



UNIVERSITY OF NEBRASKA AT OMAHA

CENTER FOR PUBLIC AFFAIRS RESEARCH

Data and Research Series for Community Impact

PART ONE

MAY 7, 2025





**Using Data to Drive
Growth in Planning
and Economic
Development**
*Economic Development
Panel*

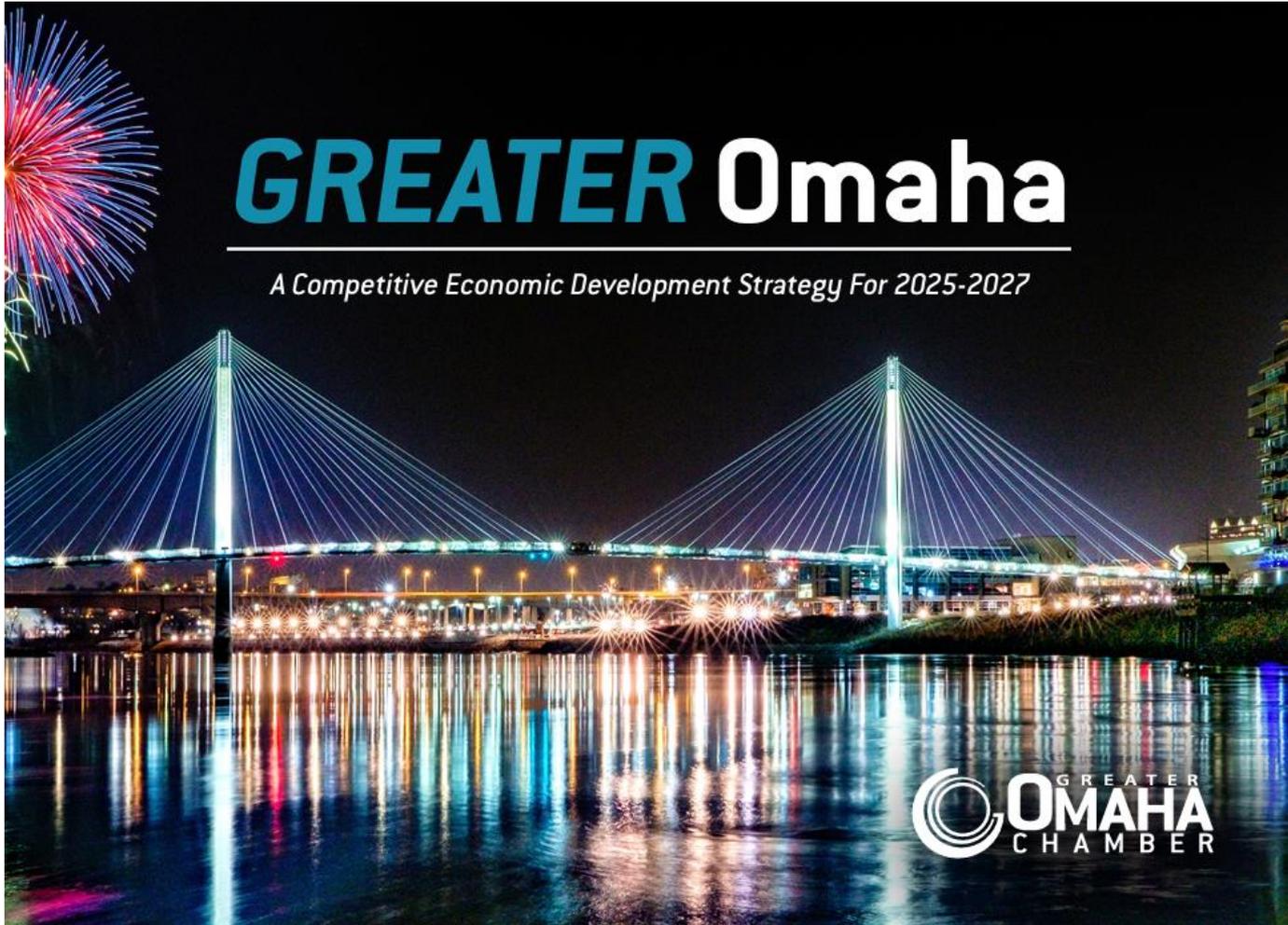
Alec Gorynski

Senior Vice President of Economic Development
Greater Omaha Chamber

Data + Economic Development Planning

Two Recent / Current Applications

1. A Greater Omaha plan
2. Opportunity Omaha plan



Omaha is Pretty Great...

