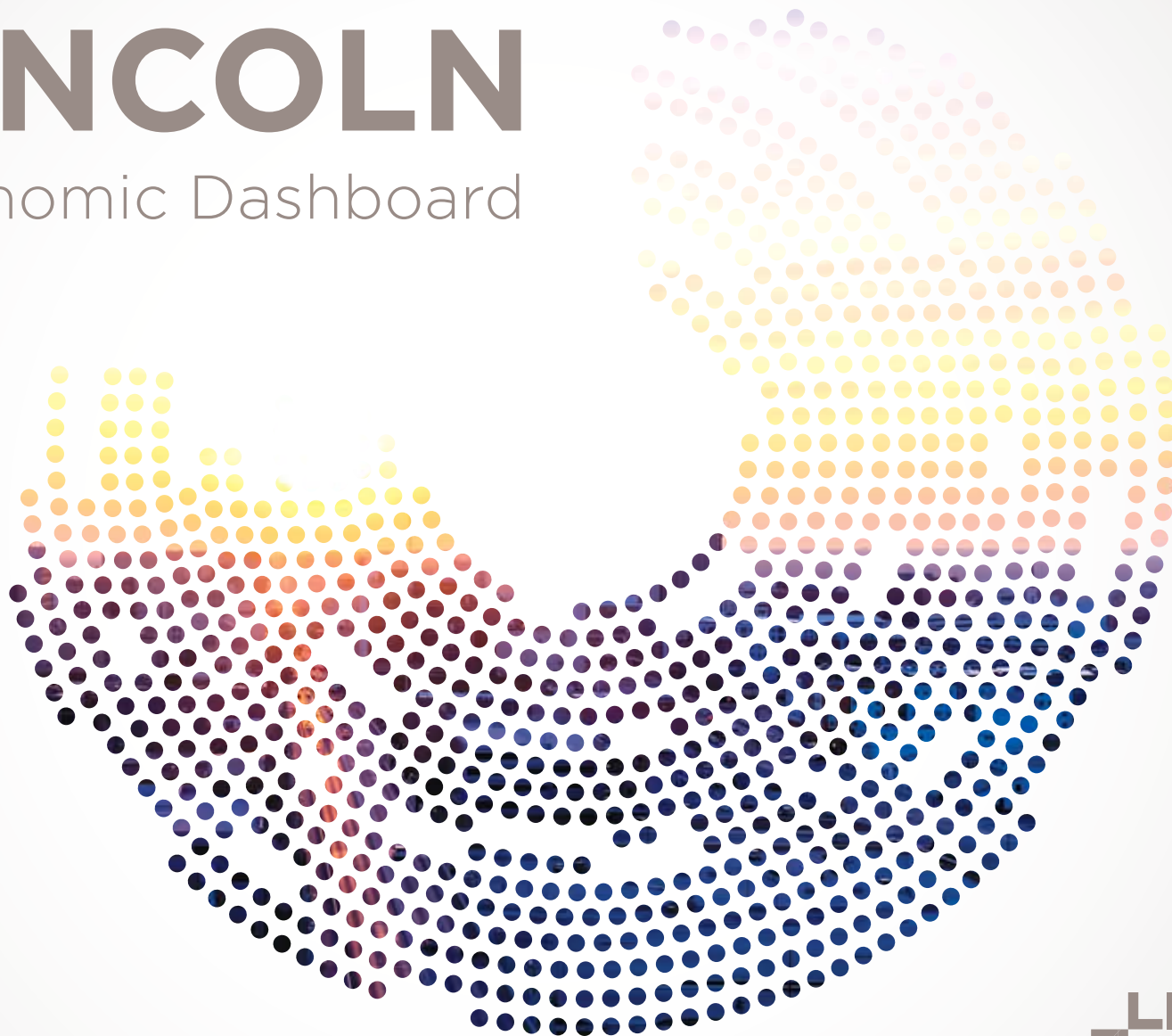


# LINCOLN

Economic Dashboard



## Dear Partnership Investors and Supporters,



It is my pleasure to present the latest Economic Dashboard for Lincoln. This publication has been a joint effort of the University of Nebraska–Lincoln Bureau of Business Research, our Board of Directors and the Lincoln Partnership for Economic Development (LPED) Steering Committee.

The Dashboard helps us use raw data to evaluate two key return on investment (ROI) pieces:

1. What are we trying to accomplish?
2. How do we know if we are making any progress?



Since we began tracking these numbers in the fall of 2012, we have witnessed steady growth and improvement in Lincoln's economic indicators. Today, the data shows Lincoln has passed pre-recession employment numbers and has created a blossoming startup community that is attracting workers to our community. This is largely thanks to the effort and support of you, our investors.

I invite you to review the data and get in touch with our office if you have any questions. I believe the numbers help solidify the message we carry to those looking to grow their business in Lincoln – we are a great city and our national recognition as a progressive place to live is well earned. Thank you for your support.

**Wendy Birdsall, CCE**

President

# Lincoln is one of the best-kept secrets of the Midwest.

Currently in the midst of the largest period of growth in its history, Lincoln is building on its top 10 standing for quality of life, safety and environmental measures to present a city that's affordable, accessible and most of all - thriving. Lincoln has abundant employment opportunities and a perfect mix of intriguing places and compelling things to do.

Lincoln is a remarkably comfortable and friendly place, with 128 miles of trails, art venues and a budding live music scene. Lincoln offers the excitement of a big city and the serenity of the countryside, all in one place.

**Salt Lake City, UT 192,672**  
**MSA 1,170,266**  
 The service sector produces the most jobs in the city, especially computer and health care services. Government employment is considerable, with the State of Utah, University of Utah and Salt Lake County among the city's top employers.

The state government and the University of Nebraska-Lincoln are both large contributors to the local economy. Other prominent industries in Lincoln include medical, banking, information technology, education, call centers, insurance and rail and truck transport.

**Colorado Springs, CO 456,568**  
**MSA 697,856**  
 Colorado Springs' economy is driven primarily by the military, the high-tech industry and tourism, in that order. The city is currently experiencing some growth mainly in the service sectors. The defense industry plays a major role in the Colorado Springs economy, with some of the city's largest employers coming from the sector.

**Sioux Falls, SD 171,544**  
**MSA 251,854**  
 Partially due to the lack of a state corporate income tax, Sioux Falls is the home of a number of financial companies. Because of the relatively long distances between Sioux Falls and larger cities, Sioux Falls has emerged as an important regional center of shopping and dining.

**Des Moines, IA 210,330**  
**MSA 622,899**  
 As a center of financial and insurance services, other major corporations headquartered outside of Iowa have established a presence in the Des Moines Metro area, including Wells Fargo, ING Group and Electronic Data Systems. Iowa State University is 30 minutes north of the Des Moines MSA.

**Madison, WI 248,951**  
**MSA 641,385**  
 Wisconsin state government and the University of Wisconsin - Madison remain the two largest Madison employers. However, Madison's economy today is evolving from a government-based economy to a consumer services and high-tech base, particularly in the health, biotech and advertising sectors.

**Lansing, MI 115,056**  
**MSA 472,246**  
 The Lansing metropolitan area's major industries are government, education, insurance, healthcare and automobile manufacturing. Being the state capital, many state government workers reside in the area. Michigan State University is a significant employer in the region. General Motors has offices and a hi-tech manufacturing facility in Lansing.

**Lexington, KY 314,488**  
**MSA 500,535**  
 With its abundance of government and technology jobs, Lexington has one of the nation's most stable economies. Lexington has been described as having a fortified economy, strong in manufacturing, technology and entrepreneurial support, benefiting from a diverse, balanced business base. Lexington is home to the University of Kentucky.

**LINCOLN, NE**  
**277,348**  
**MSA 323,578**

**Topeka, KS - City 127,265**  
**MSA 233,791**  
 Being the state's capital city, Topeka's largest employer is the State of Kansas. The educational, health and social services industry make up the largest proportion of the working population.

