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

Growing to 1.1 MILLION people by the end of 2035²

PROJECTED GROWTH
2010-2035²
% Change since 2010

Omaha 20.2%
U.S. 18.5%

2010 2015 2020 2025 2030 2035

Age³

YOUTHFUL

34% 24 years of age or younger.

MEDIAN AGE

Omaha 35.8
U.S. 38.1

Cost of Living⁴

Omaha has a great cost of living with a score of 93.6 which puts it -6.4% below the national average.

Minneapolis | Score: 105.1 | National Average: +5.1%
Dallas | Score: 106 | National Average: +6%
Chicago | Score: 123.4 | National Average: +23.4%
Los Angeles | Score: 147.2 | National Average: +47.2%
San Francisco | Score: 192.3 | National Average: +92.3%

Per Capita Income⁵

$59,019
$51,424

1 U.S. Census Bureau, Population Division (Omaha CSA)
2 Woods & Poole Economics, 2019 CEDDS
3 U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates
4 C2ER, 2020 Cost of Living Index
5 U.S. Bureau of Economic Analysis, 2019 Real Per Capita Personal Income (Chained 2012 Dollars)
OUR STEADY ECONOMIC GROWTH IS THE ENVY OF THE NATION.

Productivity

Greater Omaha produces more than $51 billion in goods and services each year. Outpaced the nation in economic growth for the past 5 years in:

GDP GROWTH
2015-2019

21.7% Omaha
2.3% U.S.
FINANCE & INSURANCE

15.1% Omaha
11.8% U.S.
HEALTH CARE & SOCIAL ASSISTANCE

Our information industry is booming with a 18.3% increase over the last 5 years.

2 Woods & Poole Economics, 2019 CEDDS
3 Bureau of Economic Analysis, Real GDP by Metro Area by Industry, 2015-2019
COMPANIES, TINY TO TITAN, FLOURISH HERE.

ANCHOR COMPANIES
Conagra Brands
Facebook
Fiserv
Google
LinkedIn
Novozymes
PayPal
First National Bank
Kellogg’s
ACI Worldwide
Woodmen of the World
Physicians Mutual
Charles Schwab
Verizon Media
Gallup
CSG International
HDR Inc
LEO A DALY
DLR Group
Cargill
Lozier Corporation
Pacific Life

STARTUP/TECH
Buildertrend
Flywheel
Hudl
Sojern
D3 Banking
Toast
OpsCompass
Retail Aware
Proxibid
Spreetail
LinkedIn
PayPal
Quantum
Workplace
Tigerpaw Software
ATS Secured
Election Systems and Engineering

2021 FORTUNE 500 HQ
Berkshire Hathaway, Inc. (#6)
Peter Kiewit Sons’ Inc. (#243)
Union Pacific Railroad (#153)
Mutual of Omaha (#282)

2021 FORTUNE 1000 HQ
Valmont Industries (#766)
Green Plains Inc. (#977)
Werner Enterprises (#871)

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 57% higher than the national average.

21.8% TRADE, TRANSPORTATION AND UTILITIES
17.4% PROFESSIONAL AND BUSINESS SERVICES
17.4% EDUCATION AND HEALTH SERVICES
12.4% LEISURE AND HOSPITALITY
9.9% FINANCIAL ACTIVITIES
8.1% MANUFACTURING
7.2% CONSTRUCTION
2.9% OTHER SERVICES
0.4% NATURAL RESOURCES AND MINING
2.5% OTHER SERVICES
0.4% NATURAL RESOURCES AND MINING

Entrepreneur Income

$54,685

$34,886

U.S.
Omaha

TALENT

Quality

Our workforce totaling almost 495,0001 not only possesses the education and skillsets employers need, but also encompasses the Midwest work ethic so many employers are looking for.

Greater Omaha’s Workforce (25 – 64)2

<table>
<thead>
<tr>
<th></th>
<th>Omaha</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIGH SCHOOL GRADUATES</td>
<td>89%</td>
</tr>
<tr>
<td>U.S.</td>
<td>92%</td>
</tr>
<tr>
<td>BACHELOR’S DEGREE</td>
<td>34%</td>
</tr>
<tr>
<td>U.S.</td>
<td>38%</td>
</tr>
</tbody>
</table>

Worker Productivity3

Greater Omaha’s workforce is more productive. Producing $2,000 more goods and services than the average worker.

GOODS & SERVICES PRODUCED

<table>
<thead>
<tr>
<th></th>
<th>Omaha</th>
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</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>60,075</td>
</tr>
<tr>
<td>$62,154</td>
<td></td>
</tr>
</tbody>
</table>

Omaha is a great place to work because there are so many opportunities and I think it’s pretty easy to find your place here. Whether you’re a tech professional who is interested in project management, graphic design, web development, app development, information security, data science, artificial intelligence, or launching your own firm, there’s a spot for everybody.

– Shonna Dorsey,
Tech Talent Consultant, Mutual of Omaha

2. U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates
3. U.S. Bureau of Economic Analysis, Real GDP by Metro Area (Current Dollars), 2019
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.

Cost of Doing Business\(^1\)

Omaha is 12% better than the national average.

Electricity\(^2\)

<table>
<thead>
<tr>
<th>Type</th>
<th>Comparison to National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omaha Commercial</td>
<td>20.5% BELOW</td>
</tr>
<tr>
<td>Omaha Industrial</td>
<td>11.7% BELOW</td>
</tr>
</tbody>
</table>

GREEN ENERGY SOLUTION

57% of the energy MidAmerican Energy provides each year comes from wind energy.\(^3\)

Omaha Public Power District (OPPD) is pursuing a goal of net zero carbon by 2050.

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\(^1\) Dr. Eric Thompson, University of Nebraska Lincoln, 2021 Barometer
\(^2\) U.S. Energy Administration, 2019 Retail Price of Electricity
\(^3\) MidAmerican Energy, 2019 Fact Sheet
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 33 major cities across the country, including direct flights to: San Francisco, Los Angeles, New York City, Atlanta and Washington, D.C.
- Approximately 70.1 billion pounds of cargo are enplaned annually.¹
- Trucks can access more than 90% of the continental U.S. within 2 days.
- Reduce transportation costs with quick-access to an intermodal facility and shipping available from 3 Class-I railroads.

Nonstop service to 33 destinations

¹ Omaha Airport Authority, 2020 Annual Statistics