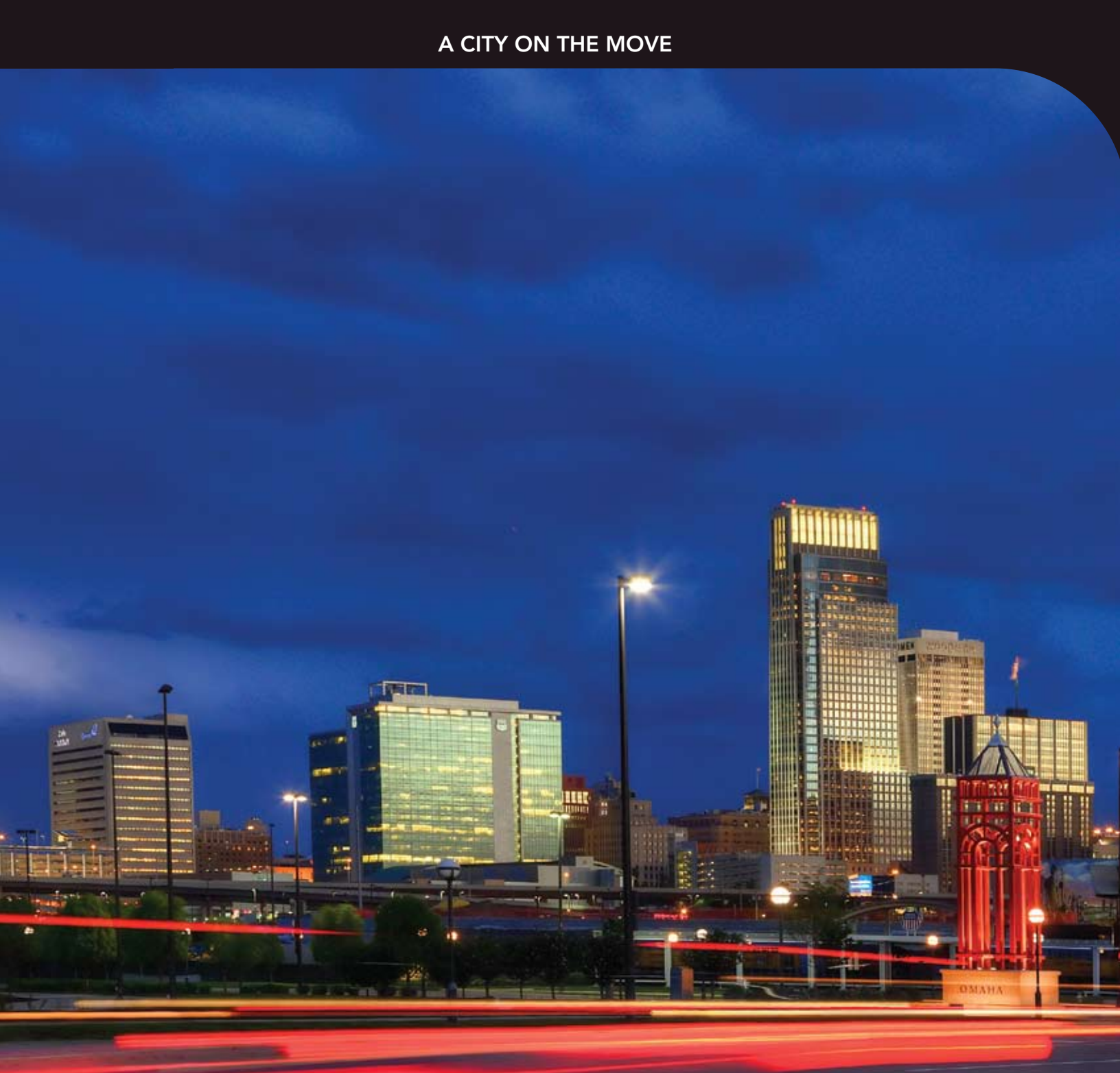


A CITY ON THE MOVE



EXECUTIVE SUMMARY





WHY OMAHA?