**Urbana-Champaign, IL 203,276**  
**MSA 238,984**  
 In addition to the University of Illinois, Champaign is also home to Parkland College. The city also features a large technology and software industry mostly focusing on research and development of new technologies.

**Raleigh, NC 451,066**  
**MSA 1,273,568**  
 Raleigh's industrial base includes banking and financial services, medical and telecommunications equipment, clothing and apparel, food processing, paper products and pharmaceuticals. Raleigh is part of North Carolina's Research Triangle, one of the country's largest and most successful research parks and a major center for high-tech and biotech research, as well as advanced textile development. Most of this activity is attributable to North Carolina State.

**Springfield, MO 166,810**  
**MSA 211,156**  
 Springfield's economy is based on health care, manufacturing, retail, education and tourism. According to the Springfield Convention and Visitors Bureau, an estimated three million overnight visitors and millions of day-trippers visit the city annually.

**Austin, TX 931,830**  
**MSA 2,000,860**  
 Austin is considered to be a major center for high-tech. Thousands of graduates each year from the engineering and computer science programs at the University of Texas at Austin provide a steady source of employees that help to fuel Austin's technology and defense industry sectors.

## Table of Contents

<b>4</b>	<b>8</b>	<b>10</b>	<b>14</b>	<b>18</b>
<b>Economic Performance</b>	<b>Talent</b>	<b>Entrepreneurship</b>	<b>Innovation</b>	<b>Quality of Life</b>

■ PEERS  
 ■ ASPIRATIONAL

## WHY IS THIS IMPORTANT?

A high level of overall economic performance is vital to the growth of a community. The six indicators presented here are designed to measure the overall economic health and vitality of the region. The improvement of economic performance is an overall goal of economic development leaders.

## THE INDICATORS

### Private Sector Job Growth

Indicates the percentage of growth in private sector employment from 2013 to 2016 as reported by the Bureau of Labor Statistics.

### Average Hourly Earnings Growth

The average hourly earnings growth of a region is shown as the percentage of the average hourly wage growth of an individual from 2013 to 2016 according to U.S. Department of Labor data.

### Gross Domestic Product (GDP) Growth Per Capita by Metropolitan Area

A measure of the percentage of growth of the GDP of the metropolitan area per capita from 2013 to 2015. GDP by metropolitan area is the sub-state counterpart of the Nation's gross domestic product (GDP) as measured by the Bureau of Economic Analysis.

### Unemployment Rate

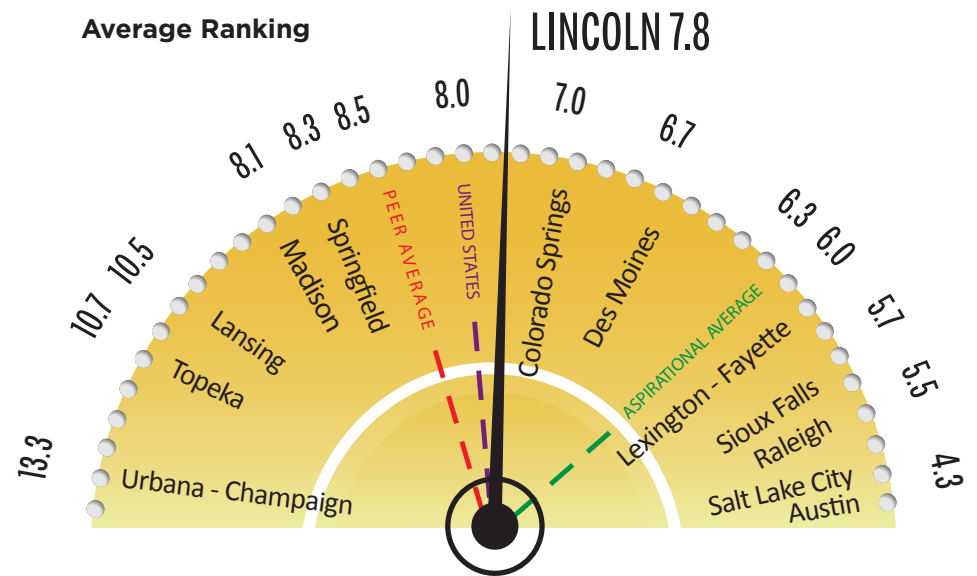
The average unemployment rate collected through Bureau of Labor Statistics data for each metropolitan area for 2016 as reported at the end of the year.

### Per Capita Income

A measure of the amount of money that was earned per person in each metropolitan area in 2013 to 2015 utilizing data from the Bureau of Economic Analysis.

### Residential Building Permit Growth

The measurement of the percentage of change in the number of residential building permit applications issued between 2014 to 2016 according to U.S. Census Bureau information.



I. Economic Performance Index

Lincoln improved its performance in the majority of the economic performance metrics however not at the rate of comparative peer and aspirational communities. The growth of residential building permits is the main area of decrease since the 2013 report, however is greater than the US rate and is mid-point amongst peer communities.

Metrics	2013	2017
Overall Economic Performance Index	4.8	7.8
Private Sector Job Growth	2.9%	4.0%
Average Hourly Earnings Growth	7.46%	9.54%
GDP Growth Per Capita by Metro Area	-0.27%	.40%
Unemployment Rate	3.5%	2.8%
Per Capita Income	\$39,018	\$44,133
Residential Building Permit Growth	63.64%	13.74%

PEERS

I. 1. Private Sector Job Growth Data ('13-'16)								
2.5%	<b>4.00%</b>	4.51%	5.64%	6.26%	6.36%	6.60%	7.26%	8.63%
Urbana-Champaign	Lincoln	Topeka	Lansing	Springfield	Sioux Falls	United States	Des Moines	Lexington-Fayette

I. 2. Average Hourly Earnings Growth ('13-'16)								
2.47%	3.70%	5.39%	<b>7.05%</b>	7.17%	7.31%	9.42%	9.44%	<b>9.54%</b>
Urbana-Champaign	Lansing	Des Moines	United States	Lexington-Fayette	Springfield	Sioux Falls	Topeka	Lincoln

I. 3. GDP Growth Per Capita by Metropolitan Area ('13-'15)								
-3.67%	-1.86%	-0.70%	-0.31%	<b>0.40%</b>	2.42%	2.51%	3.04%	3.20%
Topeka	Lansing	Sioux Falls	Urbana-Champaign	Lincoln	Lexington-Fayette	Des Moines	Springfield	United States

I. 4. Unemployment Rate ('16)								
5.3%	4.9%	4.1%	4.0%	3.8%	3.8%	3.6%	<b>2.8%</b>	2.2%
Urbana-Champaign	United States	Topeka	Springfield	Lexington-Fayette	Lansing	Des Moines	Lincoln	Sioux Falls

I. 5. Per Capita Income ('13-'15)								
\$36,824	\$37,863	\$42,863	\$42,365	\$43,065	<b>\$44,133</b>	\$48,112	\$49,415	\$53,769
Springfield	Lansing	Urbana-Champaign	Topeka	Lexington-Fayette	Lincoln	United States	Des Moines	Sioux Falls

I. 6. Residential Building Permits Growth ('14-'16)								
-53.32%	-51.98%	-34.38%	3.17%	13.13%	<b>13.74%</b>	28.71%	44.70%	51.49%
Urbana-Champaign	Lansing	Springfield	Topeka	United States	Lincoln	Sioux Falls	Lexington-Fayette	Des Moines

ASPIRATIONAL

<b>4.00%</b>	6.60%	8.31%	9.64%	10.16%	12.77%	15.45%
Lincoln	United States	Madison	Colorado Springs	Salt Lake City	Raleigh	Austin

-4.90%	7.05%	7.83%	8.11%	9.37%	<b>9.54%</b>	9.56%
Madison	United States	Austin	Salt Lake City	Colorado Springs	Lincoln	Raleigh

<b>0.40%</b>	0.56%	2.29%	2.93%	3.20%	4.56%	5.86%
Lincoln	Colorado Springs	Salt Lake City	Madison	United States	Austin	Raleigh

4.9%	4.3%	3.8%	3.3%	3.2%	3.1%	<b>2.8%</b>
United States	Raleigh	Colorado Springs	Salt Lake City	Austin	Madison	Lincoln

\$43,447	\$44,057	<b>\$44,133</b>	\$48,112	\$48,411	\$51,014	\$52,352
Colorado Springs	Salt Lake City	Lincoln	United States	Raleigh	Austin	Madison

9.70%	13.13%	<b>13.74%</b>	15.97%	29.46%	40.68%	65.48%
Austin	United States	Lincoln	Raleigh	Madison	Colorado Springs	Salt Lake City



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Lincoln, NE 68508

## Lincoln Remains Leader in Unemployment Rate

Lincoln remained one of the top communities in the United States in unemployment rate. The Lincoln metropolitan area began 2017 with an average unemployment rate of 2.8.

