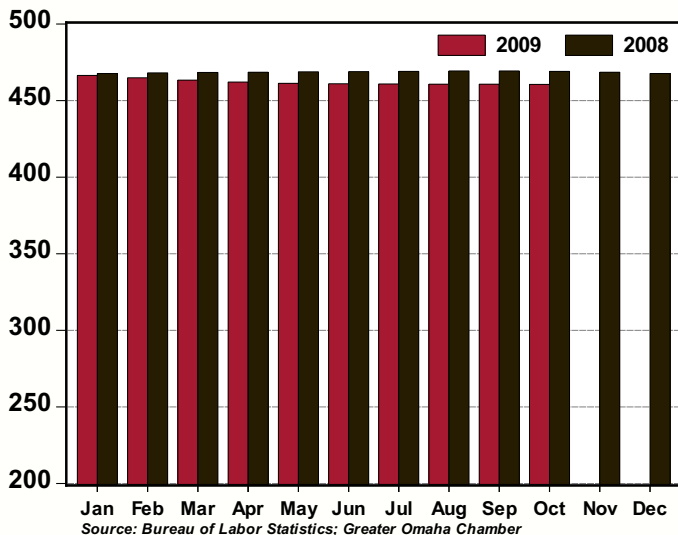


# GREATER OMAHA INDICATORS

## LOCAL ECONOMY

Published November 2009

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



- Total employment in the Omaha MSA was statistically unchanged in October.
- The Trade, Transportation and Utilities (+0.2 percent), Education and Healthcare Services (+0.2 percent) and Government (+0.1 percent) sectors posted monthly gains in October.
- The unemployment rate for Omaha edged up slightly to 5.3 percent in September (note: the U.S. Bureau of Labor Statistics has not yet posted an October estimate). The series is giving early indications that we are nearing the cyclical peak in the unemployment rate.
- Home sales activity remains robust with sales advancing 2.6 percent in October over the previous month; however, single-family permits continued to edge downwards in October.
- Non-residential permits posted a monthly gain of 1.8 percent in October.
- Net taxable sales edged downwards by 0.2 percent from July to August.

## NATIONAL ECONOMY

- The revised Q3 Real Gross Domestic Product (GDP) printed at 2.8 percent. Small revisions to personal consumption, business construction expenditures and net exports accounted for the downward revision.
- The revised GDP report included the first look at corporate profits for Q3. Corporate profits advanced for three consecutive quarters, posting an annualized growth rate of nearly 50 percent in Q3.
- The October Personal Income and Consumption report indicates that the consumer is continuing to spend (inflation-adjusted expenditures +0.4 percent) and to save (saving-rate of 4.4 percent versus 2.9 percent one year ago). Inflation-adjusted disposable income increased 0.4 percent. Private sector wages and salaries increased for the fifth time over the last seven months.
- New single-family home sales jumped 6.2 percent in October. Sales are up over 30 percent from the January low.
- Initial and continuing unemployment claims continue to trend downwards, with the former now at 466,000 and the latter at 5.42 million.

## AREA HIGHLIGHTS

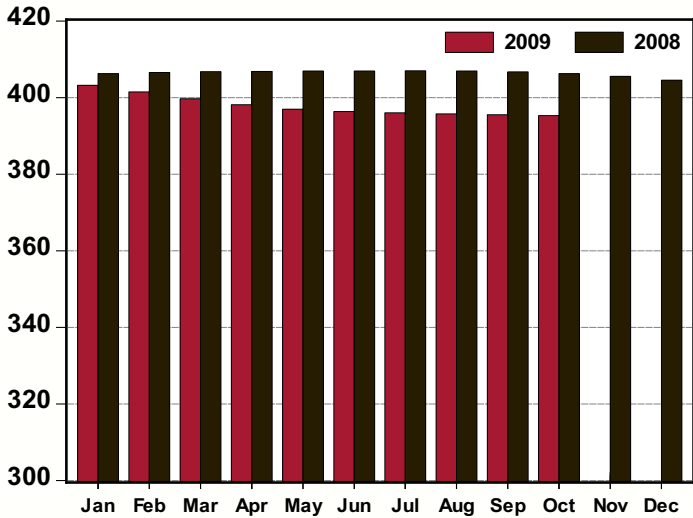
### Omaha Named America's Fastest-Recovering City by Forbes

According to *Forbes*, Omaha has the formula for weathering the economic downturn better than any other city in the country. While no region has escaped the recession, diversified industry and relatively stable housing fundamentals have provided Omaha residents with a comparatively secure standard of living.

