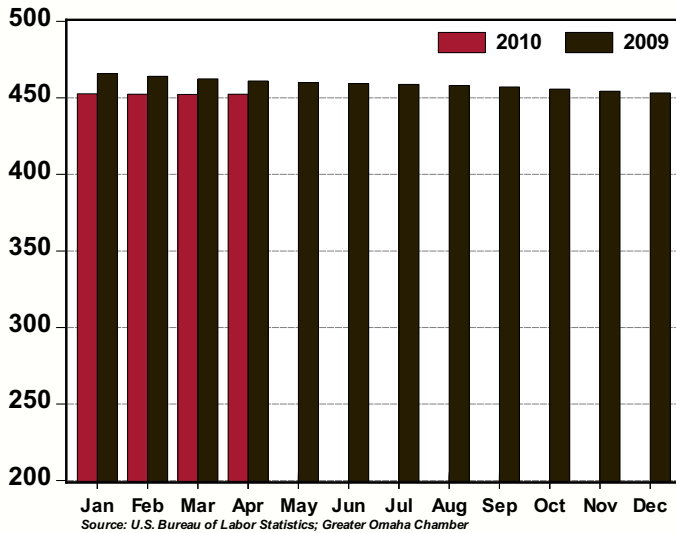


# GREATER OMAHA INDICATORS

## LOCAL ECONOMY

Published May 2010

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



- Total employment in Greater Omaha was statistically unchanged in April.
- The Trade, Transportation and Utilities, Professional and Business Services, Leisure and Hospitality, Other Services and Government sectors posted modest gains in employment for the month.
- Home sales, spurred in part by the homebuyer tax credit deadline, posted a 7.5 percent increase in April. In addition, the National Association of Realtors report a 3.0 percent increase in the median price for existing single-family homes for Omaha during Q1'10 compared to Q1'09. During the same period, home prices for the nation declined by 0.7 percent.
- Single-family permits edged downwards by 2.3 percent in April. Still, on a year-over-year basis single-family permits are up 23.5 percent.
- Net Taxable Sales posted a 0.6 percent increase in February, with revised data now showing month-to-month growth for four consecutive months.

## NATIONAL ECONOMY

- Incoming data point to a Real Gross Domestic Product growth rate for Q2 in the 3.0 percent to 3.5 percent range, a solid follow-up to the Q1 growth rate of 3.2 percent.
- Over the past four months non-farm payrolls have added 573,000 jobs. Civilian employment has grown by a whopping 1.9 million over the same period.
- Over six out of 10 industries reported expanded payrolls in April.
- April retail sales increased 0.4 percent. Building material sales increased 6.9 percent.
- Single-family housing starts have increased for four consecutive months and are 53.6 percent higher than year-ago levels.
- The recovery in the manufacturing sector continues, with new orders for durable goods increasing 2.9 percent in April. Orders of capital goods (a proxy for business investment) increased 7.4 percent and are up 30 percent compared to April of last year.

## AREA HIGHLIGHTS

### Midtown Crossing Celebrates Ribbon-Cutting

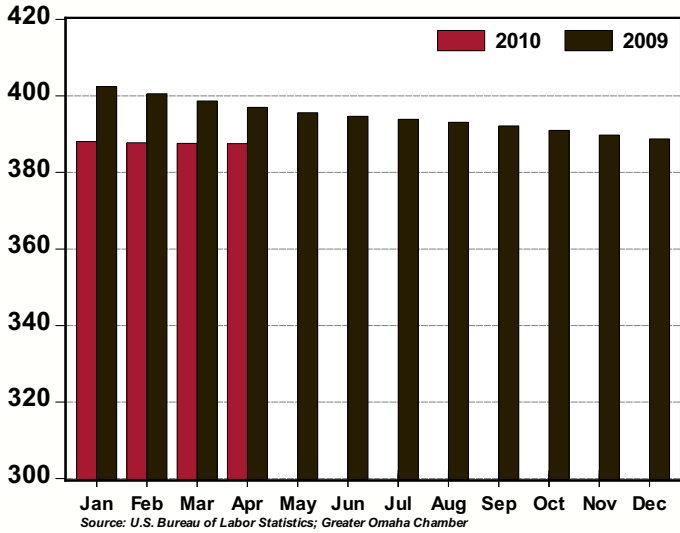
The \$325 million mixed use development, Midtown Crossing at Turner Park, was officially dedicated last week and celebrated as a success in transforming the midtown Omaha area into a vibrant and attractive community. Beyond the million square feet of residences and retail spaces of Midtown Crossing, Omahans are seeing the transformation of an entire section of the city. And it is spurring additional growth and investment in the area.