Lincoln’s unemployment rate has remained steady at 3.0 or less for the last four years.

At the end of 2016, Lincoln had 191,000 people employed. That is an increase of nearly 2,000 people employed from December of 2015 to one year later. The total workforce of the Lincoln metropolitan area is at a record level and has grown by nearly 10,000 since 2012.

### February, 2017

Ames, IA Metropolitan Statistical Area	2.1
Burlington-South Burlington, VT Metropolitan NECTA	2.4
Urban Honolulu, HI Metropolitan Statistical Area	2.5
Iowa City, IA Metropolitan Statistical Area	2.7
Boulder, CO Metropolitan Statistical Area	2.8
<b>Lincoln, NE Metropolitan Statistical Area</b>	<b>2.8</b>
Portsmouth, NH-ME Metropolitan NECTA	2.8
Dover-Durham, NH-ME Metropolitan NECTA	2.9
Portland-South Portland, ME Metropolitan NECTA	2.9
Sioux Falls, SD Metropolitan Statistical Area	2.9



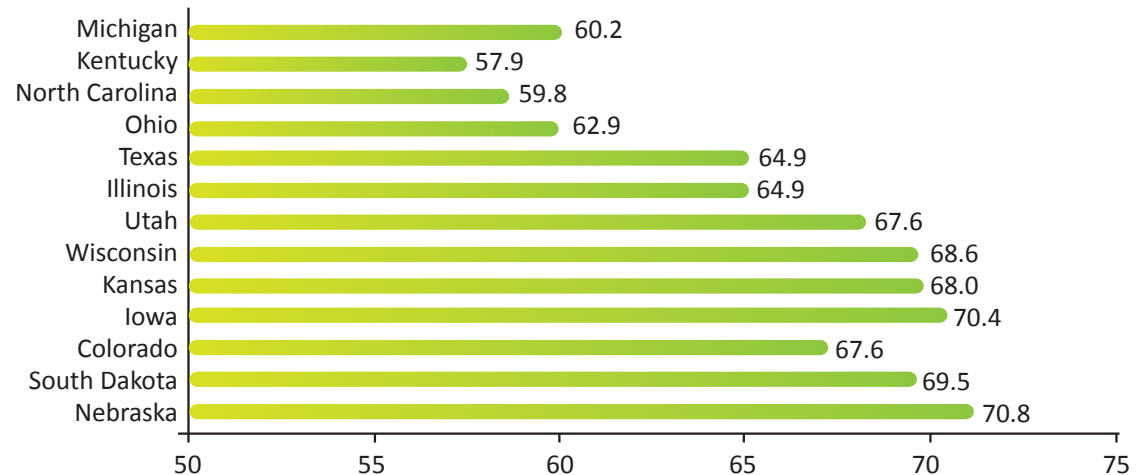
## Nebraska Remains National Leader in Workforce Participation Rates

The workforce participation rate is defined as the percentage of the population that is either employed or unemployed – either working or actively seeking work.

With 70.8% of the Nebraska workforce participating in the labor market, only South Dakota has a higher participation rate at 71.6%. West Virginia has the lowest workforce participation rate in the country at 52.8%.

In 2013 Nebraska led the nation at 72.7% workforce participation. Overall the national workforce participation rate has continued to decline, with the trend of baby boomers reaching retirement age and deciding to no longer work being cited as a main reason.

Workforce Participation Rate by State



## A Word About Lincoln's Healthcare Economy

Lincoln's healthcare cluster contributes to the Lincoln metropolitan economy in multiple ways. Most fundamentally, the cluster provides a key service that affects the life of nearly every resident. This service is an important component of local quality of life in Lincoln, and therefore, influences the ability of the community to attract households and businesses to the metropolitan area. The Lincoln healthcare cluster also serves a regional market, attracting patients from well outside the boundaries of the metropolitan area. Further, healthcare supports businesses within the cluster such as pharmaceuticals and medical device manufacturers, health insurance providers and biological researchers contribute to the Lincoln economy by reaching national and international markets.

The healthcare cluster is a center of innovation in the economy, with new products, treatments and services constantly under development and brought to the market. Demand for healthcare services will accelerate as more of the baby-boom generation reaches retirement age.

Healthcare is an obvious quality of life component as access to a wide variety of services at an affordable price is key for creating a livable community. According to the Robert Wood Johnson Foundation's County Health Rankings & Roadmaps, the annual price adjusted spending by Medicare per beneficiary for Lincoln is \$8,564 – less than reported in the 2013 Dashboard Report. This could be attributable to the overall health of the community and overall cost and efficiency of providers.

Another key factor is the uninsured rate or the percentage of the population under 65 without health insurance. Lincoln scores very well in this category. Again, using the Johnson Foundation research Lincoln's 12 percent is second lowest of peer and aspirational communities.

The Lincoln Chamber of Commerce has been at the forefront of expansion in the healthcare industry with the creation of Lincoln Specialty Care in 1988. The program is a cooperative effort of the Chamber and the medical community to promote Lincoln's array of medical resources to communities outside of Lincoln.

## Key Healthcare Rankings

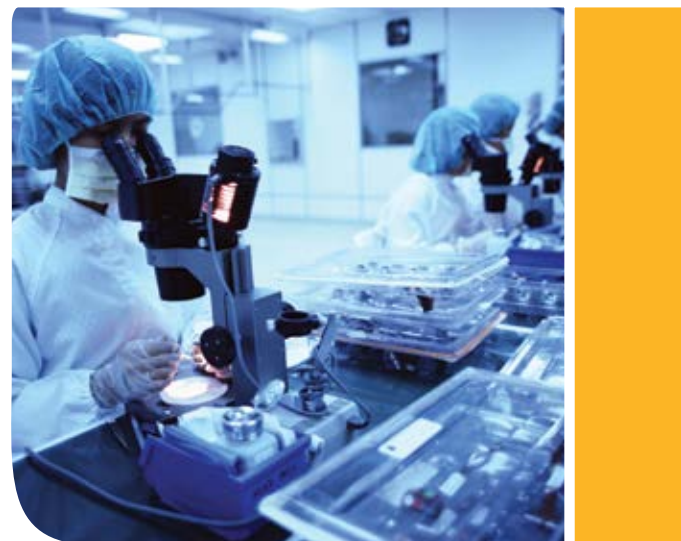
Peers	Annual Price-Adjusted Spending Per Beneficiary	Uninsured Rate
Des Moines, IA	\$7,799	9%
Sioux Falls, SD	\$8,287	12%
Lincoln, NE	\$8,564	12%
Urbana-Champaign, IL	\$8,656	13%
Springfield, MO	\$8,664	17%
Lexington, KY	\$8,967	17%
Topeka, KS	\$9,131	14%
Lansing, MI	\$9,614	12%

Aspirational	Annual Price-Adjusted Spending Per Beneficiary	Uninsured Rate
Madison, WI	\$7,402	9%
Colorado Springs, CO	\$8,194	13%
Lincoln, NE	\$8,564	12%
Raleigh, NC	\$8,702	14%
Salt Lake City, UT	\$8,900	17%
Austin, TX	\$10,061	21%

Source: Robert Wood Johnson Foundation's County Health Rankings & Roadmaps (2016)

## Healthcare Education

The healthcare industry is one of Lincoln's largest and fastest growing job markets. The need for qualified health care employees has led to the establishment of ten different institutions offering post-secondary healthcare degrees serve the Lincoln MSA. These institutions offer 28 different healthcare-related undergraduate and 18 graduate (M.A. & Ph.D.) degrees. Four additional research programs are contributors to the healthcare cluster in Lincoln.