SmartNews / Data Studies / Quality of Life / Where Americans Are Happiest – 2022 Study

Where Americans Are Happiest – 2022 Study

Updated on December 21, 2022
Written by Anja Solum

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Research shows that... does lead to happiness. University of Pennsylvania research shows a correlation between economic growth, even past \$80,000. This is in line with research that shows that four out of five individuals are happy. However, not all cities offer the same level of happiness, as some cities offer more economic opportunities and a better quality of life.

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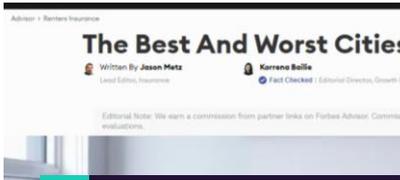


Omaha, NE

BEST PLACES TO LIVE IN THE U.S. IN 2024

Midwestern charm and a vibrant city vibe come together in Omaha. The city is known for its thriving arts and cultural scene, world-class culinary scene, strong job market, affordable housing and, of course, the steaks!

attachment



WalletNews

Hardest-Working Cities in America (2024)

Adam McCann, WalletHub Financial Writer • Feb 19, 2024

Purchasing a home can be a daunting prospect, especially for first time homebuyers. In 2023, the housing market experienced longtime sales lows. As interest rates hovered around 20-year highs, listing prices still grew slowly, and the inventory of homes for sale was in a chronic shortage, both homebuyers and home sellers decided to wait on the sidelines for more certainty. However, first time homebuyers are feeling optimistic heading into 2024 and 61% indicated that now is a good time to buy, per a recent Realtor.com® survey. In our 2024 National Housing Forecast, we highlight that 2024 is expected to remain a challenging year for buyers but we do expect a reprieve in price, search and mortgage rates which should create modest improvements in...



Many Americans view hard work as the path to achieving the American Dream. We work so hard, in fact, that we put in more hours at our jobs than...

But we could be greater....

Entrepreneurship

Human Capital

Human capital – the accumulated education, skills, and experience of a workforce – is critical for economic growth. Indicators of both experience and education that continue to gain work experience in high-growth, knowledge-intensive fields. After accounting for education, a diverse workforce brings a greater wealth of perspectives and ideas. Growth in the labor force reflects how quickly a city is growing and how quickly a necessary resource for businesses to expand.

Indicators of Human Capital Include:

- High school diploma attainment
- College degree attainment
- Labor force participation rate
- Percentage of knowledge-based workers
- Percentage of minorities in the workforce
- Growth of population age 18+

Quality of Life

Quality of life plays a key role in attracting and retaining talent in a metropolitan area, making it a significant consideration for businesses that rely on those employees.

Key quality of life components include:

- Cost of living
- Commute time
- Healthcare access
- Violent crime rate
- Air quality
- Climate
- Natural recreation amenities
- Arts & culture
- Other mobility



Fell to a rank of 4th, from a ranking of 3rd last year

- Has a similar ranking as Austin and Colorado Springs
- Has potential to jump to 3rd ranking if there are further improvements in health care access, cost of living and air quality

Leading in abundant arts and cultural opportunities (#2), accessible health care (#2) and quick commute times (#1)

Natural disadvantages in climate and natural recreation amenities

Statistics, 2020-2022 (accessed Jan. 2024)

to find employment in knowledge-based jobs can better maintain and grow their share of workers in knowledge-based jobs – such as managers, financial workers, teachers and health care professionals – human capital indicator.

6 of workers in knowledge-based jobs. Greater Omaha reflects the national trend is about 4.5% behind No. 1 Austin.

2020-2022, End of Quarter

skill and experience, workforce diversity is a key component of human capital. A diverse workforce brings a larger set of perspectives and experience to the workplace, potentially offering a broader set of solutions to the challenges which businesses must solve.

ethnic minorities accounted for an average of 16% of the Greater Omaha workforce during the 2020 period. Greater Omaha ranked 8th, ahead of only Kansas and Louisville. Omaha continues to make gains in this measure, ranking 9th last year and four

lder

(accessed Mar. 2024)

workforce characteristics are a key measure of human capital, labor force growth also is critical. Greater Omaha needs strong growth in the supply of workers to expand.

ation age 18 and over grew by 1.4% annually in the Greater Omaha metropolitan area from the 2020 to 2022 period. This growth rate is faster than the U.S. average but ranks 8th, behind Kansas City and Louisville.