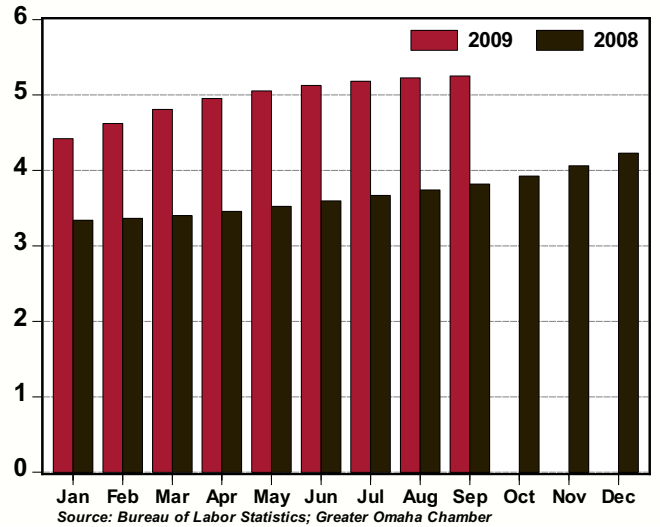
Omaha has had a healthy 1.3 percent gross metropolitan product growth in the past year and a low foreclosure rate, but it sails to the top of Forbes list because of its unemployment rate: 5 percent, the lowest of the metros surveyed by Forbes. Omaha's economy is less dependent on manufacturing than other Midwestern cities and is boosted by a strong agriculture sector and growing biofuels industry.

Source: *Forbes*

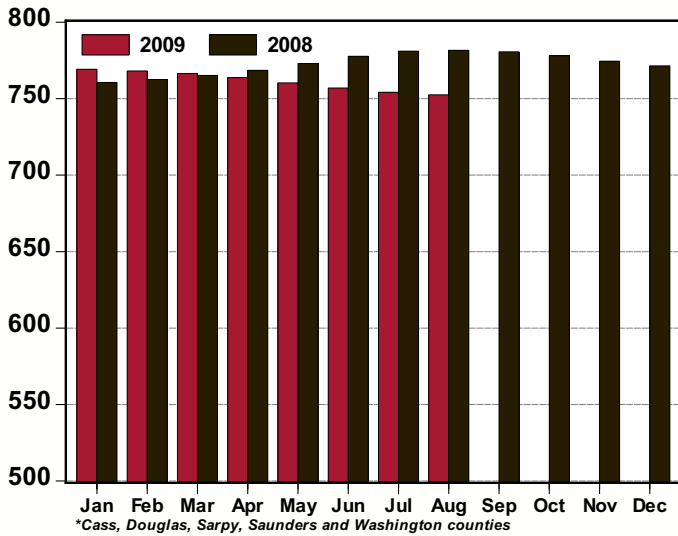
**Total Private Employment, Omaha MSA: 2009 v 2008**  
(thousands, seasonally adjusted)



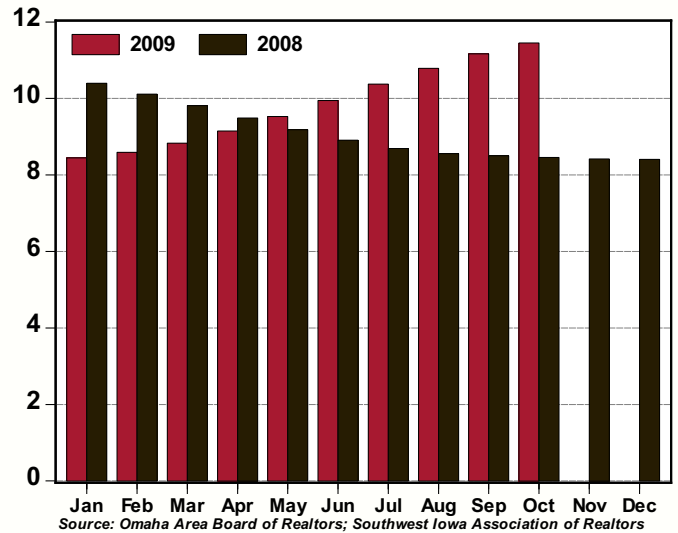
**Unemployment Rate, Omaha MSA: 2009 v 2008**  
(%, seasonally adjusted)