Urban Village, a development company, has renovated 150 apartments in the area surrounding Midtown Crossing. It is estimated that the company's new tenants have already added \$7.5 million in annual household income to the area and at least half of them have moved in from west Omaha.

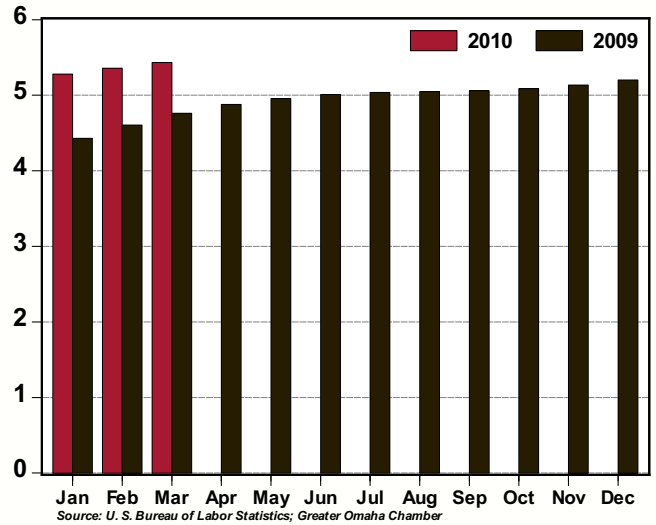
Creighton University economist Ernie Goss estimates that the three year construction phase created 2,300 jobs, \$38.5 million in state and local tax revenues and \$470 million in overall economic activity.

Source: Omaha World-Herald

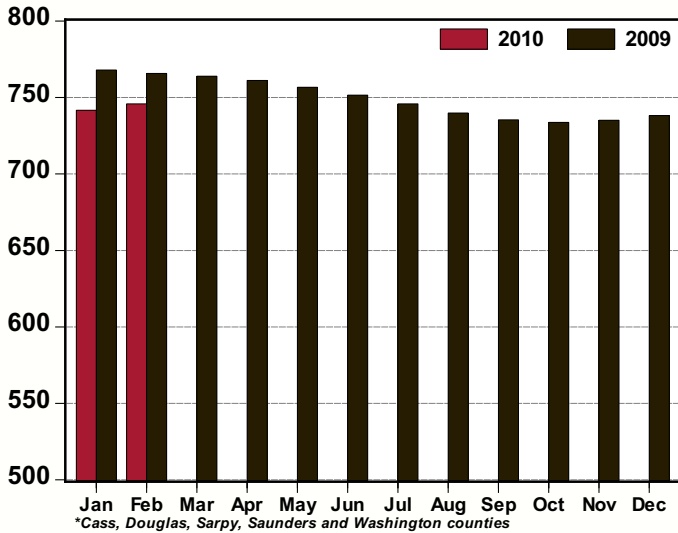
**Total Private Employment, Omaha MSA: 2010 v 2009**  
(thousands, seasonally adjusted)



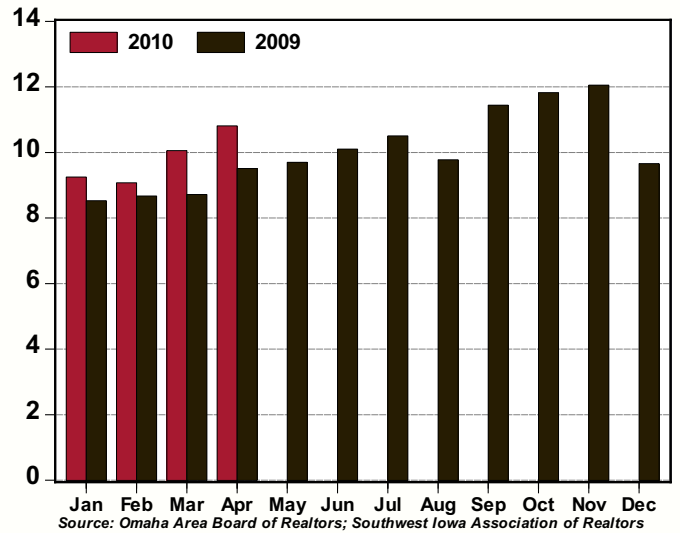
**Unemployment Rate, Omaha MSA: 2010 v 2009**  
(%, seasonally adjusted)



