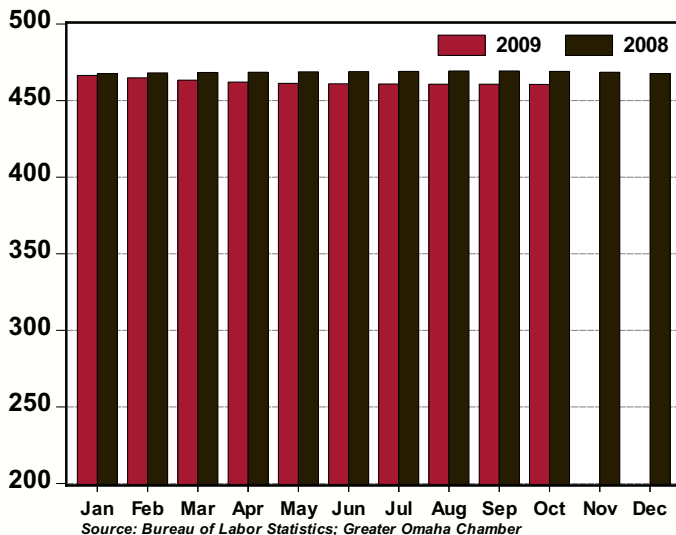


GREATER OMAHA INDICATORS

LOCAL ECONOMY

Published December 2009

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



- The unemployment rate for the Omaha MSA edged upwards to 5.4 percent in October (seasonally adjusted). Note: November labor market data are not available at this time.
- 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.
- Home sales activity remains solid, with sales advancing 5.1 percent in November from October. Sales have increased 57.0 percent compared to November of 2008.
- Single-family permits declined 3.1 percent in November from the previous month. Non-residential permits posted a 0.8 percent increase in November compared to October.

NATIONAL ECONOMY

- The final revision to Q3 Real Gross Domestic Product (GDP) will likely show an annual growth rate in the 2.5 to 3.0 percent range. Q4 GDP will likely receive a significant boost from inventory gain, with GDP posting a 3 percent plus annual growth rate for the quarter.
- Retail sales increased 1.3 percent in November, with core retail sales indicating a solid positive consumer sector contribution to Q4 GDP.
- Manufacturing output increased 1.1 percent in November and the overall trend remains favorable for growth. Manufacturing output grew at an annualized rate of 8.7 percent for the six months ending in November.
- Housing starts increased 8.9 percent in November. Single-family starts increased 2.1 percent and are up 35.0 percent since the first quarter nadir.
- The latest Federal Reserve statement indicates the Fed is inching towards raising rates, with the statement noting improvements in consumer spending and income growth, as well as, financial markets that are now “supportive” of economic growth.

AREA HIGHLIGHTS

Omaha Ranked #3 in MarketWatch’s “Best Cities for Business”

According to MarketWatch’s annual rankings, Omaha is the third best city for business. The rankings included any metro area with a population of more than 500,000 and factored in how each city’s economy has weathered the past year. The verdict seems to be that slow and steady wins the race. Des Moines, Iowa and Washington, D.C., ranked first and second, respectively.