Greater Omaha is a city on the move with first-class resources, a strong business climate and a quality of life making it an excellent choice for locating a business.

The city's central location in the heartland of the United States has been an important factor in building its strong economy. Located on the western banks of the Missouri River, the area has been an important agricultural and transportation center since its establishment in the late 1850s. In its earliest history, Omaha was a trading center and the "Gateway to the West." From these roots, it has steadily grown and is now the 40th largest city and the 59th largest metro area in the nation. Greater Omaha's current population is approximately 850,000 within an eight-county metropolitan area and more than 1.2 million within a 60-minute drive.

#1 America's Fastest-Recovering Cities

Forbes – November 2009

#6 America's Most Livable Cities

Forbes – April 2010

#9 Cities That are Having an Awesome Recovery

Business Insider – March 2010



Location, Location, Location.

Greater Omaha and the state of Nebraska place a high priority on a strong business climate. The strength of the climate is reflected in the numerous high rankings the area has been given over the past several years.

#1 Best Bang-for-the-Buck City

Forbes – November 2009

#3 Cities Where Americans Are Getting Richer

Forbes – December 2009

#6 Best Mid-sized Cities for Next Gen Workers

Next Generation Consulting – 2009



While rankings provide an important gauge, another excellent reflection of business climate is development. During the past decade, Omaha's downtown has benefited from more than \$2 billion in development. The public-private partnerships in the area have been key in these developments and other development across the metro. This type of high-quality environment guarantees a rewarding lifestyle for natives and newcomers alike.

Independent studies by urban researchers frequently rank Greater Omaha high among metros of its size and larger.

The Gallup Job Creation Index 2009 found Nebraska holding the second position on their list of best job markets. Gallup also ranked Nebraska third among states on their "Economic Confidence 2009" list.

Omaha is one of "America's 25 Strongest Housing Markets"

Forbes – 2009

#8 America's 10 Best Undervalued Places to Live

IHS Global Insights – 2009

#11 2009 Best Large Cities for Job Growth

NewGeography.com – 2009





Business Climate

Nebraska has a pro-business tax climate. According to the Moody's Economy.com North American Business Cost Review, Nebraska has a cost of doing business that is 15 percent below the national average and energy costs that are approximately 40 percent below the national average.

Through the use of targeted business tax incentives and exemptions, and relatively low tax rates, Nebraska has fostered a tax structure that is equitable to both businesses and individuals. The state's solid financial position is guaranteed by a state constitution that prohibits deficit financing. At a time when many cities are in financial trouble, Omaha can boast a AAA credit rating, one of only a few cities to earn this rating from Standard & Poor's.

In addition, the state of Nebraska continues to pursue sound, prudent fiscal policy and continues to provide a favorable business legal environment. Forbes magazine recently ranked Nebraska third in terms of state fiscal fitness and the U.S. Chamber Institute for Legal Reform ranked Nebraska third for legal climate.

Several performance-based incentives allow firms to earn a series of tax credits, refunds and exemptions for investment and new job creation

#3 Best U.S. Cities for Business
MarketWatch – December 2009

#3 Best Mid-sized Metros for Small Business Startups
CNNMoney.com – 2009

Nebraska is listed as a "Top 10 Pro-Business State for 2009"
Pollina Corporate Real Estate – 2009

in Nebraska. Municipal governments also provide incentives to stimulate the business climate.

There are more than 30,000 businesses located in Greater Omaha. While being the headquarters location for five Fortune 500 companies, over 50 other Fortune 500 companies have manufacturing plants or service centers in the metro area.

Greater Omaha's economy benefits from solid population and labor-force growth with a relatively diverse industry mix. Greater Omaha has a history of strong business-government partnerships in area development projects. Since 2004, this cooperative redevelopment has resulted in nearly \$8 billion in new investment metro-wide.