## WHY IS THIS IMPORTANT?

The availability of people is important as it allows businesses to utilize a skilled workforce to efficiently run their operations and creates a strong entrepreneurial environment. A high level of talent often means lower unemployment, higher productivity, higher income and low poverty.

## THE INDICATORS

### High School Graduate or Higher

The percentage of the labor force over the age of 25 with a high school diploma collected through 2015 U.S. Census data.

### Labor Force Growth

Measures the growth in the number of people employed in an area from 2013 to 2016. Data for this section is collected through U.S. Department of Labor reports. Employment growth generally correlates to job growth.

### Population Growth – Ages 20 to 40

The percentage of growth in the age group of the 20 to 40 year old population, from 2013 to 2015 according to U.S. Census Bureau information. This demographic is a desirable target for many communities.

### Net Migration Rate

Total measure of population change from 2013 to 2015 within a region according to the U.S. Census Bureau. Greater in-migration is an indicator of increased employment opportunities and a community's ability to attract and retain people.

### Bachelor's Degree or Higher

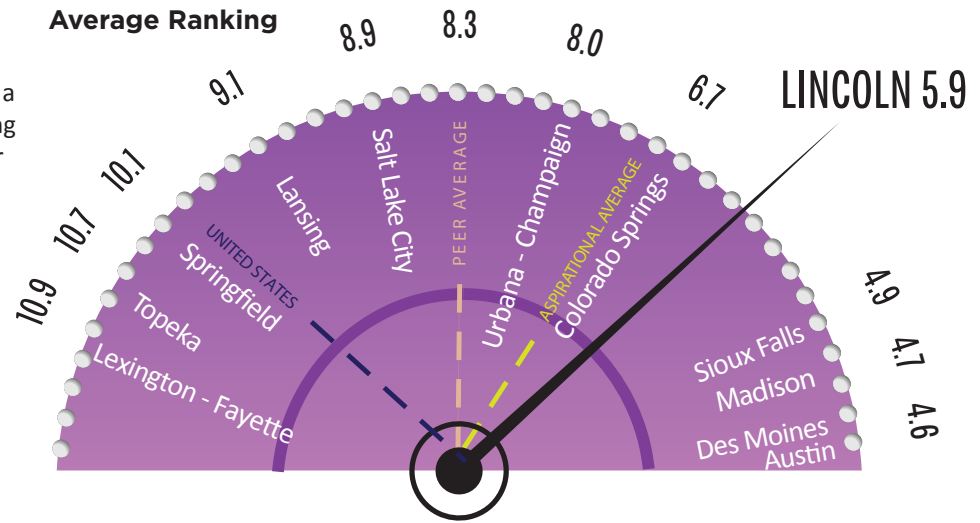
The U.S. Census Bureau's report on the 2015 percentage of labor force between 25 and 64 years of age that hold a bachelor's degree or higher.

### Labor Force Participation Rate

The 2015 labor force participation rate according to the U.S. Census Bureau indicates the proportion of the available 16 and over working age population that is willing and able to work and is either employed or actively seeking employment.

### ACT Average Composite Score

The average composite score of students taking the ACT college entrance exam in each region in 2016 according to ACT, Inc.



II. Talent Index

The overall Lincoln talent index decreased slightly as compared to the peer and aspirational community groups.

Metrics	2013	2017
Overall Talent Index	4.8	5.9
High School Graduation or Higher	93.7%	94.1%
Labor Force Growth	4.78%	.29%
Population Growth 20-40 yrs.	1.82%	2.93%
Net Migration Rate	.39%	.59%
Bachelor's Degree or Higher	36.2%	36.7%
Labor Force Participation Rate	56.77%	55.21%
ACT Average Composite Score	23.2	21.4

### Postsecondary Enrollment

University of Nebraska-Lincoln	25,260
Southeast Community College	9,248
Doane College (Lincoln & Crete)	2,639
Concordia University (Seward & Lincoln)	2,457
Nebraska Wesleyan University	2,049
Union College	903
Bryan College of Health Sciences	750
Kaplan University-Lincoln	498

### Educational Attainment

Lincoln's population is highly educated. Over 94 percent of adults in the Lincoln area have completed high school including nearly 37 percent who have at least a Bachelor's degree, well above the U.S. average of 33 percent.



PEERS

II. 1. High School Graduate or Higher ('15)								
87.10%	88.80%	90.70%	91.10%	91.70%	91.90%	93.10%	94.10%	95.10%
United States	Lexington-Fayette	Springfield	Topeka	Sioux Falls	Des Moines	Lansing	Lincoln	Urbana-Champaign

II. 2. Labor Force Growth (13-'16)								
-1.38%	-1.32%	0.29%	1.91%	2.42%	2.44%	3.59%	6.11%	7.07%
Topeka	Lexington-Fayette	Lincoln	Urbana-Champaign	Lansing	United States	Des Moines	Sioux Falls	Springfield

II. 3. Population Growth 20-40 ('13-'15)								
-1.41%	-1.13%	0.95%	1.69%	1.86%	2.18%	2.93%	4.77%	5.47%
Springfield	Lexington-Fayette	Topeka	Urbana-Champaign	Lansing	United States	Lincoln	Sioux Falls	Des Moines

II. 4. Net Migration Rate ('03-'15)								
-0.34%	0.11%	0.11%	0.34%	0.45%	0.52%	0.59%	0.78%	1.06%
Topeka	Lansing	Urbana-Champaign	United States	Springfield	Lexington-Fayette	Lincoln	Sioux Falls	Des Moines

II. 5. Bachelor's Degree or Higher ('15)								
27.1%	27.4%	30.6%	31.7%	34.2%	35.1%	35.5%	36.7%	42.6%
Springfield	Topeka	United States	Sioux Falls	Lansing	Des Moines	Lexington-Fayette	Lincoln	Urbana-Champaign

II. 6. Labor Force Participation Rate ('15)								
49.53%	50.53%	51.54%	51.26%	52.01%	52.13%	55.04%	55.21%	59.09%
United States	Urbana-Champaign	Lexington-Fayette	Topeka	Springfield	Lansing	Des Moines	Lincoln	Sioux Falls

II. 7. ACT Average Composite Score ('16)								
49.53%	50.53%	51.54%	51.26%	52.01%	52.13%	55.04%	55.21%	59.09%
United States	Urbana-Champaign	Lexington-Fayette	Topeka	Springfield	Lansing	Des Moines	Lincoln	Sioux Falls

ASPIRATIONAL

87.10%	89.20%	90.20%	90.90%	94.10%	94.50%	94.60%
United States	Austin	Salt Lake City	Raleigh	Lincoln	Colorado Springs	Madison

0.29%	1.30%	2.44%	4.33%	4.85%	7.87%	8.81%
Lincoln	Colorado Springs	United States	Madison	Salt Lake City	Austin	Raleigh

2.18%	2.30%	2.93%	3.70%	4.45%	5.34%	6.90%
United States	Salt Lake City	Lincoln	Raleigh	Madison	Austin	Colorado Springs

0.12%	0.34%	0.51%	0.59%	0.66%	1.61%	2.10%
Salt Lake City	United States	Madison	Lincoln	Colorado Springs	Raleigh	Austin

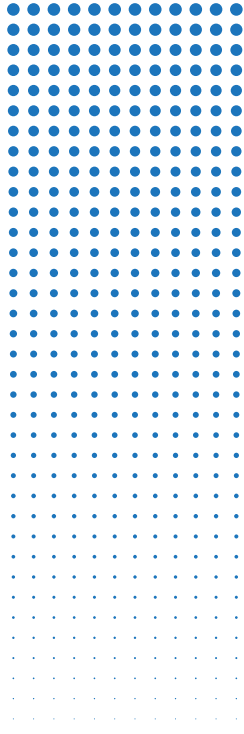
30.6%	32.7%	36.5%	36.7%	42.6%	43.5%	44.4%
United States	Salt Lake City	Colorado Springs	Lincoln	Austin	Madison	Raleigh

46.44%	49.53%	53.18%	53.73%	55.11%	55.21%	59.75%
Colorado Springs	United States	Raleigh	Salt Lake City	Austin	Lincoln	Madison

46.44%	49.53%	53.18%	53.73%	55.11%	55.21%	59.75%
Colorado Springs	United States	Raleigh	Salt Lake City	Austin	Lincoln	Madison



## WHY IS THIS IMPORTANT?

Entrepreneurship is a key driver of our economy. Wealth and a high number of jobs are created by small businesses started by entrepreneurially minded individuals, many of whom go on to create big businesses. A supportive environment for entrepreneurs is key for new business creation and growth.