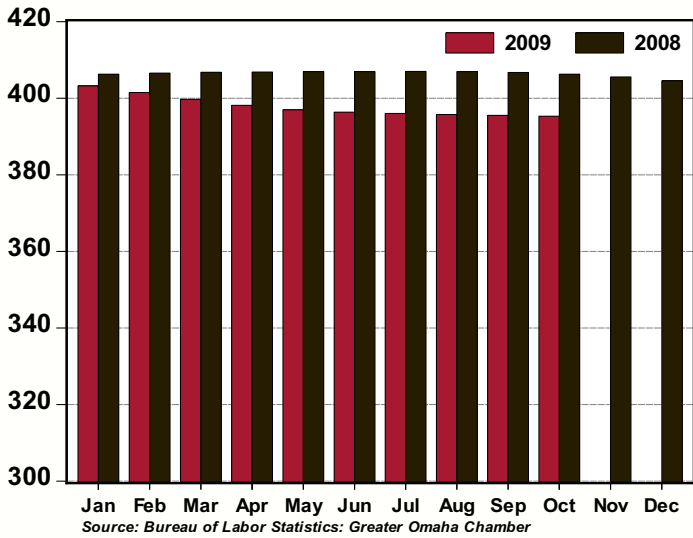
Source: MarketWatch

Greater Omaha Named #3 in Ranking of Cities Where Americans Are Getting Rich

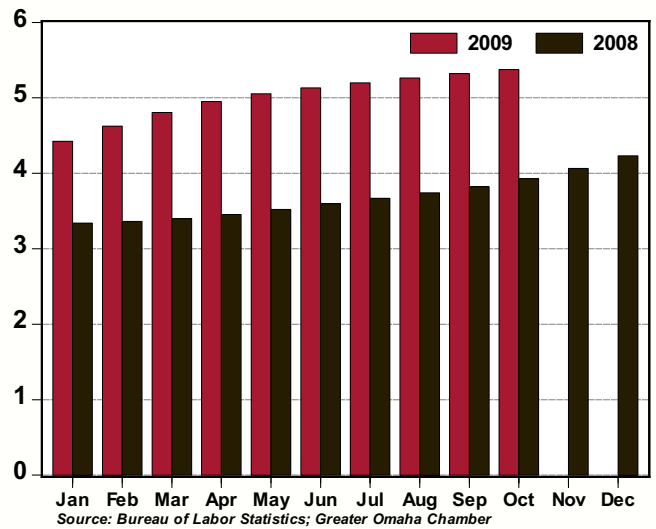
Forbes and Payscale ranked the cities where income for college graduates have increased the most. Omaha came in third in the ranking after El Paso, Texas, and Bakersfield, Calif., with an 18.4 percent jump in median pay since 2005.

Source: Forbes

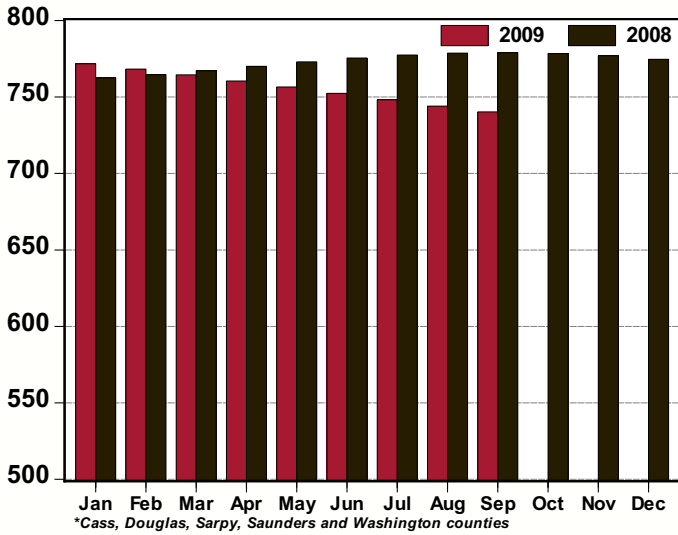
Total Private Employment, Omaha MSA: 2009 v 2008
(thousands, seasonally adjusted)



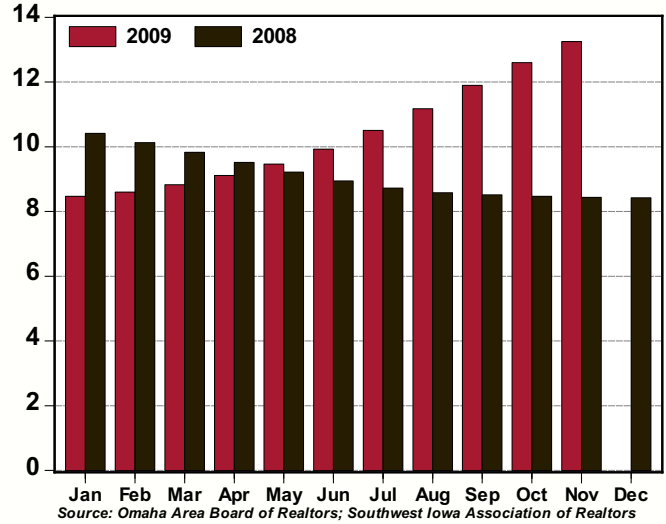
Unemployment Rate, Omaha MSA: 2009 v 2008
(%, seasonally adjusted)



