

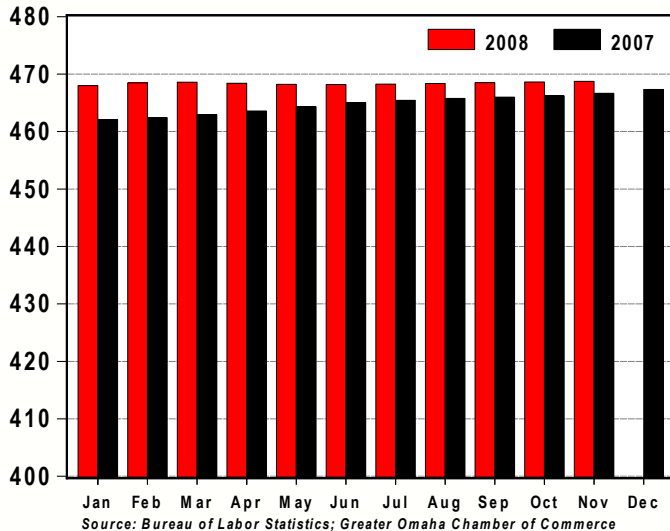
# GREATER OMAHA INDICATORS

Published December 2008

## LOCAL ECONOMY

**GREATER OMAHA**  
ECONOMIC DEVELOPMENT PARTNERSHIP

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



- Omaha's private sector added approximately 3,000 net new jobs for the 12 months ending in November, a 0.7 percent year-over-year increase.
- The 0.7 percent increase in Omaha's private sector employment compares favorably to the 1.8 percent decline in private employment at the national level for the same time period.
- Other Services (+6.5 percent); Education & Healthcare (+2.5 percent) and Financial Activities (+2.3 percent) led the job growth.
- The unemployment rate in October was unchanged from the previous month.
- Single-family permits edged downward in November, but are up 0.5 percent compared to November 2007.
- September Net Taxable Sales increased 0.6 percent from August and have increased 2.9 percent from September 2007.

## YEAR IN REVIEW

### Greater Omaha Economic Development Partnership Successfully Increased Jobs and Investment in 2008:

The Greater Omaha Economic Development Partnership (GO!) program was launched in 2004 to provide the resources to retain, expand and attract business, investment and employment in the Greater Omaha area. More than 285 investors pledged over \$20.7 million in the past five-years to help the Chamber strategically market the region nationally and internationally, and improve our overall business and tax climate.

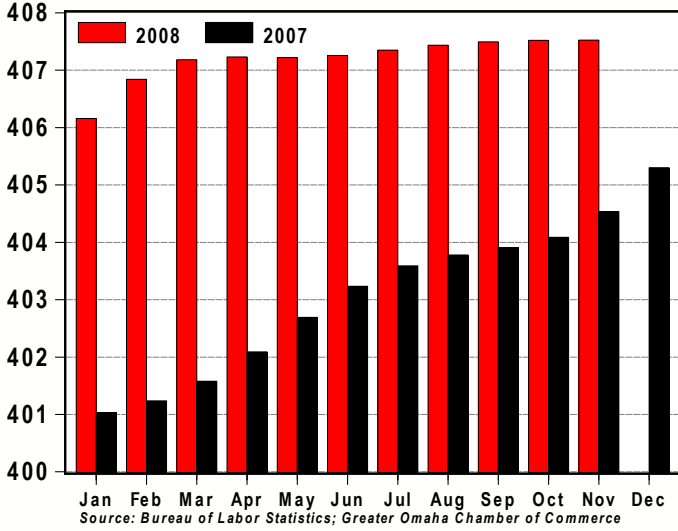
Today, GO! has become a full-service, regional economic development organization that includes representatives from Douglas, Sarpy, Washington and Cass counties to help accomplish the GO! mission of increasing jobs and investments in the Greater Omaha community.

This year, the team successfully landed 42 new projects, which represents 3,051 jobs and nearly \$530 million in capital investment. In addition, as we look at the overall success of GO! Phase One, (January 2004 through November 2008), the Chamber's economic development team has successfully landed 196 projects representing 13,756 jobs and over \$2.67 billion in capital investment in the Greater Omaha community.

