



MIDTOWN OMAHA

A \$3.6 BILLION MARKET

The five-mile radius centered at 33rd and Dodge Street in Omaha is a newly revitalized retail market, anchored by the new \$300 million Midtown Crossing at Turner Park totalling 1 million square feet. Announced in 2006, Midtown Crossing will feature 600 residential units and 220,000 square feet of retail space for restaurants, entertainment and shops and is ready for leasing with a target opening date of 2009.

Traffic to and through the area is guaranteed by the presences of nationally prominent corporations, including the headquarters of Mutual of Omaha, Physicians Mutual Insurance, and two Fortune 500 companies as well as the University of Nebraska Medical Center and Creighton University Medical Center. Omaha's Midtown area is prime for new, diverse retail and entertainment opportunities.

POPULATION & DEMOGRAPHICS

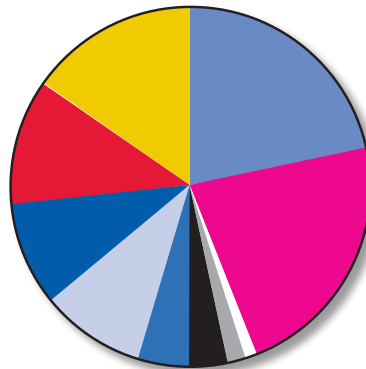
Population:	Within 3 miles	5 miles
Total	122,123	252,664
Male	50.22%	49.45%
Female	49.78%	50.55%
Households:		
Households	50,584	102,541
Average Size	2.29	2.37
Owner Occupied	51.05%	58.00%
Income:		
Per Capita Income	\$18,966	\$19,096
Median HH Income	\$34,709	\$36,859
Average HH Income	\$44,843	\$46,281

Age:	Within 3 miles	5 miles
0-4	8.16%	8.15%
5-9	7.25%	7.29%
10-14	6.61%	6.80%
15-24	15.24%	14.38%
25-34	15.93%	14.91%
35-44	14.56%	14.25%
45-54	12.80%	12.87%
55-64	8.86%	9.13%
65+	10.59%	12.23%

HOUSEHOLDS BY EFFECTIVE BUYING INCOME

WITHIN 5 MILES

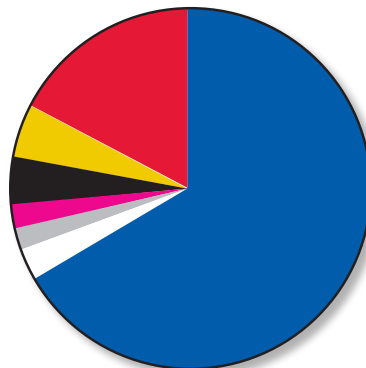
Less than \$15,000	18.75%
\$15,000 - \$24,999	18.10%
\$25,000 - \$34,999	18.30%
\$35,000 - \$49,999	21.28%
\$50,000 - \$74,999	15.23%
\$75,000 - \$99,999	5.53%
\$100,000 - 149,999	1.92%
\$150,000 - \$249,999	0.53%
\$250,000 - \$499,999	0.23%
\$500,000 or more	0.14%



TYPES OF HOUSING

WITHIN 5 MILES

1 Unit Attached	2.61%
1 Unit Detached	65.64%
2 Units	3.69%
3 to 19 Units	15.17%
20 to 49 Units	5.03%
50 or More Units	6.30%
Other	1.56%



MIDTOWN RETAIL OPPORTUNITY GAP (IN MILLIONS OF DOLLARS)

	Demand <i>(Consumer Expenditures)</i>	Supply <i>(Retail Sales)</i>	Opportunity Gap
Automotive Dealers	\$642.5	\$423.1	\$219.4
Warehouse Clubs and SuperStore	201.4	62.8	138.6
Department Stores (excl. Leased Depts)	201.8	91.5	110.3
Clothing Stores	113.4	46.0	67.4
Grocery Stores	388.0	330.0	58.2
Pharmacies and Drug Stores	170.8	112.7	58.1
Home Centers	134.9	100.7	34.3
Home Furnishing Stores	40.9	14.7	26.2
Other motor vehicle dealers	42.9	23.0	19.8
Hardware Stores	29.0	10.6	18.3
Nursery and Garden Centers	30.9	16.8	14.1
Beer, Wine and Liquor Stores	24.4	10.4	14.0
Sporting Goods Stores	26.9	12.9	14.0
General Merchandise Stores	94.6	81.9	12.8
Household Appliance Stores	14.6	3.3	11.3
Lawn, Garden Equipment Stores	36.3	26.6	9.6
Total Retail Sales including Eating and Drinking Places	\$3,609.0	\$3,043.1	\$565.9

*All estimates stated in millions of dollars.
Source: Claritas 2007 RMP Retail Opportunity Gap

The Greater Omaha Economic Development Partnership, in conjunction with local governments, is ready to assist retailers and developers with new retail projects.



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