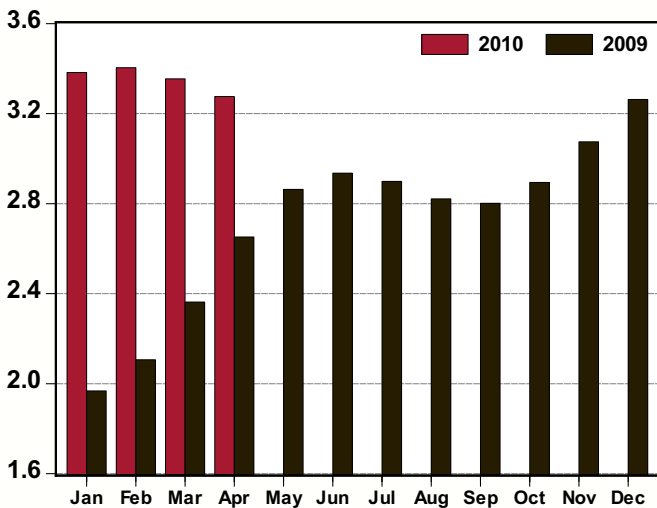
**Net Taxable Sales, Nebraska Counties in the Omaha MSA\*: 2010 v 2009**  
(\$ millions, seasonally adjusted)



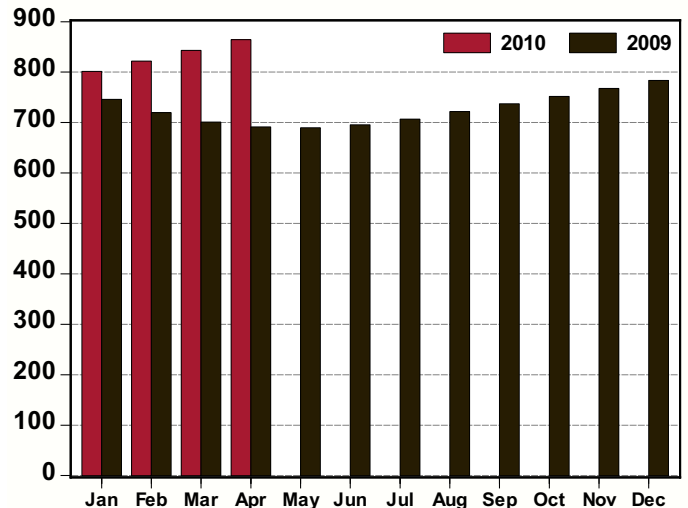
**Home Sales, Omaha MSA: 2010 v 2009**  
(thousands, seasonally adjusted annual rate)