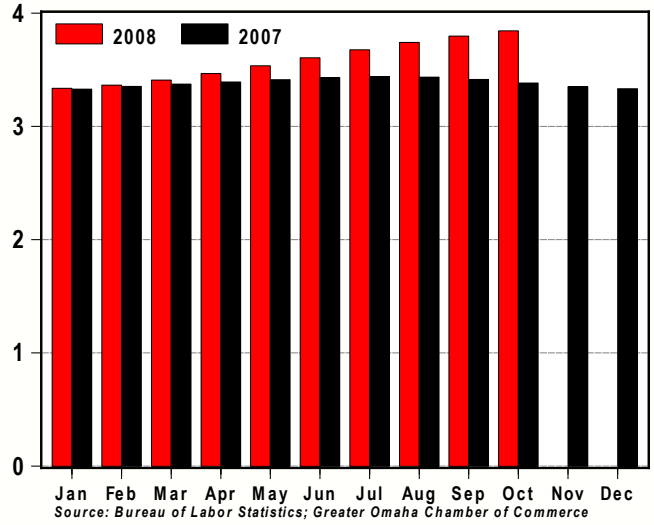
With a clear focus on project management and closing more deals, the Chamber is committed to sustaining the momentum of the GO! program for another five years and launched the GO! Phase Two campaign last April. To-date 115 investors have pledged nearly \$13 million towards economic development. The Greater Omaha Economic Development Partnership is good to GO!

Source: Greater Omaha Economic Development Partnership

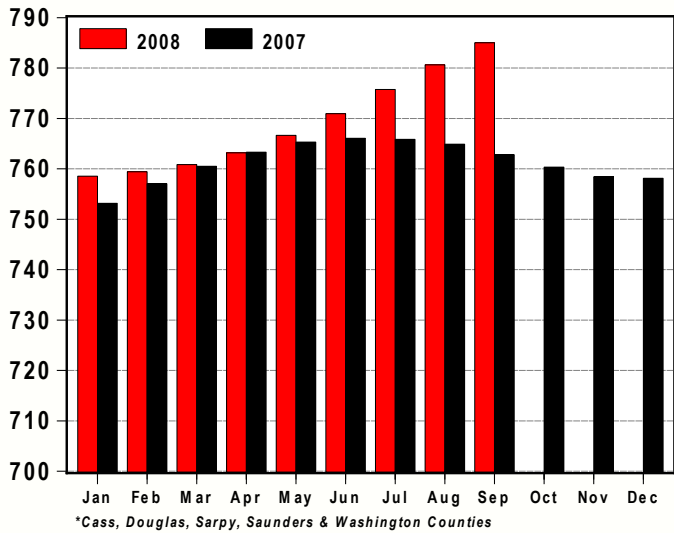
**Total Private Employment, Omaha MSA: 2008 v 2007**  
(thousands, seasonally adjusted)



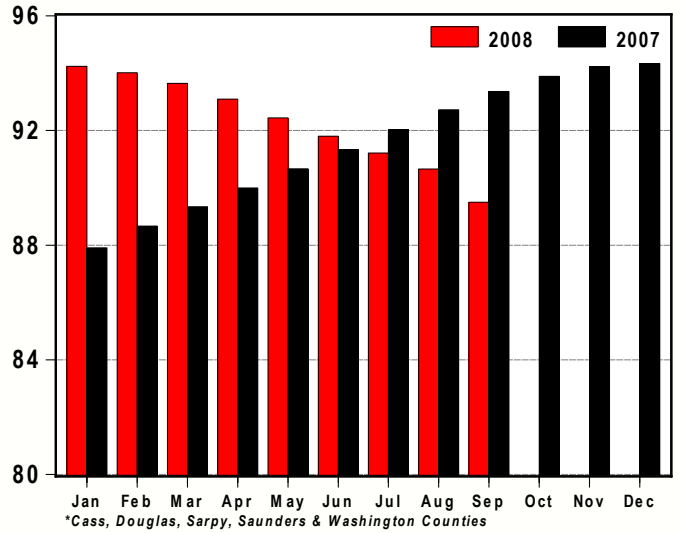
**Unemployment Rate, Omaha MSA: 2008 v 2007**  
(% , seasonally adjusted)



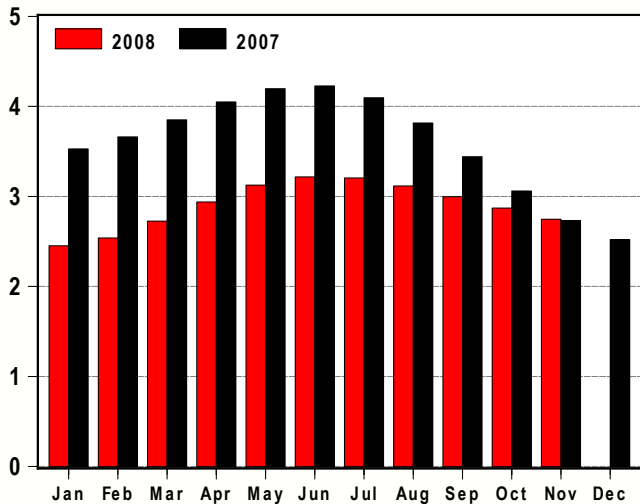
**Net Taxable Sales, Nebraska Counties in the Omaha MSA\*: 2008 v 2007**  
(\$s millions, seasonally adjusted)