9	KANSAS CITY	121
10	LOUISVILLE	19

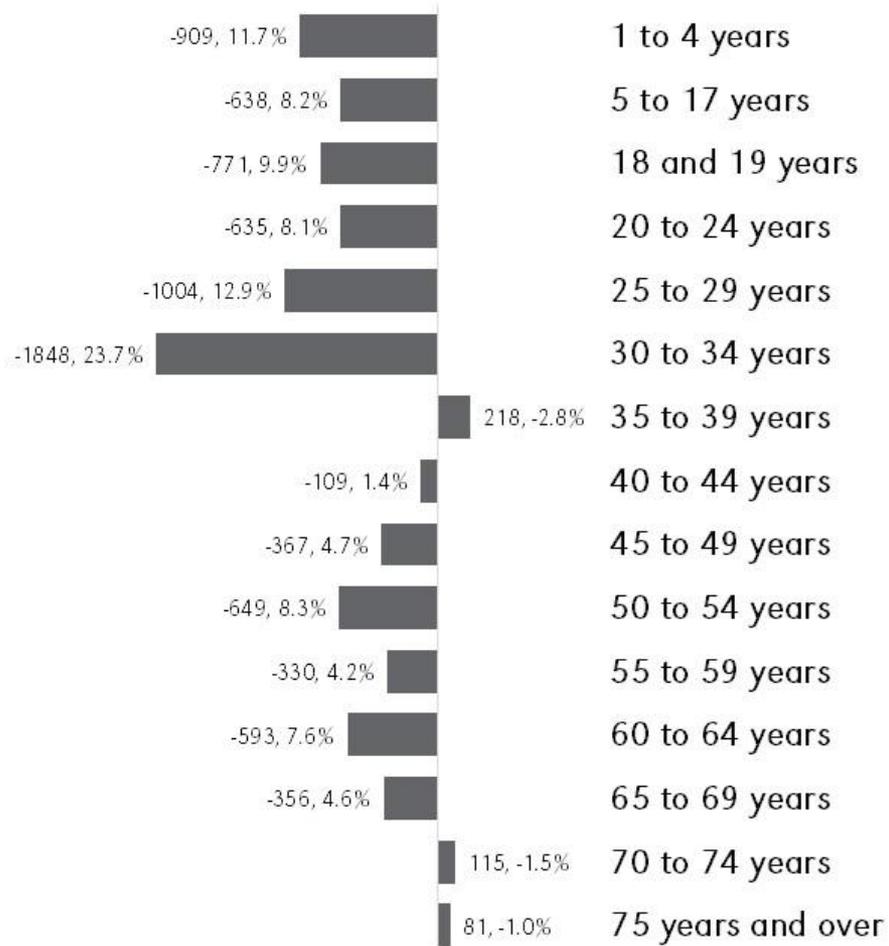
13	DES MOINES	19
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Brain Drain Data

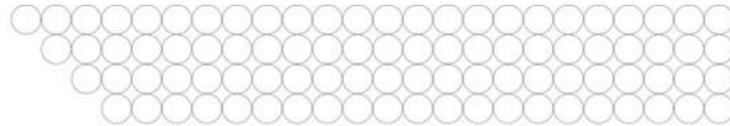
The young workforce age (24 to 34) is the most likely to move out of state. However, net gains are seen among those aged 35 to 39 and those 75 and older.

