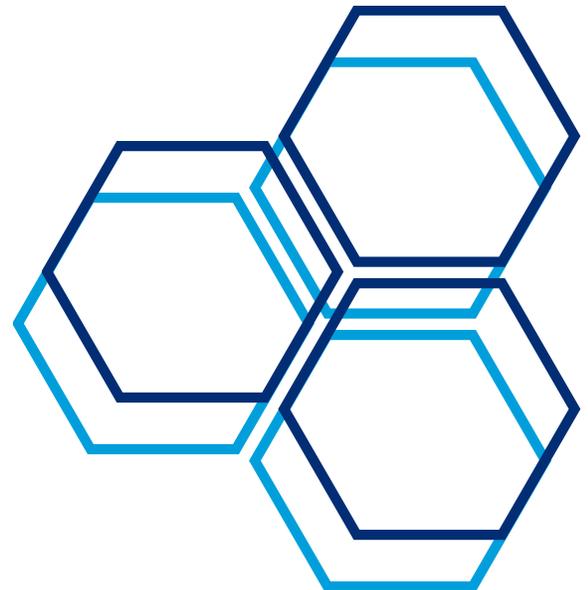


GROW SARPY
Leading Economic Development in Sarpy County



BUSINESS RETENTION AND EXPANSION 2025 REPORT



Business Retention and Expansion

Sarpy County's existing businesses are fundamental to the region's economic strength and long-term growth. Grow Sarpy's Business Retention and Expansion (BRE) program provides a structured, annual approach to engaging employers, enabling the organization to identify business needs, support expansion efforts, and shape economic development strategies. BRE visits are intended to:

- Support businesses in navigating economic challenges and changing market conditions
- Proactively identify and respond to business needs and concerns
- Assist with expansion efforts that support job creation and long-term growth

In an increasingly competitive economic landscape, understanding the needs of existing employers is essential to protecting jobs and positioning businesses for sustained success.

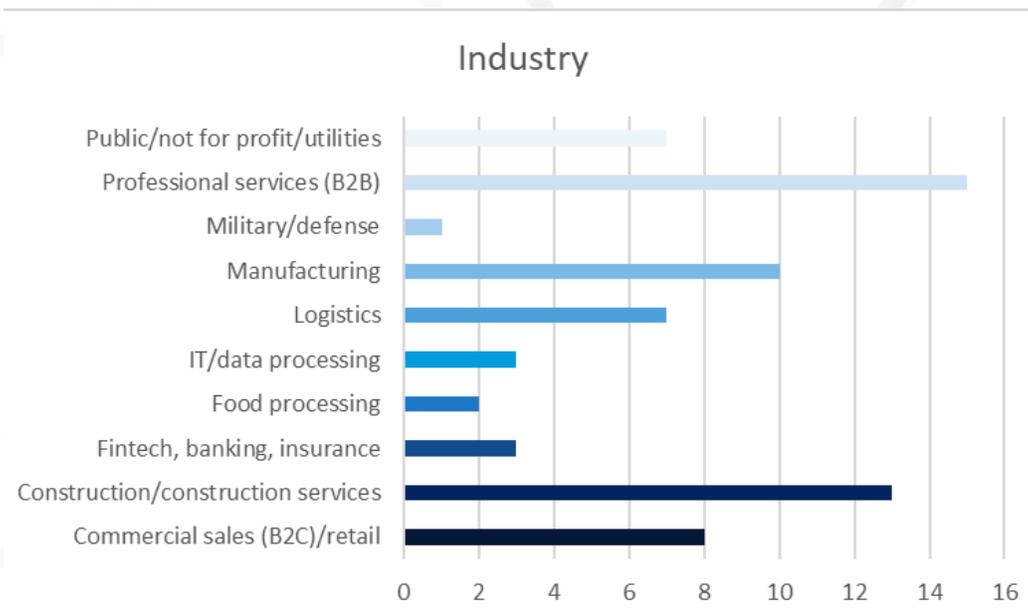
The desired outcomes of a BRE visit are as follows:

- Connect businesses with local resources and assistance.
- Identify common trends among businesses.
- Determine policies needed to move the regional economy forward.

