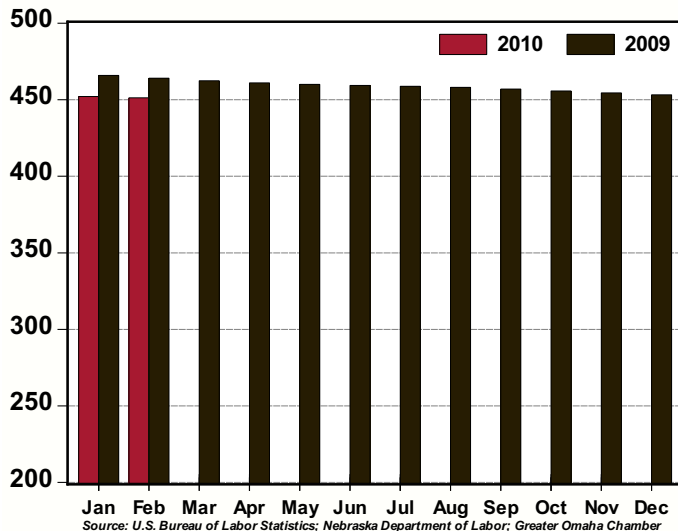


# GREATER OMAHA INDICATORS

## LOCAL ECONOMY

Published March 2010

**Total Non-Farm Employment,  
Omaha MSA: 2010 v 2009  
(thousands, seasonally adjusted)**



- The February unemployment rate was unchanged at 5.3 percent.
- The latest annual re-benchmarking of labor data from the U.S. Bureau of Labor Statistics gives us some insight into labor market performance for the last decade.
- The metro area added 17,500 jobs from 2000 to 2009, a nearly 4 percent increase.
- The education and healthcare (+26.2 percent), other services (+18.3 percent) and financial activities (+11.8 percent) sectors led job growth.
- Home sales slipped in February, posting a 5.9 percent decline compared to January; however, compared to February 2009, sales are up 5.0 percent.
- Single-family permits increased 7.6 percent in February from the previous month. Single-family permits are now at their highest level since June 2007
- Net Taxable Sales decreased 0.7 percent in December compared to the previous month.

## NATIONAL ECONOMY

- Tracking data continues to suggest growth in Q2 Real Gross Domestic Product (RGDP) in the 2.5 to 3.0 percent annual rate range.
- We look for Inflation-adjusted consumer spending to post a 3 percent increase for Q2.
- Likewise, business spending on equipment and software should make positive contributions to Q2 RGDP growth, expenditures on structures and residential housing will likely dampen growth for the quarter.
- Corporate profits grew at an annual rate of 36.0 percent in Q1 and are up 30.6 percent compare to the first quarter of 2008. With profits up and business equipment expenditures increasing, improving labor market conditions should not be too far behind.
- Indeed, the consensus expects a net jobs gain in this Friday's Employment Situation Report – growth in Census jobs may add some noise to the data, but the underlying fundamentals are improving.

## AREA HIGHLIGHTS

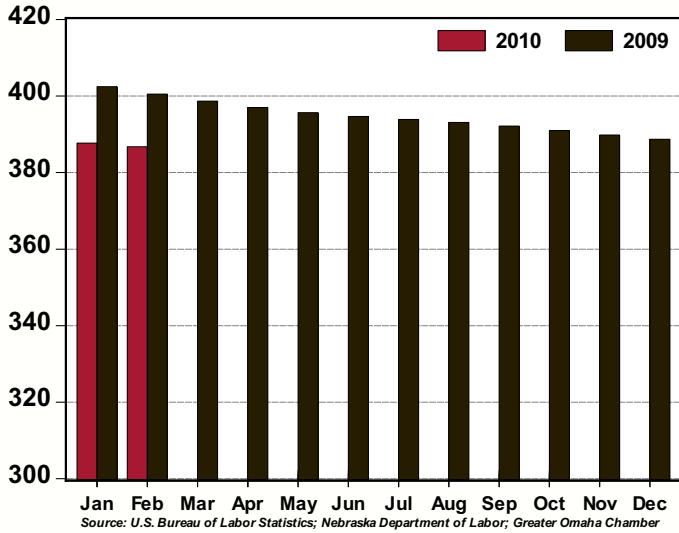
### Chinese Company to Open First U.S. Operation in Greater Omaha

Easyway International Freight Co., an international shipping company headquartered in Shaanxi, China, is the first Chinese company to launch operations in Nebraska. The company plans to open Easyway International, a freight-forwarding operation in La Vista, Neb., part of the Greater Omaha area. The company will create 15 full time positions and four executives from the company's headquarters will transfer to this U.S. office.

