

# OMAHA PROUD

Some of our friends on the coasts still don't understand why we are so Omaha proud. We'll admit it's tough to catch a decent wave here or ski a majestic mountain peak. But, here's where our dynamism shines. Instead of ocean breakers, we ride waves of positive economic news: a low unemployment rate, a stable housing market and a cost of living far below the national average. And, in lieu of giant mountains, we look up to our giants of industry, Fortune 500 companies including Berkshire Hathaway, Union Pacific, ConAgra Foods, Kiewit and Mutual of Omaha.

Our financial institutions are strong in Omaha; our infrastructure solid and reliable. Young professionals are embraced here, encouraged and cultivated; and entrepreneurs find fertile, pro-business ground for growth and innovation. California has the Silicon Valley; we have the burgeoning silicon prairie, populated by tech titans like Yahoo!, PayPal, Verizon, and Google in

neighboring Council Bluffs, Iowa. Our skilled workforce and generous business incentives helped draw them in; our central location, easily accessible by air, rail, interstate and river, only strengthened the attraction.

Our school districts are award-winning and inventive; our religious landscape is as diverse as our economy and our visual and performing arts scene is blossoming beautifully. Bold vision is rewarded in Omaha – the type of bold vision that, in 1898, compelled a young city to host the grandiose Trans-Mississippi and International Exposition. We issued an invitation to the world and with it a message: We are here. We are Omaha. We are ready to make a splash. One-hundred-ten years later, that spirit led to another global invitation and another epic splash when we hosted the 2008 U.S. Olympic swim trials. The event was such a success we're going to host it again in 2012.



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