Labor Market

Greater Omaha's employment base is well diversified and reflects the city's status as a regional service and trade center. The availability of labor in Greater Omaha is enhanced by an excellent highway transportation network, supporting approximately 664,000 people employed within a 60-minute drive.

The quality of the workforce is also enhanced by exceptional educational attainment. More than 91.3 percent of adults 25 years or older have graduated from high school compared to 85.0 percent nationally. Greater Omaha also has a higher percentage of graduates with a bachelor's degree or higher with 33.2 percent versus 28.0 percent nationally.

The Omaha Workforce Collaborative works to develop and retain talent in Greater Omaha's workforce. The

program is a partnership of funders, civic organizations, workforce development organizations and stakeholders coming together to align local resources and workforce services to develop strategically trained and effective job seekers for the business community. This dual customer approach helps participating businesses become more efficient by providing better trained employees that are more likely to stay with that company for a longer tenure.

Nebraska workers are well known for their work ethic and productivity. Compared to the national average, Nebraska manufacturing workers produce 10 percent more goods for every dollar of wages paid.

Although the quality of labor is high in the Greater Omaha metro, its cost is not correspondingly high. The area boasts of competitive wage rates and some of the lowest labor insurance rates in the nation.

Greater Omaha's Top 25 Largest Employers

Rank	Company	Local Employment	Product/Service	Industry
1	Offutt Air Force Base	7,500+	National Security	Government
2	Alegent Health	7,500+	Healthcare	Service
3	Omaha Public Schools	7,500+	Education	Service
4	The Nebraska Medical Center	5,000+	Healthcare	Service
5	Methodist Health System	5,000+	Healthcare	Services
6	First Data	5,000+	Transaction Processing	Information
7	Union Pacific	2,500+	Railroad	Transportation
8	University of Nebraska Medical Center	2,500+	Education	Service
9	West Corp.	2,500+	Telemarketing	Service
10	First National Bank of Nebraska	2,500+	Banking	Finance
11	Mutual of Omaha	2,500+	Insurance	Insurance
12	ConAgra Foods	2,500+	Food Products	Manufacturing
13	Creighton University	2,500+	Education	Service
14	City of Omaha	2,500+	Administration	Government
15	University of Nebraska at Omaha	2,500+	Education	Service
16	PayPal	2,500+	Transaction Processing	Information
17	Millard Public Schools	2,500+	Education	Service
18	Target Stores	2,500+	Dept. Stores	Retail Trade
19	Omaha Public Power District	1,000-2,499	Energy	Utility
20	Douglas County	1,000-2,499	Administration	Government
21	Omaha World-Herald	1,000-2,499	Newspaper	Information
22	Children's Hospital & Medical Center	1,000-2,499	Healthcare	Service
23	TD AMERITRADE	1,000-2,499	Brokerage	Finance
24	Omaha Steaks	1,000-2,499	Food Products	Retail Trade
25	Peter Kiewit Sons', Inc.	1,000-2,499	Construction	Construction



#7 Best Places for Business and Careers

Forbes – April 2010

#17 Best Quality of Life

Bizjournals.com – 2009

Transportation

Greater Omaha is a transportation hub. The city is strategically located at the intersection of Interstate Highways 29 and 80. Additionally, four U.S. and eight state highways converge in the area. In addition, Nebraska is home to more than 11,000 licensed-for-hire commercial motor freight carriers. Greater Omaha is served by three Class One railroads. Union Pacific, the country's largest railroad, is headquartered in Omaha. Shipments by rail or motor carriers can reach major markets in the continental U.S. within five days.

Twenty jet service air carriers and eight freight carriers make approximately 200 flights daily at Eppley Airfield, Omaha's major regional terminal, located five minutes from downtown and 15 to 30 minutes from most areas of the metro.

A ring of interstate highways and well-maintained arterials facilitate driving within the metro area. Greater Omaha's average one-way commute is less than 20 minutes. Metropolitan Area Transit (MAT) also provides bus transportation to over 12 million passengers annually.