## THE INDICATORS

### Percent Growth in Employer Establishments

The percentage of the growth in the number of employer establishments from 2013 to 2016 according to the Bureau of Labor Statistics.

### Percent Growth in Employer Establishments per Person

Measures the percentage of change in the number of employer establishments per capita from 2013 to 2016 utilizing data collected from the U.S. Department Labor sources. This is used to evaluate the share of the population involved in entrepreneurship.

### Business Formation Rate – Establishment Births/Person

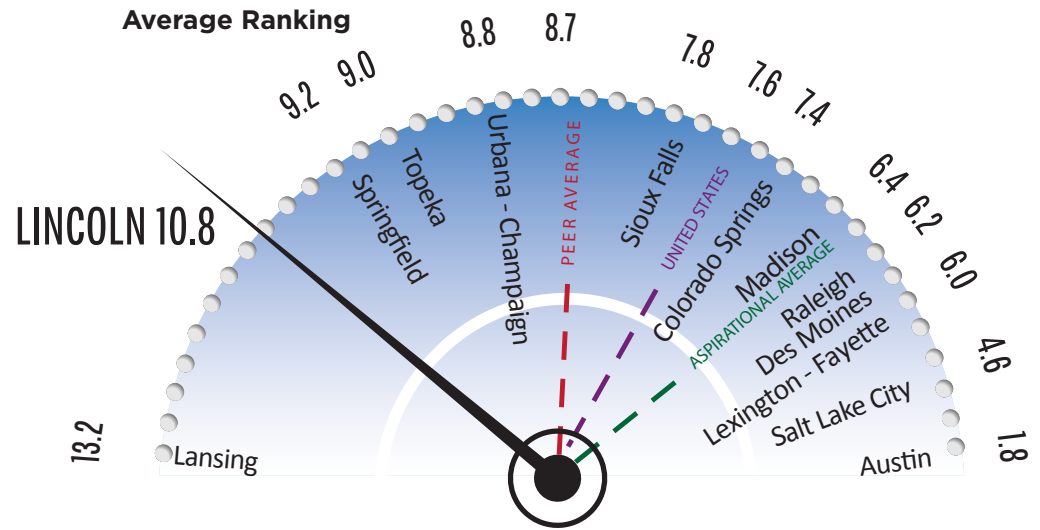
The business formation rate is the number of new businesses started in a metropolitan area divided by the population. The indicator is based on 2014 data from the U.S. Department of Commerce and shows the relative ability of a community to generate new businesses.

### Patents per Thousand Persons

The number of patents issued in 2015 in an area per 1,000 residents according to the U.S. Patent and Trademark Office. Patents are a traditional measure for the amount of applied research and development in an area.

### Average Income per Non-farm Proprietor

The average income per non-farm proprietor is based on 2015 data from the U.S. Department of Commerce. The measure shows how much income is generated by the partnerships and proprietorships within a metropolitan area.



## III. Entrepreneurship Index

Lincoln slipped in the overall entrepreneurship index as compared to the peer and aspirational community groups. There was an increase in each of the metrics except for the percent growth in employer establishment which showed a slight decrease as compared to the 2013 report.

Metrics	2013	2017
Overall Entrepreneurship Index	7.0	10.8
Percent Growth in Employer Establishments	6.62%	4.96%
Percent Growth in Employer Establishments Per Person	.274%	.746%
Business Formation Rate – Establishment Births/Person	.194%	.210%
Patents Per Thousand Persons	.19	.22
Average Income Per Non-Farm Proprietor	\$21,761	\$22,338

## PEERS

III. 1. Percent Growth in Employer Establishments ('13-'16)								
<b>-3.25%</b>	<b>0.10%</b>	<b>4.96%</b>	<b>5.49%</b>	<b>5.96%</b>	<b>6.93%</b>	<b>7.13%</b>	<b>8.45%</b>	<b>9.40%</b>
Lansing	Urbana-Champaign	Lincoln	United States	Springfield	Sioux Falls	Topeka	Lexington-Fayette	Des Moines

III. 2. Percent Growth in Employer Establishments Per Person ('13-'16)								
<b>-4.353%</b>	<b>-1.746%</b>	<b>0.746%</b>	<b>0.923%</b>	<b>3.217%</b>	<b>3.223%</b>	<b>3.566%</b>	<b>5.065%</b>	<b>7.464%</b>
Lansing	Urbana-Champaign	Lincoln	Sioux Falls	Springfield	United States	Des Moines	Lexington-Fayette	Topeka

III. 3. Business Formation Rate - Establishment Births/Person ('14)								
<b>0.138%</b>	<b>0.140%</b>	<b>0.147%</b>	<b>0.199%</b>	<b>0.210%</b>	<b>0.210%</b>	<b>0.220%</b>	<b>0.233%</b>	<b>0.257%</b>
Topeka	Lansing	Urbana-Champaign	Des Moines	United States	Lincoln	Lexington-Fayette	Sioux Falls	Springfield

III. 4. Patents Per Thousand Persons ('15)								
<b>0.03</b>	<b>0.08</b>	<b>0.17</b>	<b>0.20</b>	<b>0.22</b>	<b>0.35</b>	<b>0.36</b>	<b>0.44</b>	<b>0.69</b>
Topeka	Springfield	Sioux Falls	Lansing	Lincoln	Des Moines	Lexington-Fayette	United States	Urbana-Champaign

III. 5. Average Income per Non-Farm Proprietor ('15)								
<b>\$17,375</b>	<b>\$22,338</b>	<b>\$25,201</b>	<b>\$25,970</b>	<b>\$26,238</b>	<b>\$28,776</b>	<b>\$32,817</b>	<b>\$52,672</b>	<b>\$62,827</b>
Lansing	Lincoln	Springfield	Lexington-Fayette	Topeka	Des Moines	United States	Urbana-Champaign	Sioux Falls

## ASPIRATIONAL

<b>4.96%</b>	<b>5.49%</b>	<b>7.53%</b>	<b>7.64%</b>	<b>7.68%</b>	<b>9.36%</b>	<b>15.59%</b>
Lincoln	United States	Madison	Salt Lake City	Colorado Springs	Raleigh	Austin

<b>0.746%</b>	<b>2.094%</b>	<b>3.223%</b>	<b>3.238%</b>	<b>3.437%</b>	<b>4.056%</b>	<b>6.025%</b>
Lincoln	Raleigh	United States	Colorado Springs	Salt Lake City	Madison	Austin

<b>0.184%</b>	<b>0.210%</b>	<b>0.210%</b>	<b>0.243%</b>	<b>0.261%</b>	<b>0.274%</b>	<b>0.280%</b>
Madison	United States	Lincoln	Raleigh	Colorado Springs	Austin	Salt Lake City

<b>0.22</b>	<b>0.29</b>	<b>0.44</b>	<b>0.55</b>	<b>0.71</b>	<b>1.21</b>	<b>1.35</b>
Lincoln	Colorado Springs	United States	Salt Lake City	Madison	Raleigh	Austin

<b>\$18,466</b>	<b>\$22,338</b>	<b>\$22,343</b>	<b>\$26,780</b>	<b>\$29,303</b>	<b>\$32,817</b>	<b>\$41,909</b>
Colorado Springs	Lincoln	Raleigh	Madison	Salt Lake City	United States	Austin

## State T12 programs – Talent and Innovation programs

The Partnership supports the State's Talent and Innovation Initiative and works to encourage Lincoln businesses to take advantage of the many different programs. These programs were created to encourage and support the transfer of Nebraska-based technology and innovation to create high growth, high technological companies, small businesses and micro-enterprises as well as enhance the creation of wealth and quality jobs. These programs provide funding to help businesses develop new technologies that lead to quality job opportunities in Lincoln. The competitive grants provide funding and technical assistance for research at Nebraska institutions, new product development and testing and help expand small business and entrepreneur outreach efforts within the Lincoln community. Over 60 Lincoln businesses have participated and directly benefited from these innovative programs.