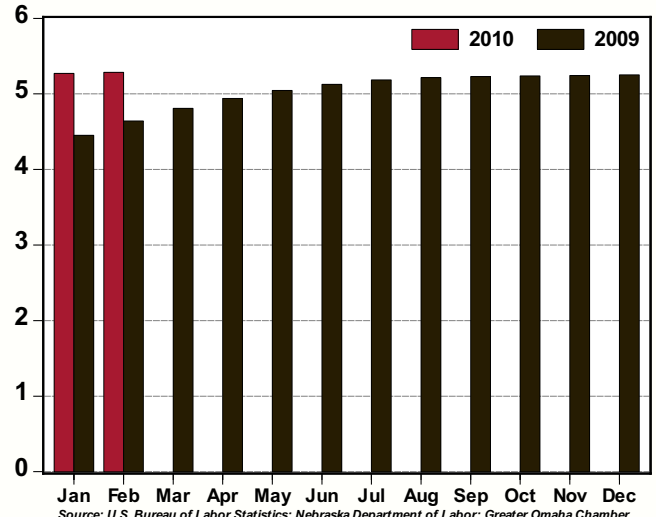
According to Wenliang Xu, CEO of Easyway-China, the company selected La Vista for its central location, positive business climate, focus on logistics education, and proximity to headquarters of well-known transportation companies, such as Werner Enterprises, Crete Contract Carriers and Union Pacific Railroad. "Nebraska is an ideal location for Easyway International's North American headquarters. The strategic location, pro-business environment and good quality of life is of critical importance to our company, and other multinationals, as we implement our global strategy. Easyway International is pleased to call ourselves a Nebraska company," said Xu.

Source: Nebraska Department of Economic Development

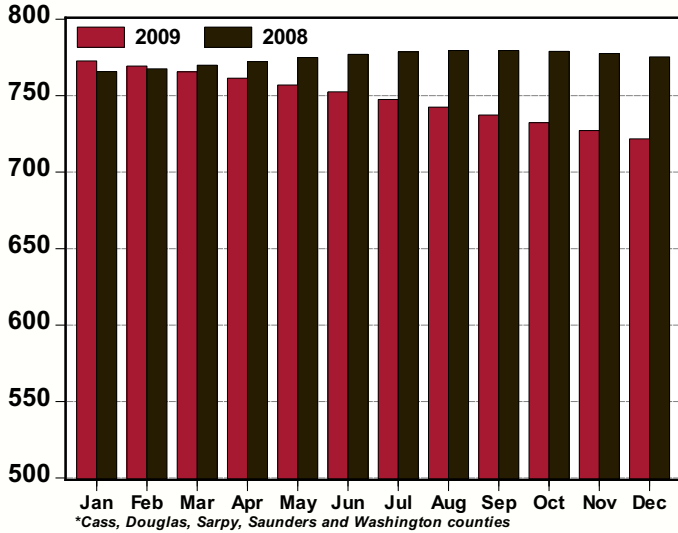
**Total Private Employment, Omaha MSA: 2010 v 2009**  
(thousands, seasonally adjusted)



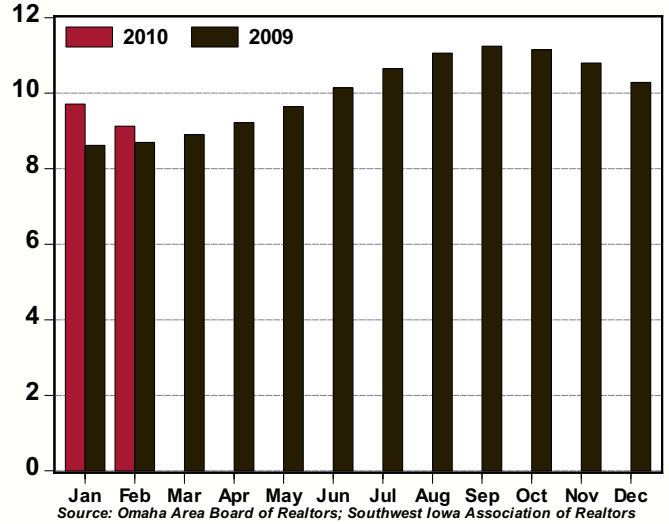
**Unemployment Rate, Omaha MSA: 2010 v 2009**  
(%, seasonally adjusted)