Omaha's central location makes it an ideal site for Foreign Trade Zone (FTZ) No. 19. Located on more than 17 acres of land with 250,000 square feet of warehouse space, the FTZ gives companies a competitive advantage when doing international business. This secured area is under the supervision of the United States Customs Department. The FTZ allows businesses to defer duty payments on foreign goods until the time they enter U.S. trading channels.

Communications

Other cities may claim state-of-the-art communications capabilities, but none provide a better infrastructure than Greater Omaha.

Located where telecommunication networks connect, Greater Omaha is world-renowned for its massive, sophisticated and carefully planned telecommunications infrastructure. It was one of the first cities in the U.S. to develop a comprehensive nationwide fiber optic network. As such, Greater Omaha has developed a thriving information technology sector, attracting companies with skilled, high-tech workforces.

Greater Omaha's communications capabilities resemble that of a much larger city due to the high call volume generated by the communication- and information-intensive companies located in the area. Digital central offices serve 100 percent of Omaha businesses.

This advanced information hub continually welcomes new business. Internet search giants Yahoo! and Google have each selected the Greater Omaha metropolitan area as the site for their new data centers. Newly hired personnel will join thousands of skilled workers employed by information-intensive organizations and data centers including credit card processing organizations, telemarketing operation centers and customer service and reservation centers.

Utilities

Nebraska is the only public power state in the nation. All electrical utilities are nonprofit and customer owned, assuring rates that are extremely competitive with other areas of the country. The Omaha Public Power District is a member of the Southwest Power Pool, a regional load-sharing grid established to ensure adequate supplies of electricity to member utilities. OPPD assures instant availability through its membership in the Southwest Power Pool, which serves more than 5 million customers in nine states — Arkansas, Kansas, Louisiana, Mississippi, Missouri, Nebraska, New Mexico, Oklahoma and Texas.

Greater Omaha is served by two gas utilities providing competitive rates. Metropolitan Utilities District (MUD) is a publicly-owned, nonprofit utility. Black Hills Energy serves customers in nine states while providing gas service to Greater Omaha's suburbs. Northern Natural Gas Company, the nation's largest natural gas pipeline company, is also headquartered in Greater Omaha, and provides three major natural gas lines to the area.

Cost of Living

There is so much to see, do and enjoy in Greater Omaha and it's all at a cost 10 to 12 percent below the national average, according to the Council for Community and Economic Research, ACCRA Cost of Living Index. Specifically, the cost of Greater Omaha's grocery, healthcare and services are 5 to 10 percent lower than the national average.

Housing in Greater Omaha is also reasonably priced compared to other areas of the country. According to the ACCRA Cost of Living Index, housing in the Greater Omaha area costs approximately 13 percent less than the national average. Greater Omaha's median home price of existing homes was \$133,700 in 2009. That is 22 percent lower than the median home price for the United States. The average cost to rent a two-bedroom apartment is \$741 per month.





Quality of Life

Greater Omaha offers a variety of cosmopolitan attractions, yet provides a relaxed lifestyle envied by many urban dwellers. Omaha continues to appear at the top of national media quality of life rankings.

Greater Omaha's quality of living and level of community services have contributed significantly to the attraction of new business and industry. In addition to diverse recreational and cultural opportunities, Omaha has a strong infrastructure to support day-to-day living and one that is critical to future growth.

Greater Omaha's variety of recreation and entertainment opportunities took a major leap forward with the completion of Qwest Center Omaha. The \$291 million facility recently expanded to 18,300 seats in the arena and has more than 240,000 square feet of convention space.

One of Greater Omaha's most popular tourist attractions, the Old Market, is home to numerous specialty clothing shops, gourmet coffee shops, restaurants, taverns, galleries, nightclubs and bakeries. The Old Market has also become a popular place to live, with several historic buildings transformed into trendy loft apartments or condos adding to the vitality of the area.