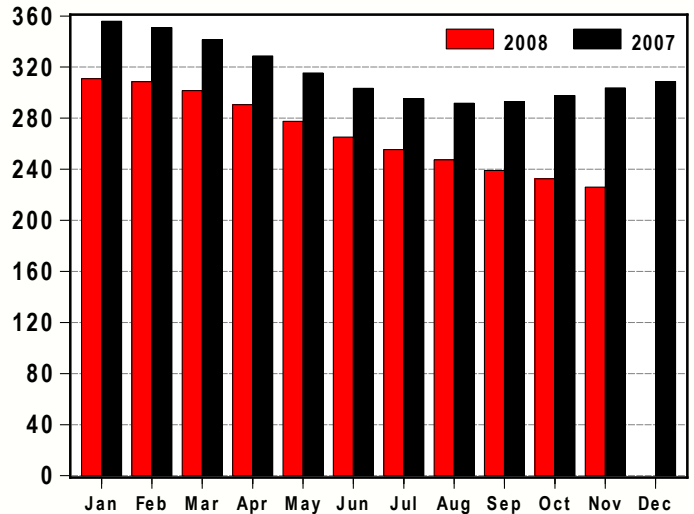
**Motor Vehicle Net Taxable Sales, Nebraska Counties in the Omaha MSA\*: 2008 v 2007**  
(\$s millions, seasonally adjusted)