A total of 69 BRE visits were conducted in Sarpy County in 2025, each capturing comprehensive and relevant economic development data.

Among those visits conducted, 39 were with major employers in the region defined as organizations with more than 50 employees, while the remaining 30 businesses employ 50 or fewer workers. The primary industries represented include professional services (15), construction (13), manufacturing (10), commercial sales and retail (8), and fintech, banking and insurance (8).

This industry mix reflects both Sarpy County's traditional strengths and emerging growth sectors.



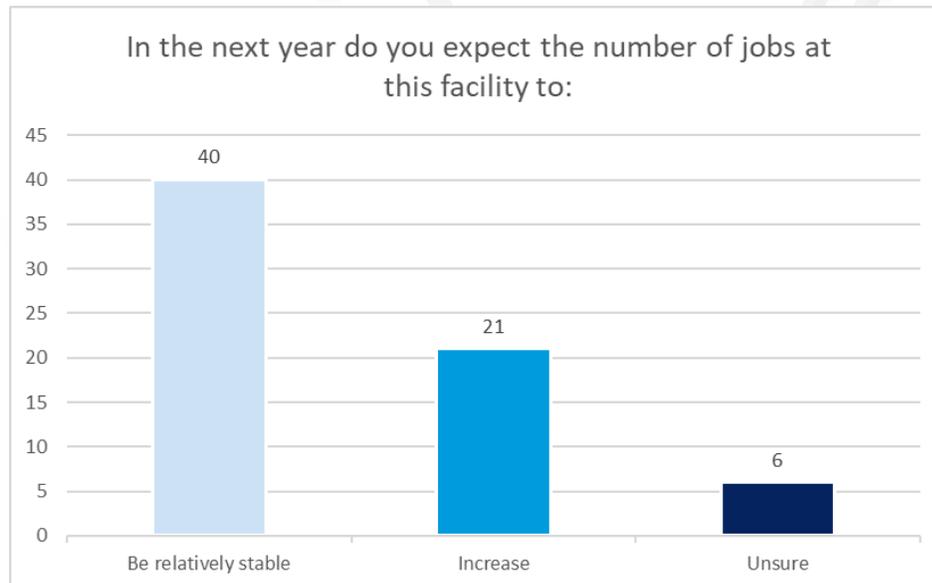
Key Findings

Full-Time Employment Trends

- A majority of respondents indicated that in the past year, they have maintained or increased their Full-Time Equivalent (FTE) employees.
- Eleven employers indicated that their employee count decreased during 2025.

Looking ahead to the upcoming year:

- 21 companies indicated that they would increase their FTE employees.
- 40 companies indicated that they would maintain their current level of employees.
- Six companies were unsure what to expect for their employee count in the next year.
- No companies indicated that they would be reducing their number of employees in the next year.