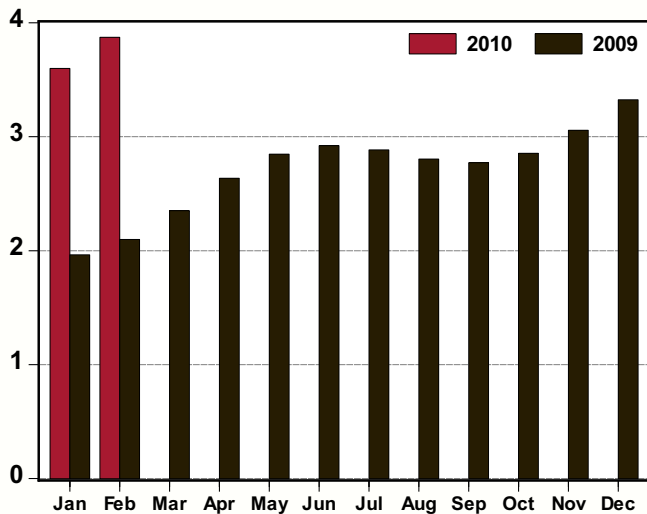
**Net Taxable Sales, Nebraska Counties in the Omaha MSA\*: 2009 v 2008**  
(\$s millions, seasonally adjusted)



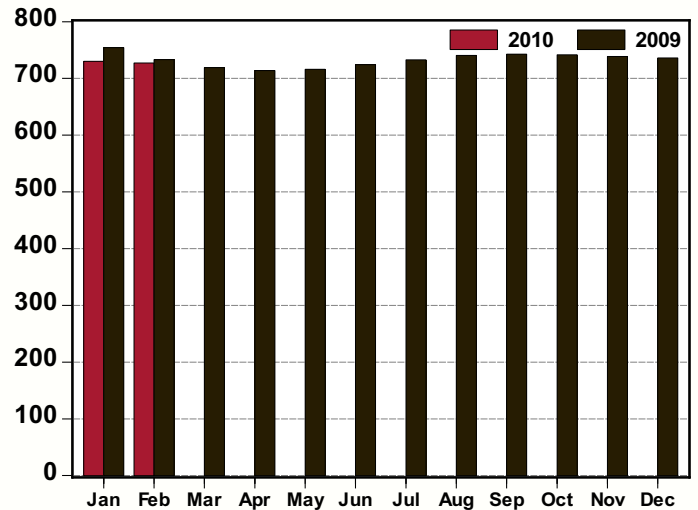
**Home Sales, Omaha MSA: 2010 v 2009**  
(thousands, seasonally adjusted annual rate)



