This is no flyover city. Prepare to land.
DEMOGRAPHICS

With a thriving, youthful population, Greater Omaha is an ideal place to develop your business, a place fueled by innovative young professionals supported by seasoned career mentors.

Population

978,989
Growing to 1,000,000 people by 2020

Age

YOUTHFUL
40% 24 years of age or younger.

MEDIAN AGE
Omaha 35.5
U.S. 37.8

Cost of Living

SPENDING POWER
Our low cost of living and competitive wages create higher spending power to get more for your buck.

U.S. $47,807
Omaha $54,979

#3 TOP U.S. CITIES WHERE MILLENNIALS ARE MOVING, AND STAYING (OMAHA)
FINANCIAL ADVISOR, 2019

1 U.S. Census Bureau, Population Division, 2018
2 U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, 2017
3 U.S. Bureau of Economic Analysis, 2016 Real Per Capita Personal Income (Chained 2012 Dollars)
OUR STEADY ECONOMIC GROWTH IS THE ENVY OF THE NATION.

Productivity

Greater Omaha produces more than $50 billion in goods and services each year.

Our skilled workforce has helped our companies outpace the nation in economic growth for the past five years.

GDP GROWTH

% Change 2013-2017

<table>
<thead>
<tr>
<th>Industry</th>
<th>Omaha</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance &amp; Insurance</td>
<td>48.6%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>28.6%</td>
<td>11.2%</td>
</tr>
</tbody>
</table>

Our information industry is booming with an 19.0% increase over the last 4 years.

2 Bureau of Economic Analysis, Real GDP by Metro Area by Industry, 2013-2017
COMPANIES, TINY TO TITAN, FLOURISH HERE.

ANCHOR COMPANIES
Conagra Brands
Facebook
First Data
Google
LinkedIn
Novozymes
PayPal
First National Bank
Kellogg’s
ACI Worldwide
Woodmen of the World
Physicians Mutual
TD Ameritrade
Verizon Media
Gallup
CSG International
HDR Inc
Lea A. Daly
DLR Group
Cargill
Lozier Corporation
Pacific Life

STARTUP
Buildertrend
Flywheel
Hudl
Sojern
D3 Banking
Toast
OpsCompass
Retail Aware
Proxibid

FORTUNE 500
Berkshire Hathaway, Inc. (#3)
Union Pacific Railroad (#141)
Mutual of Omaha (#337)
Peter Kiewit Sons’ Inc. (#339)

FORTUNE 1000
TD Ameritrade (#630)
Green Plains Inc. (#648)
Valmont Industries (#782)
Werner Enterprises (#929)

INDUSTRY

From our strong business climate, to our first-class resources, we’re proud to cultivate an environment ideally suited for companies wishing to start, grow or expand operations.

A DIVERSE MIX

ENTREPRENEUR INCOME

Our entrepreneurs are more successful – earning an income that’s twice as high as the national average.

$58,061

$33,672
TALENT

Quality

Our workforce totaling more than 500,000¹ not only possesses the education and qualities employers are looking for, but encompasses the Midwest work ethic simply part of the fabric of our region.

Greater Omaha’s workforce (25 – 60)²

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Greater Omaha</th>
<th>U.S.</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Graduates</td>
<td>91%</td>
<td>87%</td>
<td>4%</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>35%</td>
<td>31%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Worker Productivity³

Greater Omaha’s workforce is more productive. Producing $5,800 more goods and services than the average worker.

<table>
<thead>
<tr>
<th>Goods &amp; Services Produced</th>
<th>Greater Omaha</th>
<th>U.S.</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$60,246</td>
<td>$54,410</td>
<td>$5,836</td>
</tr>
</tbody>
</table>

¹ U.S. Bureau of Labor Statistics, LAUS, 2018
² U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, 2017
³ U.S. Bureau of Economic Analysis, Real GMP Per Capita, 2017

Cargill was also attracted to – and now benefits from – the region’s educated and motivated workforce. We have little problem finding employees who want to be engaged, work hard and excel.

– Matt Parsons, facility manager, Cargill
WE WORK HARD TO KEEP THE BUSINESS CLIMATE FRIENDLY AND TAXES MODERATE.

BUSINESS CLIMATE

Our stable economic growth and talented workforce contribute to a strong business climate – resulting in reduced business costs, such as lower utilities and taxes, than in other metros.

Cost of Doing Business\(^1\)

Omaha is 14% better than the national average.

ELECTRICITY\(^2\)

- **Omaha Commercial**
  - 21.3% BELOW NATIONAL AVERAGE
- **Omaha Industrial**
  - 14.7% BELOW NATIONAL AVERAGE

GREEN ENERGY SOLUTION

MidAmerican Energy is \#1 in the nation for ownership of wind-powered electric generation.

OPPD will be 50% renewable by 2020.

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1. Dr. Eric Thompson, University of Nebraska Lincoln, 2019 Barometer
2. U.S. Energy Administration, 2017 Retail Price of Electricity
TRANSPORTATION

Located strategically in the Heartland, we’re served by a ring of interstate highways, railroads, motor freight and air connectivity that improves productivity, reduces downtime and increases quality of life.

We have direct flights to more than 34 major cities across the country, including direct flights to; San Francisco, Los Angeles, New York City, Atlanta and Washington, D.C.

Approximately 72.1 billion pounds of cargo are enplaned annually.¹

Trucks can access more than 90% of the continental U.S. within two days.

Reduce transportation costs with quick-access to an intermodal facility and shipping available from 3 Class-I railroads.

¹ Omaha Airport Authority, 2018 Annual Statistics