelter		5
Brix	Village Pointe	Wine bar		15
Eat the Worm	1213 Howard St.	Restaurant		10
LEO Films		Movie production		1
Mucho Gusto	7755 L St.	Restaurant		10
Energy Rescue		Nonprofit energy	\$1,500	1
Grameen America	5002 S. 24th St.	Nonprofit lending	\$100,000	5
Boxer Barbeque Co.	W. Kanessville Blvd	Restaurant		15
Crane Coffee	1403 Farnam St.	Coffee shop		10
Sugar Daddy's	415 S. 12th St.	Lingerie & candy shop		5
USA Insulation	4213 S. 87th St.	Insulation		5
Basic Tease Boutique	512 S. 13th St.	Lingerie shop		5
Signatures Lounge	314 S. 16th St.	Restaurant & night club		15
Redick Bistro	Harney St.	Restaurant		5
CVS Pharmacy	Galvin Rd. & Harlan Dr.	Pharmacy		20
Kennedy's	5170 S. 72nd St.	Restaurant		15
Smashburger	12330 K Plaza	Restaurant		15
Grime Solvers		Cleaning		1
Cross Pointe Innovations		Comm. consulting		2
Westin Foods, Inc.	TBA	Food manufacturing	\$600,000	
DiVentures Scuba & Swim Center	120th and I Streets	Scuba center		5
<b>Total YTD 2009</b>			<b>\$302,891,500</b>	<b>2,681</b>