**Single-Family Residential Permits, Omaha MSA: 2010 v 2009**  
(thousands, seasonally adjusted annual rate)



**Non-Residential Permits, Omaha MSA: 2010 v 2009**  
(number of permits, seasonally adjusted annual rate)



Greater Omaha Indicators	Feb 10	Jan 10	Dec 09	Nov 09	Oct 09	Sep 09	Aug 09	Jul 09	Jun 09	May 09	Apr 09	Mar 09	Feb 09
<b>Labor Market: Household Survey</b>													
Labor Force (#,sa)	449,090	449,629	450,310	451,111	451,931	452,684	453,288	453,638	453,783	453,875	454,006	454,232	454,622
Employment (#,sa)	425,356	425,934	426,655	427,462	428,266	429,008	429,644	430,123	430,523	430,978	431,575	432,391	433,526
Unemployment (#,sa)	23,734	23,695	23,655	23,649	23,665	23,676	23,645	23,515	23,260	22,897	22,431	21,841	21,097
Unemployment Rate - Omaha (% ,sa)	5.3	5.3	5.3	5.2	5.2	5.2	5.2	5.2	5.1	5.0	4.9	4.8	4.6
Unemployment Rate - Nebraska (% ,sa )	4.8	4.7	4.6	4.6	4.7	4.8	4.8	4.8	4.8	4.7	4.6	4.5	4.3
Unemployment Rate - US (% ,sa)	9.7	9.7	10.0	10.0	10.2	9.8	9.7	9.4	9.5	9.4	8.9	8.5	8.1
<b>Labor Market: Establishment Survey</b>													
Total Employment (000s, sa)	451.2	452.1	453.2	454.4	455.7	457.0	458.0	458.7	459.3	460.0	461.0	462.4	464.0
Private Employment (000s, sa)	386.8	387.7	388.7	389.8	391.0	392.1	393.1	393.9	394.6	395.6	397.0	398.7	400.5
Construction/Mining (000s, sa)	22.3	22.5	22.8	23.1	23.3	23.6	23.8	24.0	24.2	24.4	24.5	24.7	24.9
Manufacturing (000s, sa)	31.4	31.4	31.3	31.2	31.1	31.1	31.0	31.1	31.2	31.4	31.6	31.9	32.3
Trade, Trans. and Utilities (000s, sa)	93.3	93.4	93.5	93.6	93.8	94.1	94.4	94.7	95.1	95.4	95.9	96.5	97.2
Information (000s, sa)	11.0	11.1	11.2	11.3	11.4	11.4	11.4	11.4	11.4	11.4	11.5	11.6	11.7
Financial Activities (000s, sa)	39.0	39.1	39.3	39.4	39.6	39.6	39.7	39.7	39.8	39.9	40.1	40.3	40.5
Prof. and Business Services (000s, sa)	61.0	61.1	61.2	61.4	61.7	62.0	62.4	62.6	62.7	62.9	63.1	63.4	63.8
Educ. and Health Services (000s, sa)	68.8	68.8	68.8	68.8	68.9	69.0	69.0	69.0	68.9	68.8	68.8	68.8	68.9
Leisure and Hospitality (000s, sa)	43.2	43.6	43.9	44.2	44.4	44.6	44.6	44.7	44.7	44.7	44.7	44.6	44.6
Other Services (000s, sa)	16.7	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)	64.4	64.5	64.5	64.6	64.7	64.9	64.9	64.9	64.6	64.3	64.0	63.7	63.5
<b>Construction Permits</b>													
Total Permits (#, sa)	383	361	340	319	300	294	297	303	304	298	283	257	236
Valuation (\$000, nsa)	54,540	62,210	82,734	60,890	49,984	46,436	75,689	92,064	100,538	83,843	78,575	51,229	48,900
Single-Family Residential Permits (#, sa)	323	300	277	255	238	231	234	240	243	237	220	196	175
Valuation (\$000, nsa)	39,415	23,240	25,710	23,585	31,294	26,066	44,441	49,976	51,286	52,517	40,608	21,994	25,494
Non-Residential Permits (#, sa)	61	61	61	62	62	62	62	61	60	60	59	60	61
Valuation (\$000, nsa)	15,126	38,971	50,357	35,860	18,690	13,531	27,149	41,744	49,252	31,179	33,195	29,078	23,406
Multi-Family Residential Units (#, nsa)	0	0	83	22	0	53	39	6	0	2	80	2	0
Valuation (\$000, nsa)	0	0	6,667	1,445	0	6,839	4,099	344	0	147	4,772	158	0
<b>New and Existing Home Sales</b>													
Total Sales (#, sa)	761	809	857	900	929	937	922	887	845	804	768	742	725
Total Value (\$mm, nsa)	73.2	65.1	96.0	150.9	173.5	163.5	146.5	166.8	159.4	156.5	127.4	100.2	72.6
<b>Utilities</b>													
Electricity Customers (#, nsa)													
Total Electricity Sold (mwh, 000s, sa)			345,768	345,080	344,531	343,504	343,211	342,580	342,614	342,503	341,906	341,900	341,967
			875,989	853,413	830,782	812,964	803,784	808,859	829,708	858,804	884,416	899,496	900,626
<b>Transportation</b>													
Airline Passengers (000s, sa)	340.7	341.5	342.7	344.5	346.7	349.2	351.7	353.8	355.0	355.2	354.5	353.3	352.2
Airline Cargo (mm lbs., sa)	7.8	7.9	8.0	8.1	8.1	8.2	8.3	8.4	8.6	8.7	8.8	9.0	9.1
<b>Commerce</b>													
Net Taxable Sales (\$mm, sa)			721.8	727.2	732.3	737.3	742.4	747.5	752.4	756.9	761.4	765.6	769.4
Motor Vehicles (\$mm, sa)			93.7	92.9	92.5	92.1	91.6	91.0	90.5	90.1	89.8	89.5	89.3
<b>Prices</b>													
Consumer Price Index - U.S. (yr/yr %, nsa)	2.1	2.6	2.7	1.8	-0.2	-1.3	-1.5	-2.1	-1.4	-1.3	-0.7	-0.4	0.2
CPI - Midwest (yr/yr %, nsa)	2.5	2.9	3.0	2.2	-0.2	-1.7	-1.8	-2.5	-1.7	-1.9	-1.5	-0.8	-0.2
Personal Consumption Expenditure Index (yr/yr %, sa)	1.8	2.1	2.1	1.5	0.1	-0.6	-0.6	-0.9	-0.4	-0.3	0.1	0.2	0.6
PCE Index, ex Food & Energy (yr/yr %, sa)	1.3	1.5	1.6	1.5	1.4	1.2	1.3	1.3	1.5	1.6	1.7	1.7	1.8