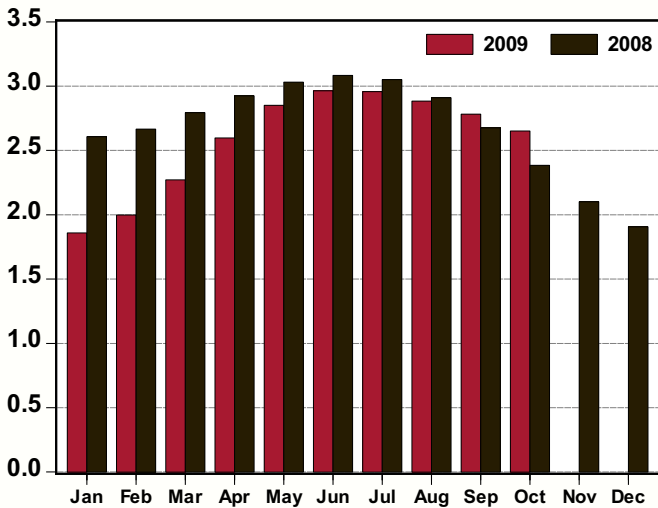
**Net Taxable Sales, Nebraska Counties in the Omaha MSA\*: 2009 v 2008**  
(\$s millions, seasonally adjusted)



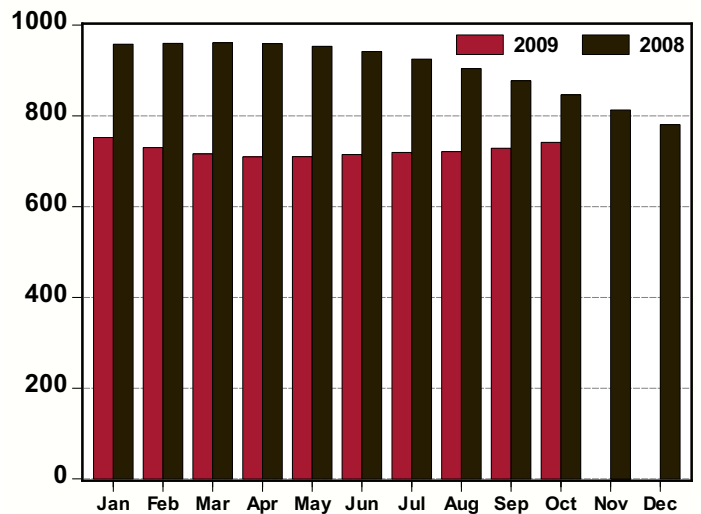
**Home Sales, Omaha MSA: 2009 v 2008**  
(thousands, seasonally adjusted annual rate)