Number of net movers and the percentage of net movers in each age group



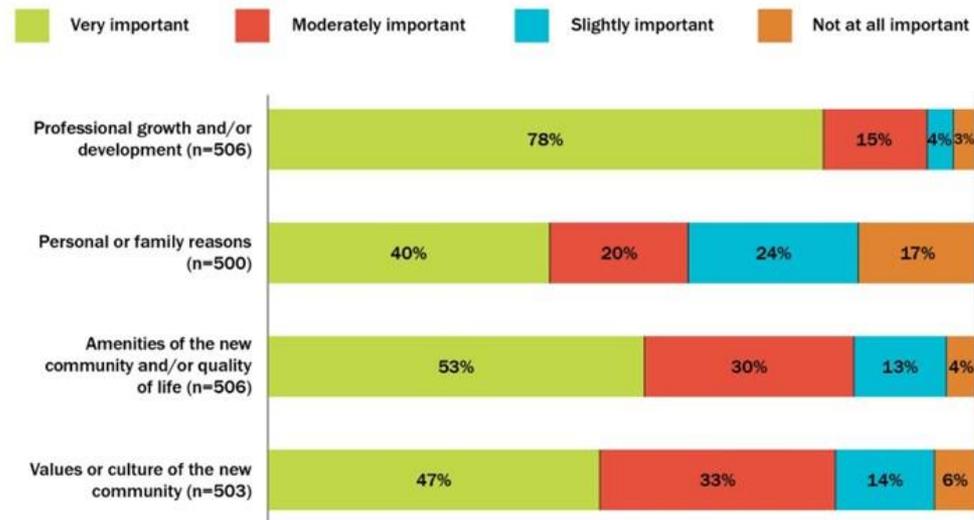
Source: U.S. Census Bureau, American Community Survey, 5-year Estimates

But Why...



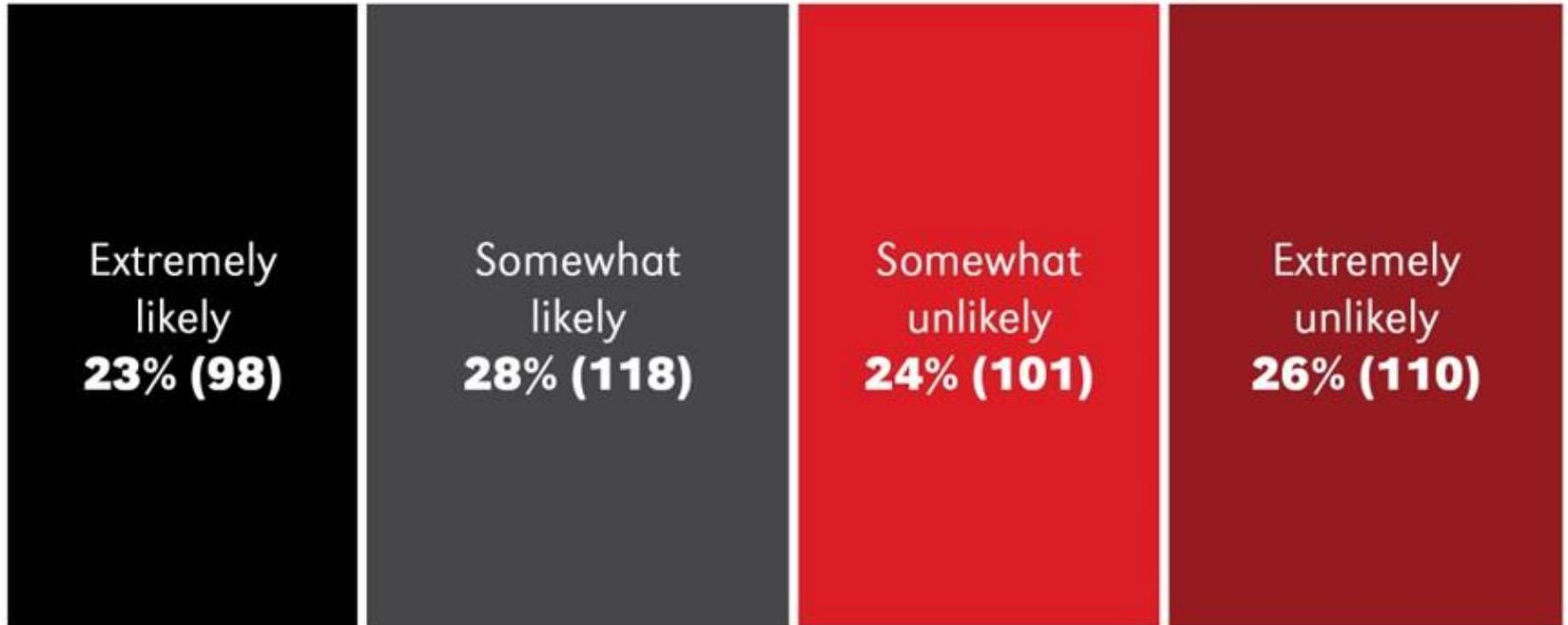
RELOCATION

When deciding to relocate, how important were each of the following factors?