**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	Apr 10	Mar 10	Feb 10	Jan 10	Dec 09	Nov 09	Oct 09	Sep 09	Aug 09	Jul 09	Jun 09	May 09	Apr 09
<b>Labor Market: Household Survey</b>													
Labor Force (#,sa)	449,054	449,439	449,855	449,855	450,391	451,093	451,952	452,585	453,212	453,602	453,777	453,882	454,015
Employment (#,sa)	424,790	425,352	425,956	426,645	427,443	428,233	428,964	429,664	429,611	430,114	430,535	430,994	431,585
Unemployment (#,sa)	24,264	24,087	23,899	23,746	23,650	23,619	23,620	23,620	23,601	23,488	23,242	22,888	22,429
Unemployment Rate - Omaha (% ,sa)	5.4	5.4	5.3	5.3	5.3	5.2	5.2	5.2	5.2	5.2	5.1	5.0	4.9
Unemployment Rate - Nebraska (% ,sa )	5.0	4.8	4.7	4.6	4.6	4.7	4.7	4.8	4.8	4.8	4.8	4.7	4.6
Unemployment Rate - US (% ,sa)	9.7	9.7	9.7	9.7	10.0	10.0	10.2	9.8	9.7	9.4	9.5	9.4	8.9
<b>Labor Market: Establishment Survey</b>													
Total Employment (000s, sa)	452.3	452.3	452.3	452.6	453.2	454.3	455.7	457.0	458.0	458.7	459.3	459.9	461.0
Private Employment (000s, sa)	387.5	387.6	387.8	388.1	388.7	389.8	391.0	392.1	393.1	393.9	394.6	395.6	397.0
Construction/Mining (000s, sa)	21.7	21.9	22.2	22.5	22.8	23.1	23.4	23.6	23.7	23.9	24.2	24.4	24.6
Manufacturing (000s, sa)	31.2	31.3	31.3	31.3	31.3	31.2	31.2	31.1	31.0	31.1	31.2	31.3	31.6
Trade, Trans. and Utilities (000s, sa)	94.0	93.8	93.7	93.6	93.5	93.6	93.8	94.1	94.4	94.7	95.0	95.4	95.9
Information (000s, sa)	10.8	10.9	11.0	11.1	11.2	11.3	11.4	11.4	11.4	11.4	11.4	11.4	11.5
Financial Activities (000s, sa)	38.8	38.9	39.0	39.1	39.3	39.4	39.6	39.6	39.7	39.7	39.8	39.9	40.1
Prof. and Business Services (000s, sa)	61.5	61.4	61.3	61.2	61.2	61.4	61.7	62.0	62.4	62.6	62.7	62.8	63.0
Educ. and Health Services (000s, sa)	68.7	68.7	68.8	68.8	68.8	68.8	68.9	69.0	69.0	69.0	68.9	68.8	68.8
Leisure and Hospitality (000s,sa )	44.0	43.9	43.8	43.8	43.9	44.2	44.4	44.5	44.6	44.7	44.7	44.7	44.6
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	16.8
Government (000s, sa)	64.8	64.7	64.6	64.5	64.5	64.6	64.7	64.9	64.9	64.9	64.6	64.3	64.0
<b>Construction Permits</b>													
Total Permits (#, sa)	346	350	352	349	339	323	304	296	297	302	303	297	283
Valuation (\$000, nsa)	74,627	164,211	54,540	62,210	82,734	60,890	49,984	46,436	75,689	92,064	100,538	83,843	78,575
Single-Family Residential Permits (#, sa)	273	280	284	282	272	256	241	233	235	242	245	239	221
Valuation (\$000, nsa)	43,210	35,267	39,415	23,240	25,710	23,585	31,294	26,066	44,441	49,976	51,286	52,517	40,608
Non-Residential Permits (#, sa)	72	70	68	67	65	64	63	61	60	59	58	57	58
Valuation (\$000, nsa)	29,947	128,944	15,126	38,971	50,357	35,860	18,690	13,531	27,149	41,744	49,252	31,179	33,195
Multi-Family Residential Units (#, nsa)	24	0	0	0	83	22	0	53	39	6	0	2	80
Valuation (\$000, nsa)	1,471	0	0	0	6,667	1,445	0	6,839	4,099	344	0	147	4,772
<b>New and Existing Home Sales</b>													
Total Sales (#, sa)	875	814	735	765	793	992	985	972	819	878	843	807	798
Total Value (\$mm, nsa)	166.3	126.9	73.2	65.1	96.0	150.9	173.5	163.5	146.5	166.8	159.4	156.5	127.4
<b>Utilities</b>													
Electricity Customers (#, nsa)	346,323	346,487	346,163	345,768	345,080	344,531	343,504	343,504	343,211	342,580	342,614	342,503	341,906
Total Electricity Sold (mwh, 000s, sa)	933,606	920,613	905,765	885,606	860,567	833,980	812,409	802,791	809,385	809,385	830,355	857,151	880,501
<b>Transportation</b>													
Airline Passengers (000s, sa)	353.4	350.3	347.5	345.1	343.8	344.0	345.8	348.6	351.4	353.9	355.6	356.4	356.1
Airline Cargo (mm lbs., sa)	8.0	8.0	8.0	8.1	8.1	8.1	8.2	8.3	8.3	8.4	8.5	8.7	8.8
<b>Commerce</b>													
Net Taxable Sales (\$mm, sa)	745.9	741.6	738.1	738.1	738.1	735.1	733.7	735.3	739.9	745.8	751.4	756.7	761.1
Motor Vehicles (\$mm, sa)	88.9	89.1	89.5	89.5	89.8	89.8	90.1	90.3	90.4	90.4	90.3	90.2	90.1
<b>Prices</b>													
Consumer Price Index - U.S. (yr/yr %, nsa)	2.2	2.3	2.1	2.6	2.7	1.8	-0.2	-1.3	-1.5	-2.1	-1.4	-1.3	-0.7
CPI - Midwest (yr/yr %, nsa)	2.7	2.6	2.5	2.9	3.0	2.2	-0.2	-1.7	-1.8	-2.5	-1.7	-1.9	-1.5
Personal Consumption Expenditure Index (yr/yr %, sa)	2.0	1.8	2.1	2.1	2.1	1.5	0.1	-0.6	-0.6	-0.9	-0.4	-0.3	0.1
PCE Index, ex Food & Energy (yr/yr %, sa)	1.3	1.3	1.3	1.5	1.6	1.5	1.4	1.2	1.3	1.3	1.5	1.6	1.7