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.

## February 2010 New and Expanding Companies

<u>Company</u>	<u>Location (approximate)</u>	<u>Industry</u>	<u>Investment</u>	<u>Added Employment</u>
8th Avenue Yoga	3880 S. 149th St. #115	Yoga studio	NA	2
Nebraska Behavioral Health Education Center	24th & Harney	Education center	NA	5
Air Brush by Brian	Crossroads Mall		NA	2
Ashley's Pet Spa	7630 Main St.	Pet services	NA	5
The Impact Sports Center	8619 S. 127th Circle, Suite 2	Indoor sports center	NA	2
DeFord Family Dental	8410 S. 73rd Plaza, Suite 104	Dental practice	NA	5
Panaderia La Imperial	6619 Sunshine Dr.	Mexican bakery	NA	5
Home Nursing with Heart	7602 Park Dr.	Home healthcare	NA	2
Kennedy's Bar and Grill	5170 S. 72nd St.	Restaurant & bar	NA	15
Deendoo African Safari Gifts	Crossroads Mall	Gift shop	NA	2
Gator O'Malley's	12143 W. Center Rd.	Bar	NA	15
Luv My Pup Pet Boutique & Dog Spa	Crossroads Mall	Pet services	NA	5
SAC Federal Credit Union	3161 Ames Ave.	Banking	NA	NA
RFD-TV	13815 FNB Parkway	TV network	NA	10
Goodwill Industries	72nd & F Streets	Retail center	\$2,000,000	NA
Sears Hometown Store	TBD	Appliance store	NA	15
Sempeck Bowling	20902 Cumberland Drive	Bowling alley	NA	40
CRAVE	Midtown Crossing	Restaurant	NA	40
Greenbelly	12355 West Center Rd.	Restaurant	NA	5
MekongTek	6307 Maple St.	Computer repair	NA	2
GTM Sportswear	84th & W. Center Rd.	Clothing	NA	6
Freddy's Frozen Custard & Steakburgers	TBA	Restaurant	NA	15
The Tropics Bar & Grill	168th & Maple	Restaurant & bar	NA	20
Jones Bros. Cupcakes & Café	2121 S. 67th St.	Bakery & café	NA	10
Blair Christian Academy	TBA	School	NA	5
Buck's Inc.	4955 S. 72nd St.	Food distribution	\$1,200,000	20
Bucky's Express	84th & Frederick	Gas station	NA	5
Old Navy	Village Pointe	Clothing store	NA	40
Zurlo's Bistro Italiano	13110 Birch Drive	Restaurant	NA	25
Chatty Squirrel Café & Bakery	12323 W. Center Rd.	Restaurant & bakery	NA	5
Value Place Extended Stay	2703 Samson Way	Hotel	NA	20
Rue 21	Shadow Lake Towne Center	Clothing store	NA	20
<b>Total YTD 2010</b>			<b>\$23,600,000</b>	<b>1,083</b>



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