**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	Nov 08	Oct 08	Sep 08	Aug 08	Jul 08	Jun 08	May 08	Apr 08	Mar 08	Feb 08	Jan 08	Dec 07	Nov 07
<b>Labor Market: Household Survey</b>													
Labor Force (#,sa)		453,301	453,340	453,416	453,596	453,821	453,776	453,298	452,465	451,539	450,615	449,835	449,256
Employment (#,sa)		435,883	436,132	436,458	436,923	437,457	437,736	437,584	437,047	436,354	435,580	434,846	434,203
Unemployment (#,sa)		17,418	17,208	16,958	16,673	16,364	16,040	15,714	15,418	15,185	15,035	14,989	15,053
Unemployment Rate - Omaha (% ,sa)		3.8	3.8	3.7	3.7	3.6	3.5	3.5	3.4	3.4	3.3	3.3	3.4
Unemployment Rate - Nebraska (% ,sa)		3.7	3.7	3.6	3.5	3.3	3.2	3.1	3.0	2.8	2.9	2.8	3.3
Unemployment Rate - US (% ,sa)		6.7	6.5	6.1	6.1	5.7	5.5	5.0	5.1	4.8	4.9	5.0	4.7
<b>Labor Market: Establishment Survey</b>													
Total Employment (000s, sa)	468.7	468.6	468.5	468.4	468.2	468.2	468.2	468.4	468.4	468.6	468.5	468.0	466.7
Private Employment (000s, sa)	407.5	407.5	407.5	407.4	407.3	407.3	407.2	407.2	407.2	407.2	406.8	406.2	404.5
Construction/Mining (000s, sa)	25.6	25.6	25.5	25.5	25.5	25.5	25.5	25.5	25.5	25.5	25.5	25.4	25.2
Manufacturing (000s, sa)	33.6	33.6	33.5	33.5	33.5	33.5	33.5	33.5	33.5	33.5	33.6	33.6	33.6
Trade, Trans., & Utilities (000s, sa)	98.6	98.8	99.0	99.2	99.4	99.6	99.9	100.1	100.2	100.3	100.3	100.2	100.1
Information (000s, sa)	12.0	12.0	12.0	12.0	12.1	12.2	12.3	12.3	12.4	12.4	12.5	12.5	12.6
Financial Activities (000s, sa)	40.4	40.4	40.3	40.3	40.2	40.1	39.9	39.8	39.6	39.5	39.5	39.5	39.5
Prof. & Business Services (000s, sa)	65.3	65.4	65.6	65.7	65.7	65.6	65.5	65.3	65.1	65.0	64.9	64.8	64.7
Educ. & Health Services (000s, sa)	68.7	68.6	68.5	68.3	68.2	68.1	68.0	67.9	67.7	67.5	67.3	67.1	67.0
Leisure & Hospitality (000s,sa)	45.9	45.8	45.7	45.7	45.7	45.7	45.9	46.2	46.3	46.3	46.1	45.8	45.5
Other Services (000s, sa)	17.5	17.4	17.3	17.2	17.1	17.0	16.9	16.8	16.7	16.6	16.6	16.5	16.4
Government (000s, sa)	61.2	61.1	61.0	60.9	60.9	60.9	61.0	61.2	61.4	61.6	61.8	62.0	62.1
<b>New Construction</b>													
Total Permits (#, sa)	250	262	285	284	292	291	286	274	252	239	236	248	261
Valuation (\$000, nsa)	53,718	134,068	128,558	71,888	85,855	61,589	100,531	78,464	82,480	31,288	73,088	112,592	345,643
Single-Family Residential Permits (#, sa)	229	239	250	260	267	268	260	245	227	212	204	210	228
Valuation (\$000, nsa)	18,308	36,896	47,104	44,804	54,588	48,699	48,162	45,198	31,981	22,031	20,227	14,738	24,184
Non-Residential Permits (#, sa)	19	19	20	21	21	22	23	24	25	26	26	26	25
Valuation (\$000, nsa)	35,191	78,183	56,109	23,672	24,147	7,985	45,602	30,927	50,550	8,762	26,516	21,975	314,609
Multi-Family Residential Units (#, nsa)	4	107	482	36	112	100	42	30	0	12	321	164	83
Valuation (\$000, nsa)	219	18,990	25,345	3,412	7,120	4,905	6,767	2,339	0	494	26,345	75,879	6,849
<b>New and Existing Home Sales</b>													
Total Sales (#, nsa)	483	804	753	886	858	848	979	854	767	607	500	673	867
Total Value (\$mm, nsa)	69.5	130.9	123.5	142.3	146.3	139.7	168.4	138.9	119.5	101.1	81.8	108.2	122.6
<b>Utilities</b>													
Electricity Customers (#, nsa)			340,015	339,990	339,311	339,187	338,995	338,921	339,040	338,950	339,695	338,305	337,836
Total Electricity Sold (mwh, sa)			919,419	919,832	922,829	926,216	931,694	947,340	982,830	1,036,728	1,094,616	1,137,622	1,147,267
<b>Transportation</b>													
Airline Passengers (000s, sa)	350.1	353.0	356.5	360.0	363.4	366.7	369.6	371.7	373.0	373.1	372.7	372.4	372.4
Airline Cargo (mm lbs., sa)	9.8	9.9	9.9	10.0	10.1	10.2	10.3	10.5	10.6	10.7	10.9	11.0	11.2
<b>Commerce</b>													
Net Taxable Sales (\$mm, sa)			785.0	780.6	775.8	770.9	766.6	763.2	760.8	759.4	758.5	758.1	758.4
Motor Vehicles (\$mm, sa)			89.5	90.7	91.2	91.8	92.4	93.1	93.6	94.0	94.2	94.3	94.2
<b>Prices</b>													
Consumer Price Index - U.S. (yr/yr %, nsa)	1.1	3.7	4.9	5.4	5.6	5.0	4.2	3.9	4.0	4.0	4.3	4.1	4.3
CPI - Midwest (yr/yr %, nsa)	0.5	3.3	4.8	5.4	5.6	4.9	4.0	4.0	3.7	3.8	4.3	3.8	4.1
Personal Consumption Expenditure Index (yr/yr %, sa)	1.4	3.2	4.1	4.4	4.5	4.1	3.5	3.4	3.4	3.5	3.6	3.5	3.7
PCE Index, ex Food & Energy (yr/yr %, sa)	1.9	2.0	2.3	2.4	2.4	2.3	2.2	2.2	2.2	2.1	2.2	2.3	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 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>November</i>				
Irvington Heights Apartments Gahm's Block	Ida St. and Sorensen Pkwy	Real Estate		0
Building Apartments	12th and Howard Sts.	Real Estate		0
Julian's Tex-Mex	721 N. 132nd St.	Service		10
Fat Brain Toys	168th St. and W. Dodge Rd.	Trade		5
The National Athletic Trainers Association Board of Certification Inc.	1415 Harney St.	Service	\$1,300,000	0
Mutual of Omaha Bank	Harrison St. and I-80	Finance		15
Ethan Allen	10720 Pacific St.	Trade		15
Papa Murphy's	12005 W. Center Rd.	Service		10
Barley's	1502 Cuming St.	Service		15
Hobby Lobby	174th St. and W. Maple Rd.	Service		35
Kitchen Emporium & Wine Shop	Mall of the Bluffs	Trade		15
		<b>Total YTD 2008</b>	<b>\$1,156,987,280</b>	<b>3,478</b>