# JumpStart Challenge

## What is the end game of the JumpStart Challenge? The Goal: Innovation, disruption and the creation of new companies.

It's undeniable; every company has business hurdles they're facing in the workplace every day. Businesses spin their tires to find solutions to these issues, and now, we're asking them to bring those issues to the table for you to solve.

Lincoln is a city full of software and application design talent. Atop that, Lincoln is a city defined by a diverse industry base, and like many communities, we're not always sitting in the same room discussing the challenges we have and potential solutions. That's what JumpStart Challenge aims to do.

It doesn't matter who you are, or where you're from; all you need is a crazy creative mind, fiery passion and a little courage to join in the JumpStart Challenge. Who knows? Your brilliant idea could change the entire landscape of the industry. How about that for opportunity?

Ultimately, the goal of Jumpstart Challenge is to help a new company from Lincoln and have a built-in sale ready for them upon completion of their product. Past successes to come from the program include Nobl Health and Liveby, the neighborhood matching resource. Both companies have moved past the initial startup stage and are growth stage companies, right here in Lincoln.



## Rise of the Rest

AOL co-founder Steve Case turned his attention to the Silicon Prairie on his "Rise of the Rest" tour. Lincoln and Omaha were selected as stops on his latest tour, where he invested a total of \$500,000 into regional startups.

Case began the "Rise of the Rest" tour in 2014 with the intention of directing attention and supporting cities that are outside of the California and New York startup hotbeds. This tour was designed to bring a financial boost to five outstanding startups as well as to energize the entrepreneurial ecosystem and bring exposure to the city's most innovative members. A pitch competition was held in each city with a grand prize of \$100,000. In total, Case has invested over \$2 million in 19 cities.

Hundreds of cities were nominated, but only five stops were chosen: Denver, Salt Lake/Provo, Albuquerque, Phoenix and our own Lincoln/Omaha. Hosting a stop on Case's tour signifies that our city is a true player in the world of technology and innovation.

#1 Most Content City :)  
→ 24/7 Wallstreet

#1 TOP 10 Cities for Job Seekers   
→ Forbes

 #1 Most Exciting Places in Nebraska  
→ Next Cities



NMotion is a mentor-driven, education-focused, startup accelerator based in Lincoln and is a product of a deep collaboration between the University of Nebraska–Lincoln, Lincoln Partnership for Economic Development and private investors. It provides an intense 12-week program designed to get startups moving forward faster and more effectively offering \$20,000 seed funding to each accepted team, for hands-on education and access to a group of highly engaged mentors. The focus of the program is to identify early-idea stage startups then help create high-growth software and technology-based businesses.



## LPS & The Career Academy

Lincoln Public Schools, Southeast Community College and surrounding businesses and industries have collaborated on an exciting joint venture that gives our community the chance to impact students and our economic future. The Career Academy (TCA) offers high school Juniors and Seniors the opportunity to gain hands-on, early exposure to high skill, high demand and high wage careers that can launch a student into professional success. Specialized curricula, focused on practical and applied skills, have been developed for The Career Academy's 20 career pathways. In its second year of existence, students who participate in one of 20 career pathways have already improved their career readiness as the majority are going on to 2 or 4 year degree or while others go straight into the workforce. TCA is one of the answers Lincoln has come up with to help remedy the issue of inadequate skilled labor supply in Lincoln.

With The Career Academy's inception and ongoing growth, Lincoln has committed to become the next center of economic vitality. Having already graduated over 250 students with employable skills, pathway certifications and college credits, TCA is striving to achieve its total capacity for students is 1000 (500 Juniors, 500 Seniors). Education, employment and economic growth have a reciprocal effect within a community. We have an opportunity to foster a unique educational environment which will positively impact students' success and the economic vitality of the community.



the **career** academy

## WHY IS THIS IMPORTANT?

Innovation is the driver of growth in an economy. The ability to generate new ideas, products and processes is an important measure of regional competitive advantage. A successful region will develop and nurture an environment of innovation resulting in new, higher wage jobs for area residents.

## THE INDICATORS

### Percent of STEM Workers

Data compiled from the Bureau of Labor Statistics from 2015 which indicates the percentage of workers in Science, Technology, Engineering and Mathematics (STEM) occupations as compared to all workers in a given region. Graduates in the STEM programs are desirable for innovation companies and are active in the technology start-up community.

### Terminal (Graduate or Professional) Degrees

Measures the percentage of the total workforce that possesses a terminal degree (Ph.D., M.D., etc.). The information was gathered from the 2015 American Community Survey and is indicative of a level of high demand individuals likely to engage in innovative activities.

### Percent of College Students Relative to Total Population

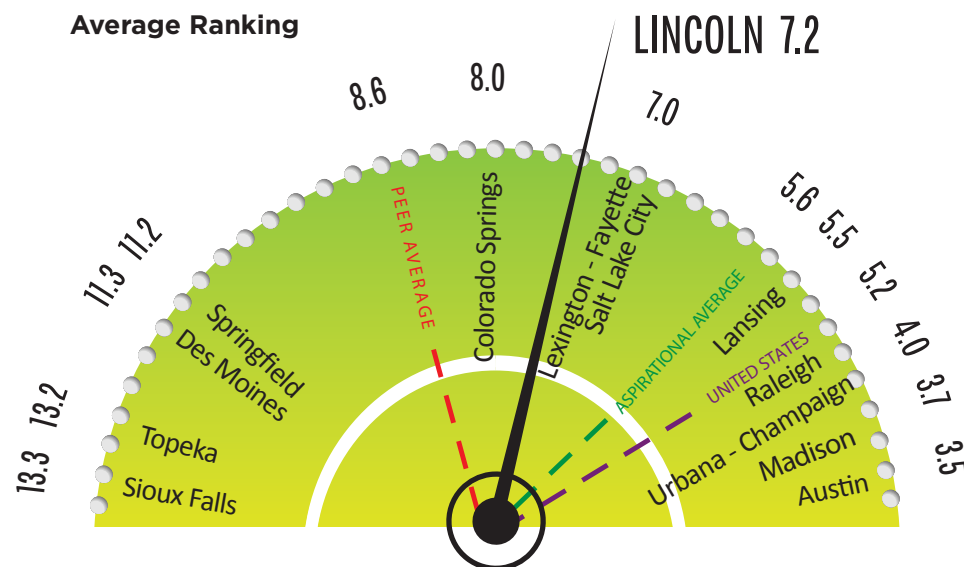
Data collected from the U.S. Census Bureau in 2015 indicating the percentage of college students in a community as compared to the community's total population.

### SBIR & STTR Grants Awarded

The total number of Small Business Innovation Research (SBIR) and Small Business Technology Transfer Program (STTR) grants awarded in 2016 utilizing information obtained from the SBIR.gov website. A high number of grant awards is an indicator of the level of research and development and eventual commercialization of products and ideas.

### STEM Graduates

Indicates the total number of Science, Technology, Engineering and Mathematics (STEM) graduates in a region during the 2015-2016 school year according to the National Center for Education Statistics.