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.

## April 2010 New and Expanding Companies

<u>Company</u>	<u>Location (approximate)</u>	<u>Product</u>	<u>Investment</u>	<u>Added Employment</u>
About-a-Buck	8401 N. 30th St.	Dollar store	NA	10
Haute Resume & Career Services, LLC	9900 Nicholas St., Suite 390	Resume consulting	NA	2
Zimco Supply Company	11914 Centennial, Suite 4	Turf products	NA	5
Lava Jays	3623 N. 129th St.	Bar & dance club	NA	20
Iwen Exposures	40th & Farnam Streets	Photography	NA	5
Uprising Bakery	1031 Jones St.	Bakery	NA	5
Omaha Picnic Pros.	TBA	Catering	NA	5
Red Mango	Near UNO	Frozen yogurt	NA	10
Red Mango	16950 Wright Plaza	Frozen yogurt	NA	10
Three Dog Bakery	3201 Farnam St.	Pet bakery & goods	NA	5
United Football League	TBA	Pro football team	NA	60
Roja Mexican Grill & Margarita Bar	12th & Harney Streets	Restaurant	NA	40
Hummel Park Nature Camp Center	Hummel Park	Summer camp	\$1,000,000	
Five Guys Burgers & Fries	8540 S. 71st Plaza	Restaurant	NA	10
Abelardo's Authentic Mexican Food	3420 N. 90th St.	Restaurant	NA	10
Abelardo's Authentic Mexican Food	5044 S. 108th St.	Restaurant	NA	10
Maru Sushi Korean Grill	5032 S. 108th St.	Restaurant	NA	5
Five Guys Burgers & Fries	7345 Dodge St.	Restaurant	NA	10
CKF Factory Direct	10415 J St.	Granite outlet	NA	3
Pinnacle Bancorp Inc.	180th & W. Dodge Rd	Bank headquarters	NA	45
The Old Market Casbah	1030 Howard St.	Home décor	NA	3
Trader Joe's	One Pacific Place	Grocery store	NA	25
Omaha Buffalo Co.	417 N. Saddle Creek Rd	Restaurant	NA	15
The Fitting Room	832 Village Square Plaza	Clothing store	NA	1
Marrakech Gourmet at the Brandeis	210 S. 16th St.	Restaurant	NA	15
Salgado's Mexican Grill	5402 N. 90th St.	Restaurant	NA	15
Jackson Street Tavern	1125 Jackson St.	Restaurant	NA	15
El Potrero Mexican Restaurant	132nd & Center	Restaurant	NA	20

**Total YTD 2010**

**\$36,600,000**

**2,351**



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