Omaha spectator sports are also available year-round to local fans. Families savor their summer nights cheering on the Omaha Royals minor league baseball team. The Omaha Royals have served as the only Triple-A baseball team for the Kansas City Royals, since their inception. The metro is also home to the U.S. Hockey League Omaha Lancers. Additionally, a number of collegiate teams provide something to cheer about throughout

the year. Thousands of local and visiting fans attend the NCAA Men's College World Series held each June in Omaha. Omaha hosted the 2008 Olympic Team Trials for Swimming and the first and second rounds of the NCAA Men's Division I Basketball Championship. Omaha will host the 2012 Olympic Team Trials for Swimming. In 2013, Omaha will host the U.S. Senior Open Championship. New to the sports roster are the Nighthawks, Omaha's United Football League franchise.

Greater Omaha offers a variety of activities for all seasons including golf, softball, hunting, skiing, horseback riding and hiking. Within the metropolitan area are lakes suitable for boating, sailing and fishing; more than 45 golf courses; over 1,700 softball teams to join; as well as a variety of other sports opportunities.

The city's cultural programs already resemble those of a much larger city. Nearly \$100 million of private funds were raised to build the Holland Performing Arts Center, a world-class facility with 2,000 seats in the main concert hall and 400 seats in the recital hall. The city also boasts a professional symphony orchestra and opera. Greater Omaha also has a very active theatrical community with over 15 theater organizations, including the Omaha Community Playhouse, the largest community theater in the country, and the Omaha Theater Company for Young People.

A variety of museums and galleries are located in the metro area, the largest of which is the Joslyn Art Museum. Among its treasures is an extensive collection of Western paintings and sculptures. The Durham Museum houses artifacts linking Omaha with its pioneer past and the Byron Reed Collection — an extraordinary array of rare coins, medals and manuscripts. Both museums have national partnerships with The Smithsonian Institute and the Library of Congress.

Omaha is home to the headquarters of nine Fortune 1000 companies. Those include five on the Fortune 500 list.

Fortune 500s

Berkshire Hathaway, Inc.
Union Pacific Corp.
ConAgra Foods, Inc.
Peter Kiewit Sons', Inc.
Mutual of Omaha