**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	Oct 09	Sep 09	Aug 09	Jul 09	Jun 09	May 09	Apr 09	Mar 09	Feb 09	Jan 09	Dec 08	Nov 08	Oct 08
<b>Labor Market: Household Survey</b>													
Labor Force (#,sa)		453,384	453,535	453,616	453,636	453,768	454,135	454,648	455,199	455,718	456,074	456,224	456,238
Employment (#,sa)		429,578	429,833	430,111	430,383	430,834	431,643	432,787	434,154	435,566	436,786	437,697	438,331
Unemployment (#,sa)		23,806	23,702	23,504	23,253	22,934	22,493	21,860	21,045	20,151	19,287	18,528	17,907
Unemployment Rate - Omaha (% ,sa)		5.3	5.2	5.2	5.1	5.1	5.0	4.8	4.6	4.4	4.2	4.1	3.9
Unemployment Rate - Nebraska (% ,sa )	4.9	4.9	5.0	5.0	5.0	4.8	4.5	4.7	4.3	4.3	3.9	3.6	3.6
Unemployment Rate - US (% ,sa)	10.2	9.8	9.7	9.4	9.5	9.4	8.9	8.5	8.1	7.6	7.2	6.7	6.5
<b>Labor Market: Establishment Survey</b>													
Total Employment (000s, sa)	460.5	460.6	460.7	460.8	460.9	461.2	462.0	463.3	464.9	466.4	467.7	468.5	469.0
Private Employment (000s, sa)	395.3	395.5	395.7	396.0	396.4	397.0	398.1	399.7	401.5	403.2	404.6	405.6	406.3
Construction/Mining (000s, sa)	24.1	24.2	24.4	24.6	24.8	25.1	25.4	25.6	25.8	25.8	25.8	25.8	25.7
Manufacturing (000s, sa)	32.2	32.2	32.2	32.2	32.3	32.4	32.5	32.7	32.9	33.1	33.3	33.4	33.5
Trade, Trans. and Utilities (000s, sa)	97.4	97.2	97.0	96.9	96.7	96.7	97.0	97.4	98.0	98.5	98.9	99.1	99.3
Information (000s, sa)	11.4	11.4	11.4	11.4	11.4	11.5	11.6	11.6	11.7	11.8	11.9	11.9	12.0
Financial Activities (000s, sa)	39.5	39.6	39.6	39.6	39.7	39.7	39.7	39.7	39.7	39.7	39.8	39.8	39.8
Prof. and Business Services (000s, sa)	60.2	60.5	60.8	61.1	61.4	61.8	62.3	63.0	63.7	64.3	64.8	65.2	65.5
Educ. and Health Services (000s, sa)	68.3	68.2	68.1	68.0	68.0	68.0	68.0	68.0	67.9	67.9	67.8	67.8	67.8
Leisure and Hospitality (000s, sa)	45.4	45.5	45.4	45.3	45.3	45.1	44.9	44.9	45.0	45.2	45.5	45.8	45.9
Other Services (000s, sa)	16.7	16.7	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8	16.8
Government (000s, sa)	65.2	65.1	65.0	64.8	64.5	64.2	63.9	63.6	63.4	63.2	63.1	62.9	62.8
<b>Construction Permits</b>													
Total Permits (#, sa)	283	294	302	308	307	298	279	250	227	222	231	245	272
Valuation (\$000, nsa)	49,984	46,436	75,689	92,064	100,538	83,843	78,575	51,229	48,900	35,176	61,373	56,557	165,069
Single-Family Residential Permits (#, sa)	221	232	240	246	247	238	216	189	166	155	159	175	199
Valuation (\$000, nsa)	31,294	26,066	44,441	49,976	51,286	52,517	40,608	21,994	25,494	12,049	11,725	18,308	36,896
Non-Residential Permits (#, sa)	62	61	60	60	60	59	59	60	61	63	65	68	71
Valuation (\$000, nsa)	18,690	13,531	27,149	41,744	49,252	31,179	33,195	29,078	23,406	18,687	44,393	38,031	109,183
Multi-Family Residential Units (#, nsa)	0	53	39	6	0	2	80	2	0	80	133	4	107
Valuation (\$000, nsa)	0	6,839	4,099	344	0	147	4,772	158	0	4,440	5,255	219	18,990
<b>New and Existing Home Sales</b>													
Total Sales (#, sa)	954	930	899	865	829	794	762	736	716	704	700	702	705
Total Value (\$mm, nsa)	173.5	163.5	146.5	166.8	159.4	156.5	127.4	100.2	72.6	56.8	87.4	69.5	130.9
<b>Utilities</b>													
Electricity Customers (#, nsa)		343,504	343,211	342,580	342,614	342,503	341,906	341,900	341,967	341,725	341,534	341,105	340,265
Total Electricity Sold (mwh, 000s, sa)		771,921	787,562	808,585	832,187	857,930	882,511	898,689	902,641	895,385	881,750	869,352	865,009
<b>Transportation</b>													
Airline Passengers (000s, sa)	349.4	350.6	351.9	353.1	354.2	354.8	354.6	354.1	353.6	353.4	353.6	354.2	355.3
Airline Cargo (mm lbs., sa)	8.1	8.2	8.3	8.4	8.6	8.7	8.9	9.0	9.1	9.3	9.4	9.5	9.7
<b>Commerce</b>													
Net Taxable Sales (\$mm, sa)		752.5	754.1	756.9	760.2	763.7	766.4	768.0	769.2	771.3	774.5	778.0	778.0
Motor Vehicles (\$mm, sa)		91.8	91.3	90.7	90.3	89.9	89.6	89.4	89.4	89.5	89.5	89.7	90.1
<b>Prices</b>													
Consumer Price Index - U.S. (yr/yr %, nsa)	-0.2	-1.3	-1.5	-2.1	-1.4	-1.3	-0.7	-0.4	0.2	0.0	0.1	1.1	3.7
CPI - Midwest (yr/yr %, nsa)	-0.2	-1.7	-1.8	-2.5	-1.7	-1.9	-1.5	-0.8	-0.2	-0.3	-0.3	0.5	3.3
Personal Consumption Expenditure Index (yr/yr %, sa)	0.2	-0.6	-0.5	-0.9	-0.4	-0.3	0.1	0.2	0.6	0.5	0.6	1.4	3.2
PCE Index, ex Food & Energy (yr/yr %, sa)	1.4	1.3	1.3	1.4	1.5	1.6	1.7	1.7	1.8	1.7	1.8	2.1	2.3