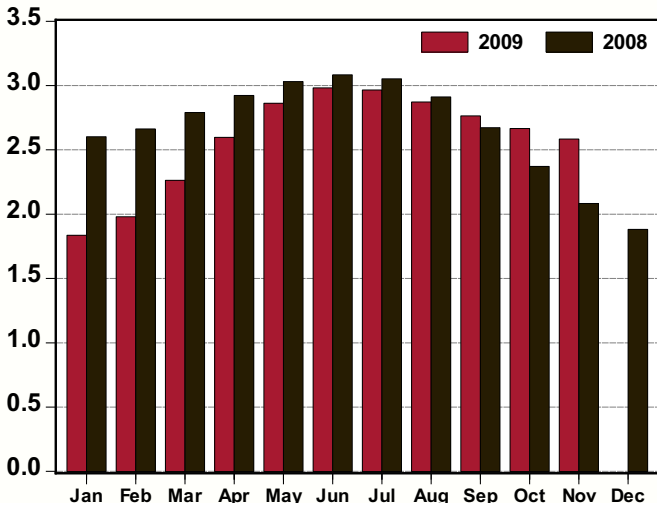
Net Taxable Sales, Nebraska Counties in the Omaha MSA*: 2009 v 2008
(\$s millions, seasonally adjusted)



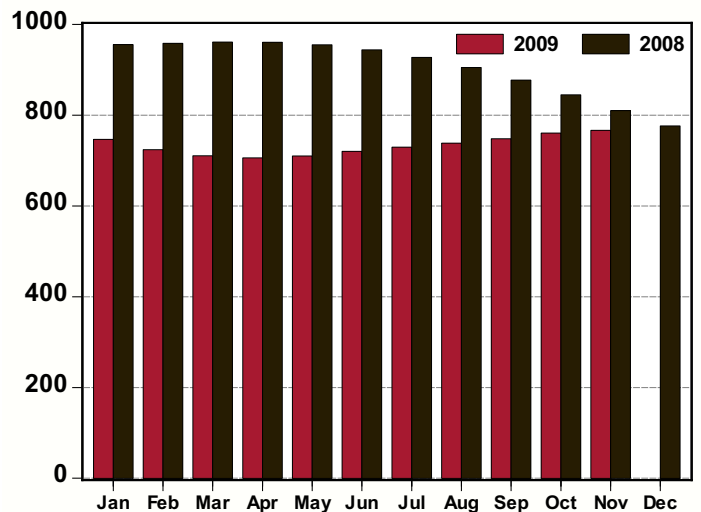
Home Sales, Omaha MSA: 2009 v 2008
(thousands, seasonally adjusted annual rate)