## IV. Innovation Index

Lincoln showed a slight decline in the overall Innovation Index as compared to the 2013 report. The one metric to note in this section is the SBIR & STTR Grants Awarded as this was changed from a multi-year reporting figure to a single year.

Metrics	2013	2017
Overall Innovation Index	7.3	7.2
Percent of STEM Workers	5.4%	6.3%
Terminal (Graduate or Professional) Degrees	12.4%	13.9%
Percent of College Students Relative to Total Population	14.3%	12.9%
SBIR & STTR Grants Awarded (2013 report over 5 yrs.)	22	4
STEM Graduates	1077	1270
Creative Graduates	4254	4396

### College Graduates

The National Center for Education Statistics reporting the total number of students graduating from college with a bachelor degree in the 2015-2016 school year.

PEERS

IV. 1. Percent of STEM Workers ('15)								
3.12%	4.09%	4.61%	4.94%	5.18%	5.26%	5.53%	<b>6.30%</b>	6.32%
Springfield	Sioux Falls	Topeka	Urbana-Champaign	Des Moines	Lexington-Fayette	United States	Lincoln	Lansing

IV. 2. Terminal (Graduate or Professional) Degrees ('15)								
8.7%	9.3%	9.8%	10.6%	11.6%	13.8%	13.9%	15.7%	21.2%
Sioux Falls	Topeka	Springfield	Des Moines	United States	Lansing	Lincoln	Lexington-Fayette	Urbana-Champaign

IV. 3. Percent of College Students Relative to Total Population ('15)								
5.0%	5.2%	6.4%	7.1%	8.7%	9.5%	12.9%	13.5%	21.1%
Sioux Falls	Topeka	Des Moines	United States	Springfield	Lexington-Fayette	Lincoln	Lansing	Urbana-Champaign

IV. 4. SBIR & STTR Grants Awarded ('16)								
0	0	2	3	4	8	15	22	3459
Topeka	Springfield	Sioux Falls	Des Moines	Lincoln	Lansing	Lexington-Fayette	Urbana-Champaign	United States

IV. 5. STEM Graduates ('15-'16)								
NA	59	83	230	551	1258	1270	2408	3727
United States	Topeka	Sioux Falls	Des Moines	Springfield	Lexington-Fayette	Lincoln	Lansing	Urbana-Champaign

IV. 6. Creative Graduates ('15-'16)								
NA	629	789	1303	4087	4396	4997	7953	8924
United States	Sioux Falls	Topeka	Des Moines	Springfield	Lincoln	Lexington-Fayette	Urbana-Champaign	Lansing

ASPIRATIONAL

5.53%	<b>6.30%</b>	6.46%	8.46%	8.84%	9.36%	10.14%
United States	Lincoln	Salt Lake City	Colorado Springs	Raleigh	Madison	Austin

11.4%	11.6%	13.8%	<b>13.9%</b>	14.8%	15.9%	16.9%
Salt Lake City	United States	Colorado Springs	Lincoln	Austin	Raleigh	Madison

7.1%	7.1%	7.3%	8.4%	8.7%	10.3%	<b>12.9%</b>
United States	Salt Lake City	Raleigh	Austin	Colorado Springs	Madison	Lincoln

4	7	19	27	32	61	3459
Lincoln	Colorado Springs	Raleigh	Madison	Salt Lake City	Austin	United States

NA	926	<b>1270</b>	1330	2646	3107	3561
United States	Colorado Springs	Lincoln	Salt Lake City	Madison	Raleigh	Austin

NA	3021	<b>4396</b>	6244	7628	5809	11310
United States	Colorado Springs	Lincoln	Raleigh	Madison	Salt Lake City	Austin



Nebraska Innovation Campus



## Nebraska Innovation Campus

Nebraska Innovation Campus (NIC) is a research campus designed to facilitate new and in-depth partnerships between the University of Nebraska–Lincoln and private sector businesses.

At full build-out, NIC will be a two million square foot campus with up to 7,000 people working, living and playing in uniquely designed buildings and amenities that encourage people to create and transform ideas into innovation that will positively impact the world. NIC aspires to be the most sustainable research and technology campus in the U.S.

In November 2012, NIC was proud to announce ConAgra Foods as their first major corporate partner. The partnership will include research and development related to popcorn, tomatoes and other food products as well as basic research.

**America's Best Cities  
For New Jobs #1**  
→ *Forbes.com*



## The Southeast Community College Entrepreneurship Center

The SCC Entrepreneurship Center is a full-service resource hub for entrepreneurs in all stages of business development. Their mission is to discover and develop the talents of individuals in order to enhance their ideas and grow businesses in the greater community. They offer a variety of services designed to educate, enhance and empower entrepreneurs including office space, business coaching, networking and educational opportunities.

### Focus Suites

These private office spaces (and optional coaching support) give business owners the opportunity to build or grow their venture. The Focus Suites reduce some of the risk associated with business ownership by providing flexible leases and below market rental rates. Over 70 businesses have utilized the office space and resources since its launch in 2007.

### Free Business Coaching

In partnership with the Nebraska Business Development Center (NBDC), free business coaching is available to the public. Topics may include idea development/validation, preparing for funding, buying/selling a business, marketing, expansion and much more. On average, coaches conduct over 1200 free sessions a year.

### Business Design

Business Design is a fee-based series of customized coaching sessions created to help entrepreneurs validate ideas, develop a business model, prepare for the rigors of business ownership and create efficient operating systems. For more information, visit the Center's website at [southeast.edu/entrepreneurship](http://southeast.edu/entrepreneurship) or follow the Center on Facebook and Twitter.

#1   
**City in Best Places for  
Business and Careers**  
→ *Forbes*

## WHY IS THIS IMPORTANT?

Perceptions about quality of life in a region can heavily impact attraction and retention efforts of companies, skilled workers and entrepreneurs. Talent is mobile, and quality of life has assumed greater importance in economic development practices. An area is more likely to attract and retain high-quality talent if it can offer a comfortable lifestyle and a pleasant environment to raise a family.

## THE INDICATORS

### Living Affordability

The comparison of cost of living differences between urban areas utilizing year-end 2016 COLI report data from ACCRA; weighted by different types of common consumer expenditures. Those expenditures include groceries, utilities, housing and medical costs among others.

### Culture

Arts, entertainment and recreation establishments as a percentage of total establishments in 2015 for each respective MSA. This measures the amount of cultural opportunities offered by a community. Supporting data for this section collected through the Bureau of Labor Statistics.

### Public Safety

Measured as the number of violent crimes committed per 100,000 residents in 2015 according to FBI Uniform Crime Reports. A safer community is more attractive to prospective residents.

### Commute Time

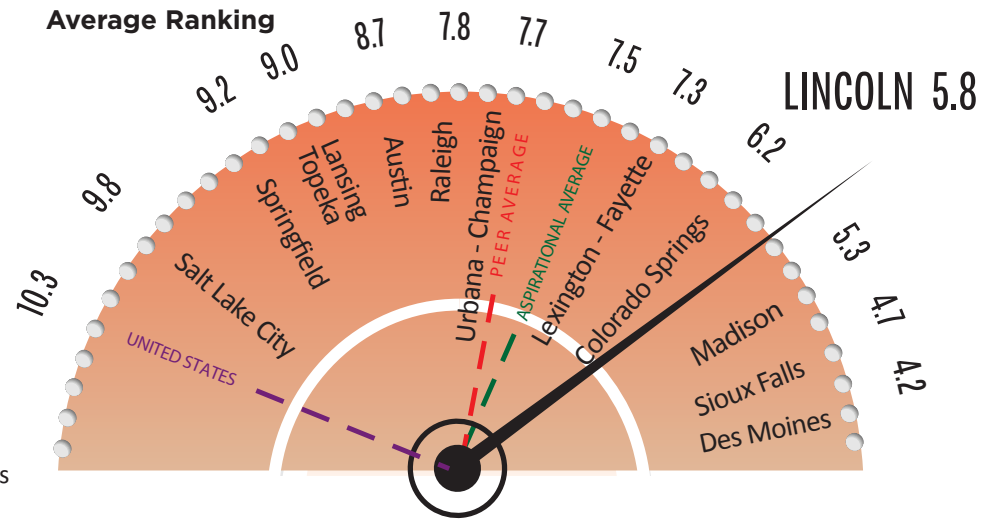
Average commute time for a worker in 2015 as shown in the U.S. Census report. Shorter commute times are more attractive.