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.

## October 2009 New and Expanding Companies

<u>Company</u>	<u>Location (approximate)</u>	<u>Industry</u>	<u>Investment</u>	<u>Added Employment</u>
Ameritas Group	440 Regency Parkway Dr.	Insurance	NA	6
Janke Gallery	156th & Pacific - Pacific Crossings	Gifts	NA	5
Piccolo's Florist & Gifts	80th Street & W. Dodge Rd.	Florist	NA	5
Black Clover Fitness	TBA	Fitness facility/camp	NA	5
Halo Institute	11th & Leavenworth	Business incubator	NA	2
616 Gallery	616 S. 11th St.	Art gallery	NA	2
Glass Harmony	Old Market	Art gallery	NA	2
Pulp	Old Market	Art gallery	NA	2
Kohl's Pharmacy	114th & W. Dodge Rd.	Pharmacy	NA	
Creighton Prep	72nd St. & Western	Private school	\$20,000,000	
Little Caesar's Pizza	18111 Q St.	Restaurant	NA	10
Riverfront Place	523 Riverfront Plaza	Condos	\$29,100,000	
Staybridge Suites	80th & Dodge	Hotel	NA	
Fitzgerald Building Condos	6th & Main Sts. - Plattsmouth	Condos	\$2,000,000	
Wind Power Training Facility	8960 L St.	Wind training facility	\$106,000	
Pitch Coal-Fired Pizzeria	5021 Underwood Ave	Restaurant	NA	
Verdis Group	1022 Leavenworth St.	Consultancy	NA	2
Cabela's	Papillion Business Park	Data center	\$15,000,000	20
First National Bank	50th & Ames Ave.	Bank branch	\$1,000,000	
Truhlsen Eye Institute - UNMC	40th & Leavenworth	Eye institute	\$20,000,000	
The Boulevard Bar	15244 W. Maple Rd.	Bar	NA	
Stephens Center Thrift	5128 S. 24th St.	Thrift store	NA	
Exon FBI Field Office	L St. Marketplace - 120th & I Sts.	FBI field office	NA	
Dan's Pizza	2543 Second Ave.	Restaurant	NA	10
Aldi	30th & Sorensen Parkway	Grocery store	\$3,500,000	10
Amber Allen Dentistry PC	3506 N. 147th St., Suite 100	Dental office	NA	5
E.construct USA-LLC	2111 S. 67th St., Suite 200	Engineering services	NA	5
Clean Plate GOOD FOOD	1801 Vinton St.	Restaurant	NA	5
Today Café	6109 Maple St.	Restaurant	NA	5
Zum Biergarten German Restaurant	513 N. Fort Crook Rd.	Restaurant	NA	10
CVS Pharmacy	10770 Fort St.	Pharmacy	NA	20
OPPD	Lindbergh Drive	Service center	NA	

**Total YTD 2009**

**\$407,097,500**

**2,891**



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