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	Nov 09	Oct 09	Sep 09	Aug 09	Jul 09	Jun 09	May 09	Apr 09	Mar 09	Feb 09	Jan 09	Dec 08	Nov 08
Labor Market: Household Survey													
Labor Force (#,sa)		451,270	451,958	452,630	453,223	453,591	453,814	454,017	454,349	454,842	455,434	455,937	456,203
Employment (#,sa)		427,018	427,911	428,811	429,663	430,315	430,873	431,538	432,513	433,806	435,279	436,640	437,664
Unemployment (#,sa)		24,252	24,047	23,820	23,561	23,276	22,941	22,478	21,836	21,036	20,154	19,297	18,539
Unemployment Rate - Omaha (% ,sa)		5.4	5.3	5.3	5.2	5.1	5.1	5.0	4.8	4.6	4.4	4.2	4.1
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
Unemployment Rate - US (% ,sa)	10.0	10.2	9.8	9.7	9.4	9.5	9.4	8.9	8.5	8.1	7.6	7.2	6.7
Labor Market: Establishment Survey													
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
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
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
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
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
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
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
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
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
Leisure and Hospitality (000s,sa)		45.4	45.5	45.5	45.4	45.3	45.1	44.9	44.9	45.0	45.2	45.5	45.8
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
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
Construction Permits													
Total Permits (#, sa)	282	285	294	303	310	308	299	279	249	225	219	229	243
Valuation (\$000, nsa)	60,890	49,984	46,436	75,689	92,064	100,538	83,843	78,575	51,229	48,900	35,176	61,373	56,557
Single-Family Residential Permits (#, sa)	215	222	230	239	247	248	239	216	189	165	153	175	174
Valuation (\$000, nsa)	23,585	31,294	26,066	44,441	49,976	51,286	52,517	40,608	21,994	25,494	12,049	11,725	18,308
Non-Residential Permits (#, sa)	64	63	62	62	61	60	59	59	59	60	62	65	67
Valuation (\$000, nsa)	35,860	18,690	13,531	27,149	41,744	49,252	31,179	33,195	29,078	23,406	18,687	44,393	38,081
Multi-Family Residential Units (#, nsa)	22	0	53	39	6	0	2	80	2	0	80	133	4
Valuation (\$000, nsa)	1,445	0	6,839	4,099	344	0	147	4,772	158	0	4,440	5,255	219
New and Existing Home Sales													
Total Sales (#, sa)	1,104	1,050	991	931	875	827	789	760	736	717	706	702	703
Total Value (\$mm, nsa)	150.9	173.5	163.5	146.5	166.8	159.4	156.5	127.4	100.2	72.6	56.8	87.4	69.5
Utilities													
Electricity Customers (#, nsa)		344,531	343,504	343,211	342,580	342,614	342,503	341,906	341,900	341,967	341,725	341,534	341,105
Total Electricity Sold (mwh, 000s, sa)		786,861	791,463	799,837	812,794	831,682	855,632	879,804	896,499	901,889	896,800	885,326	874,192
Transportation													
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
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
Commerce													
Net Taxable Sales (\$mm, sa)		740.3	740.3	743.9	748.1	752.3	756.5	760.4	764.4	768.2	771.7	774.6	776.9
Motor Vehicles (\$mm, sa)		95.3	95.3	94.2	93.1	92.0	91.1	90.3	89.6	89.2	89.0	89.1	89.4
Prices													
Consumer Price Index - U.S. (yr/yr %, nsa)	1.8	-0.2	-1.3	-1.5	-2.1	-1.4	-1.3	-0.7	-0.4	0.2	0.0	0.1	1.1
CPI - Midwest (yr/yr %, nsa)	2.2	-0.2	-1.7	-1.8	-2.5	-1.7	-1.9	-1.5	-0.8	-0.2	-0.3	-0.3	0.5
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
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

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.

November 2009 New and Expanding Companies

<u>Company</u>	<u>Location (approximate)</u>	<u>Industry</u>	<u>Investment</u>	<u>Added Employment</u>
Elk Ridge Village	192nd & Dodge	Ind. living facility	NA	
Ravenite	2615 S. 144th St.	Cigar bar	NA	5
Havana Garage	1008 Howard St.	Cigar bar	NA	5
Dermatology Specialists of Omaha	909 N. 96th St.	Dermatology office	NA	5
Wohlner's Midtown Market & Deli	33rd & Dodge - Midtown Crossing	Grocery store	NA	20
Smashburger	7204 Jones St.	Restaurant	NA	15
Mexitaco	8602 Maple St.	Restaurant	NA	5
American Courier Corp.	9840 S. 140th St.	Transportation services	NA	
Bellevue University	1000 Galvin Rd.	University	\$16,000,000	
Total YTD 2009			\$423,097,500	3,012