### Gallup Well-Being Index

The 2015-2016 Gallup Well-Being Index score is an average of six sub-indexes, which individually examine life evaluation, emotional health, work environment, physical health, healthy behaviors and access to basic necessities. The overall score and each of the six sub-index scores are calculated on a scale from 0 to 100, where a score of 100 represents the ideal. Supporting information for this section gathered from the 2016 Gallup Well-Being Index report.

### Total Medicare Reimbursements per enrollee

Total Medicare Reimbursement per enrollee is an important measurement as it is a proxy for other types of healthcare spending. The differences in spending reflect differences in the use of healthcare services.



V. Quality of Life Index

The overall Quality of Life Index for the Lincoln area remained relatively unchanged between the two reports. The Culture metric shows a drastic decline from the 2013 report however all of the peer and aspirational cities show close to this same percentage. A conclusion has been drawn that the Bureau of Labor Statistics reporting method has changed slightly since the creation of the 2013 report.

Metrics	2013	2017
Overall Quality of Life Index	5.7	5.8
Living Affordability – Cost of Living Index	92.9	91.0
Culture	8.68%	1.35%
Public Safety	324.4	330.0
Commute Time	17.4	18.5
Gallup Well-Being Ranking	72.8	62.2

#1 Healthiest Small City  
→ Daily Finance (Gallup)

PEERS

V. 1. Living Affordability - Cost of Living Index ('16)								
87.9	89.9	91.0	91.2	91.6	92.3	92.3	93.9	100.0
Springfield	Des Moines	Lincoln	Urbana-Champaign	Topeka	Lexington-Fayette	Lansing	Sioux Falls	United States

V. 2. Culture ('15)								
1.16%	1.28%	1.35%	1.42%	1.47%	1.52%	1.60%	1.89%	2.10%
Topeka	Springfield	Lincoln	Lansing	United States	Des Moines	Urbana-Champaign	Lexington-Fayette	Sioux Falls

V. 3. Public Safety ('15)								
256.3	330.0	363.7	367.5	372.6	391.7	425.0	511.2	621.3
Lexington-Fayette	Lincoln	Sioux Falls	Des Moines	United States	Topeka	Lansing	Urbana-Champaign	Springfield

V. 4. Commute Time ('15)								
26.4	22.1	22.1	21.2	20.2	19.9	18.7	18.5	18.2
United States	Lexington-Fayette	Springfield	Lansing	Des Moines	Topeka	Sioux Falls	Lincoln	Urbana-Champaign

V. 5. Gallup Well-Being Ranking ('15-'16)								
59.3	60.7	60.9	61.1	61.3	62.1	62.2	63.7	63.8
Topeka	Springfield	Urbana-Champaign	Lexington-Fayette	Lansing	United States	Lincoln	Sioux Falls	Des Moines

ASPIRATIONAL

91.0	93.4	93.7	93.9	96.0	100.0	106.3
Lincoln	Colorado Springs	Raleigh	Salt Lake City	Austin	United States	Madison

1.09%	1.35%	1.39%	1.47%	1.54%	1.60%	1.77%
Salt Lake City	Lincoln	Raleigh	United States	Colorado Springs	Austin	Madison

211.9	233.4	287.7	330.0	359.3	372.6	392.2
Madison	Raleigh	Austin	Lincoln	Colorado Springs	United States	Salt Lake City

26.5	26.4	25.9	23.4	22.3	21.5	18.5
Austin	United States	Raleigh	Colorado Springs	Salt Lake City	Madison	Lincoln

61.4	62.1	62.2	62.4	63.0	63.0	63.1
Salt Lake City	United States	Lincoln	Madison	Raleigh	Austin	Colorado Springs



## 2016 Summary: Midlands MLS



REALTORS® Association of Lincoln | [lincolnrealtors.com](http://lincolnrealtors.com)

### EXISTING HOME SALES

- The median sale price of an existing single-family home sold through the MLS in 2016 was \$153,500; 6.6 percent higher than 2015 (\$144,000); again, a new record high by 21 percent since 2007 (\$127,000).

### NEW HOME SALES

- The median sale price of a new single-family home sold through the MLS in 2016 was \$260,604; 0.6 percent higher than 2015 (\$259,000), but a 17 percent jump from 2014 (\$222,397).

### Lincoln Cost of Living Index

Index	Lincoln	Nebraska	National
Cost of Living Index	91.4	88	100
Goods & Services Index	100.3	94	100
Groceries Index	96.2	96.3	100
Health Care Index	100.7	94	100
Housing Index	79.4	74	100
Transportation Index	100.8	95	100
Utilities Index	73.7	99	100

The cost of living in Lincoln is 8.6% less than the national average

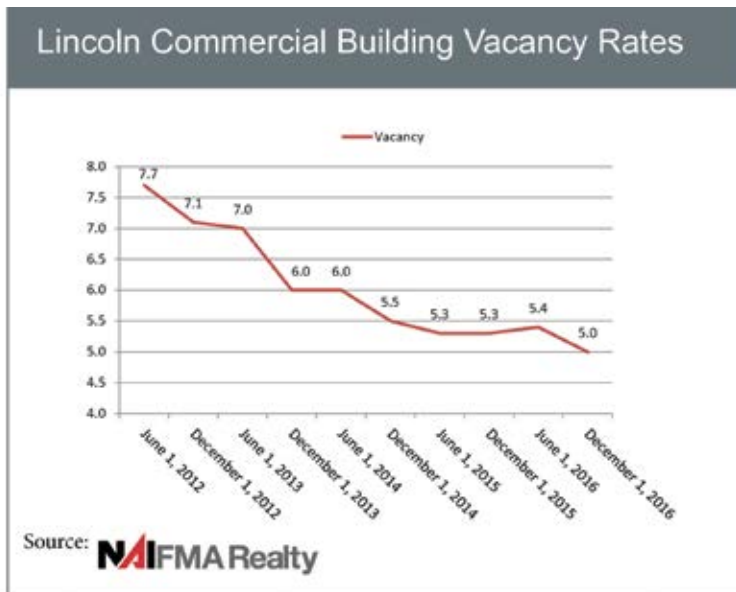
The cost of living in Lincoln is 3.4% greater than the Nebraska average

Each cost of living index is based on a national average of 100

Allowing residents to live comfortably, Lincoln gives its people the freedom to enjoy their earnings.

## COMMERCIAL CONSTRUCTION ACTIVITY

Building permit application values rose significantly from past reporting periods, due in large part to the 49 million dollar Scheels' project at SouthPointe Pavilions. The value of office and industrial building permit applications rose from the beginning of 2016 but fell just shy of the values Lincoln experienced in 2015. The total year value of applications for 2015 was 225 million with 2016 values totaling 221 million.



The health industry dominated new construction and office alternation applications. The most notable new construction is for Bryan Health's new 104,000 square-foot ambulatory surgical center and medical office building on its East Campus site near 50th & A Streets.

The retail sector had the highest value of building permit applications for the second half of 2016. In addition to the new 220,000 square-foot Scheels' project, construction on two car dealerships on land along Yankee Hill Road between 27th & 40th Streets are well on their way. Baxter Toyota filed a permit for 13 million and Lexus of Lincoln's was 9.7 million.

Construction values, while down in some areas, are at the highest level they have been in the past three years and remain a positive indicator for growth. Many new projects are on the horizon for Lincoln, including redevelopment at 9th & O Streets, which includes two hotels, luxury condos and street retail and redevelopment of two office buildings at 11th & P Streets into a boutique hotel and street retail.



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[selectLINCOLN.org](http://selectLINCOLN.org)



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