Source: UNO CPAR data and analysis collected at the request of the Greater Omaha Chamber Young Professionals Council in 2019.

If You Leave, Likelihood to Go Out of State

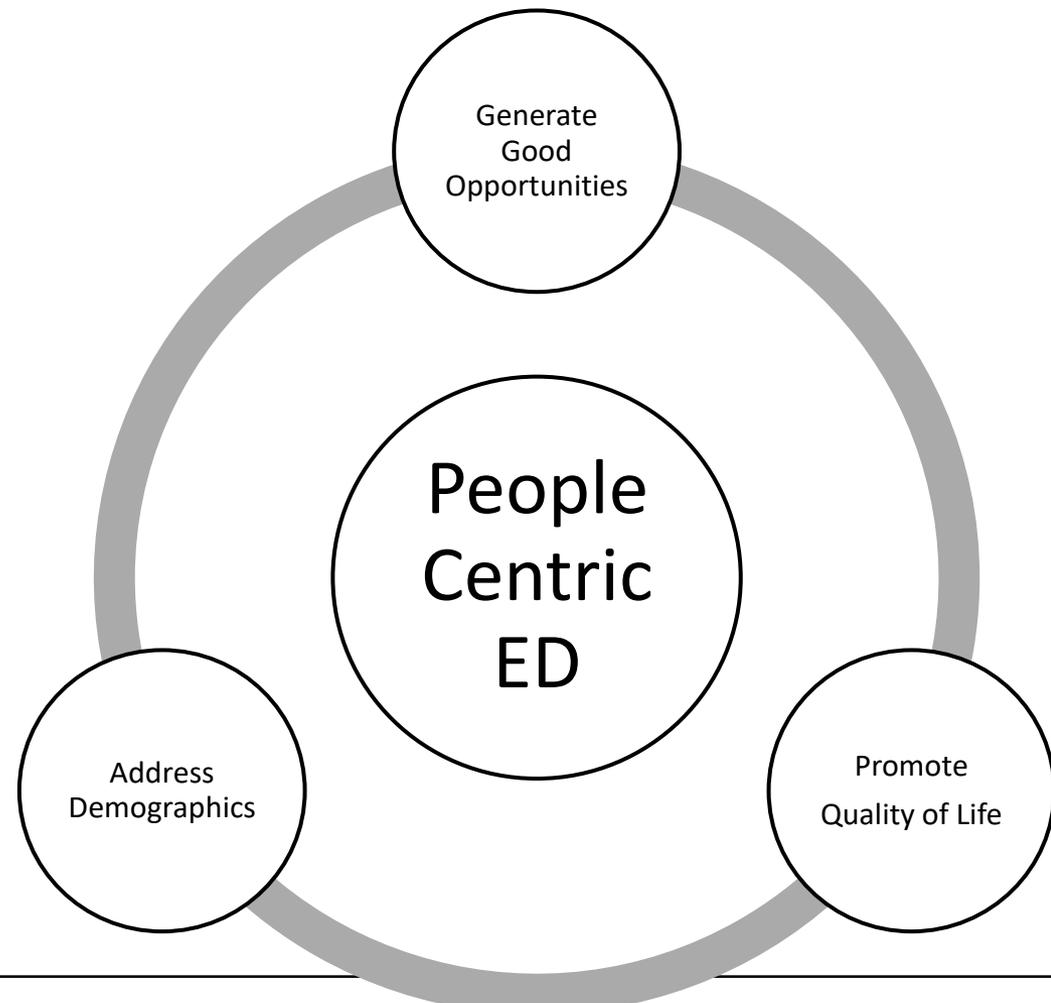


Data as the foundation of *A Greater Omaha* strategy

Vision: Compete and win

Strategy: Create the conditions and opportunities for regional economic success via:

- Strategic Business Growth
- Brain Gain
- Destination OMA



Opportunity Omaha

- Industry Cluster Vertical Development Plan
- Data to inform strong, emerging industry clusters
 - Growth potential nationally / internationally
 - Local/Regional output– GDP, share of national market, geographic scope of trade
 - Employment: density, wages
 - Employment potential: training and development
 - Infrastructure: utilities, distribution
 - Real estate: shovel ready vs. commercial
 - Policy