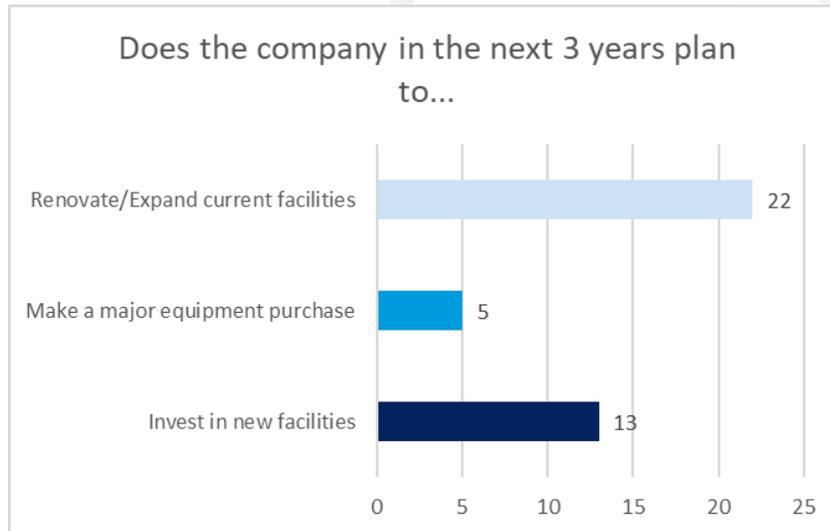


Types of Positions

Employers are hiring for very practical and operational roles. Of the 21 businesses planning to increase their full-time workforce in the next year, a majority are seeking employees in professional, office, and customer-facing roles. Even in industrial and healthcare settings, employers continue to need front-office, supervisory, and customer-facing talent, pointing to an ongoing demand for soft skills, leadership development, and entry-to-mid-level professionals. Key positions in demand included managers, sales and customer service representatives. Technical, skilled trades and construction-related roles continue to be strong in demand. Specific roles range from iron workers, diesel technicians to IT specialists, mechanical engineers, warehouse staff, and forklift operators. Notably, technical skills are increasingly required across all industry sectors, highlighting a regional challenge around reliable, long-term workforce availability. Additionally, healthcare continues to experience acute workforce pressures, particularly in long term care and senior services.

Capital Investment

40 companies interviewed indicated in the next three years they would be making planned capital expenditure, which includes renovating current facilities, investing in new facilities, and/or making large equipment purchases in the next three years.



Pain Points

The majority of companies primary pain point continues to be available workforce. Several companies in the area are facing challenges with finding both skilled and unskilled labor. Secondary concerns include labor cost, benefit cost and regulatory environment,

Pain points ranked by most respondents to least

Labor availability (29)	Employers are seeking a mix of operational, customer-facing, technical, skilled trades, and healthcare workers, reflecting ongoing workforce shortages and increasing demand for both technical expertise and soft skills across all industry sectors.
Labor Costs (21)	Challenges with hiring new talent due to rising salary expectations and increased competition for skilled workers.
Benefit Cost (14)	Total employee compensation costs, including benefits such as health insurance, retirement plans, paid leave, and mandated contributions, continue to increase.
Regulatory Environment (11)	Changes in federal trade policy and the regulatory environment affecting certain industries can create uncertainty, influencing competitiveness, budgeting, and business planning.

BRE Outcomes

Through the BRE program, Grow Sappy delivered tangible value to local employers by:

Strengthening Workforce & Talent Pipelines

Connecting businesses to education, training, and workforce partners to address hiring challenges and long-term labor needs.

Supporting Expansion & Capital Investment

Providing guidance on incentives, funding tools, site selection, and facility planning to support growth and reinvestment.

Helping Businesses Navigate Local Processes

Coordinating with local jurisdictions, utilities, and regional partners to address permitting, infrastructure, and regulatory considerations.

Serving as a Trusted Business Advocate

Acting as a centralized resource and advocate for employers while capturing feedback that directly informs Grow Sarpy's strategic priorities.

Conclusion

The 2025 Business Retention and Expansion (BRE) program reaffirmed the importance of existing businesses to Sarpy County's economy. Direct engagement with employers highlighted stable to growth-oriented operations, planned capital investment, and continued confidence in the region.

Workforce availability remains the primary challenge, along with rising labor, benefit, and regulatory costs. Employer feedback reinforced the need for support related to talent pipelines, site selection, and incentives, positioning Grow Sarpy as a key connector and advocate. These insights will inform future partnerships and strategic priorities.



GROW SARPY

Leading Economic Development in Sarpy County

Sarpy County, Nebraska





OUR MISSION:

To grow and diversify Sarpy County through recruitment, expansion and development of industrial and service enterprises - creating new employment opportunities, capital investment and a broader tax base.

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