Fortune 1000s

TD AMERITRADE
Valmont Industries, Inc.
Werner Enterprises
West



Scores of other Fortune 500 companies have operations in the metro area

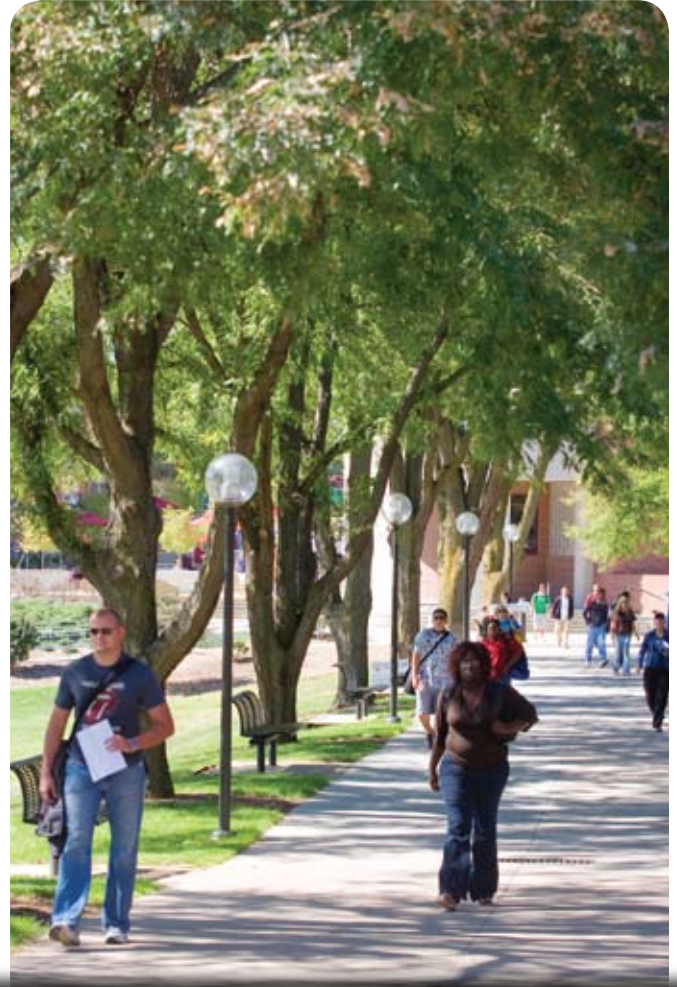
3M
Aflac, Inc.
American Express Co.
American Family Insurance
Aon, Inc.
Aramark Corp.
The Boeing Co.
Burlington Northern Santa Fe Railway Co.
Cardinal Health, Inc.
Cisco Systems, Inc.
The Coca-Cola Co.
Computer Sciences Corp.
Coventry Health Care
Crown Holdings, Inc.
eBay, Inc. (through PayPal)
Fidelity National Financial
(through Fidelity National Title Group)
First Data Corp.
Fiserv, Inc.
General Dynamics Corp.
Google, Inc.
Harrah's Entertainment, Inc.
Hewlett-Packard Development Co.
International Paper Co.
Interpublic Group of Cos.
IBM Corp.
Kellogg Co.
Level 3 Communications, Inc.
Lincoln National Corp. (through Lincoln Financial Group)
Lockheed Martin Corp.
Manpower, Inc.
Marriott International, Inc.
Merck & Co., Inc. (through Schering-Plough)
Metropolitan Life Insurance Co. (MetLife)
Nash Finch Co.
New York Life Insurance Co.
Northrop Grumman Corp.
The Northwestern Mutual Life Insurance Co.
Pacific Life Insurance Co.
PepsiCo, Inc.
Pitney Bowes, Inc.
Qwest Communications International, Inc.
Raytheon Co.
R.R. Donnelley & Sons Co. (through Moore Wallace)
Sara Lee Corp.
Science Applications International Corp. (SAIC)
Sun Microsystems, Inc.
Thrivent Financial for Lutherans
Tyson Foods, Inc.
Unisys Corp.
UnitedHealth Group
United Parcel Service of America, Inc. (UPS)
U.S. Bancorp
Wells Fargo & Co.
Weyerhaeuser NR Co.
Xerox Corp.
Yahoo! Inc.

Education

Greater Omaha is served by several excellent public and private school systems. There are more than 128,000 children (88 percent of all students) in metro area public schools. There are four public school districts within the Omaha city limits. Enrollment in private school systems totals more than 16,000.

Greater Omaha and surrounding communities offer 16 colleges and universities including The Peter Kiewit Institute of Information Science, Technology and Engineering and the Joe Ricketts Center for Electronic Commerce and Database Marketing. The combined student enrollment is over 59,000. There are approximately 10,000 graduates each year from these institutions, which range from private colleges with enrollments of 600 students to the University of Nebraska at Omaha with over 14,000 students.

Two major medical schools are located in Omaha — the University of Nebraska Medical Center (UNMC) and Creighton University Medical Center, as well as two pharmacy schools, a school of dentistry and other related health professional schools. The Lied Center at UNMC is one of the nation's most active and most respected solid organ and bone marrow transplant centers.



Find Out More

This is only a sampling of the dynamic growth and many exciting opportunities and amenities that Greater Omaha has to offer. To learn more about this vibrant metropolitan community that's on the move, call (800) 852-2622 or visit SelectGreaterOmaha.com.



SelectGreaterOmaha.com

(402) 346-5000 • (800) 852-2622

1301 Harney St., Omaha, NE 68102 • 13206 Grover St., Omaha, NE 68144

The Greater Omaha Economic Development Partnership represents a four county area that includes the Greater Omaha Chamber (Douglas County), Cass County Nebraska Economic Development Council, Gateway Development Corporation (Washington County) and Sarpy County Economic Development Corporation. This seamless regionalized economic development organization operates as a one-stop shop for your economic development needs.

May 2010. For the most current data, go to SelectGreaterOmaha.com