



WHY OMAHA

POPULATION & DEMOGRAPHICS



931,666
GREATER OMAHA AREA
434,353
CITY OF OMAHA



APPROXIMATELY 1.3M PEOPLE LIVE WITHIN
A 60 MINUTE DRIVE OF OMAHA

Average Age

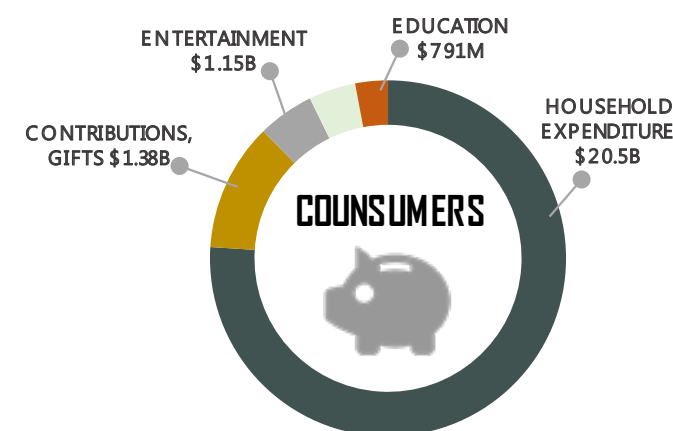
35

Unemployment Rates:

Nebraska - 2.8%

National - 5.3%

Average home price is
\$163,500 in Omaha,
compared to \$229,400
national average



AVERAGE
HOUSEHOLD
INCOME

75k



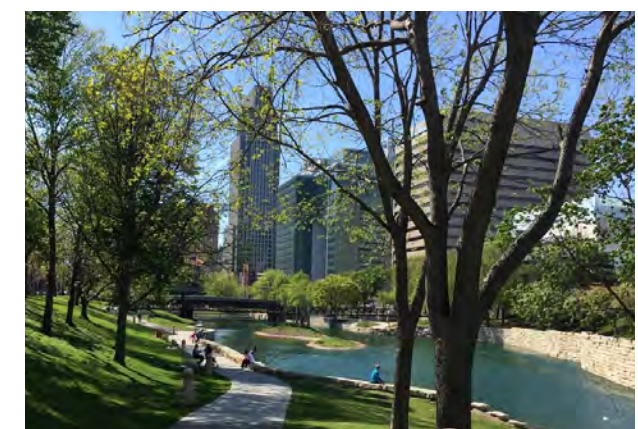
- 35% of the population is under 25
- Median Household Income \$62,891
- Omaha's Cost of Living is 8.2% below the national average
- Omaha's median household income is 6% higher than the national average

National Recognition

Low cost of living. Short commutes. Expansive cultural and entertainment amenities that are the envy of cities twice its size. All of these have helped make Omaha a perennial favorite of those who chronicle the best places to live, work, raise a family, open a business and more. Every year, the accolades grow.

Omaha attracts 11.9 million total visitors
annually who spend more than \$1.1 billion in
total dollars during their stay.

-Omaha Convention & Visitors Bureau Tourism Economic
Impact 2014



**FORTUNE
500**

Home to Four Fortune 500 Companies

- Berkshire Hathaway
- Union Pacific
- Peter Kiewit Sons, Inc.
- Mutual of Omaha

Home to Five Fortune 1000 Companies

- Green Plains Inc.,
- TD Ameritrade
- Valmont Industries
- West Corporation
- Werner Enterprises

WHY DOWNTOWN OMAHA

A Welcoming, Lively, Inclusive Community

For those new to Omaha — especially those from larger cities — Downtown Omaha will blow away all expectations. Looking for an urban, “walk to work” lifestyle? Omaha has it. Like to travel? Omaha’s airport access is quick and easy. Eager to explore a diverse array of communities and cultural opportunities? There’s no end to the possibilities.



45,000

EMPLOYEES

8,500

RESIDENTS



2,300 Hotel Rooms In Omaha

Over 50% are Downtown



353,000 in

Attendance - 2015



The Holland Center: 225 Annual Events

The Orpheum Theater: 175 Annual Events

350,000 estimated annual attendance



More than 15 Million guests in the past 12 Years

- 1.1 Million guests in FY 2014-2015
- 365 Events
- Berkshire Hathaway Annual Meeting - approximately 40,000 attendees
- 17,560 Seating Capacity
- 194,000 SF of Exhibit Space



Transportation & Access

Eppley Airfield offers 150 flights a day to nearly 20 cities across North America, including 17 Non-Stop Cities.



FORTUNE
500

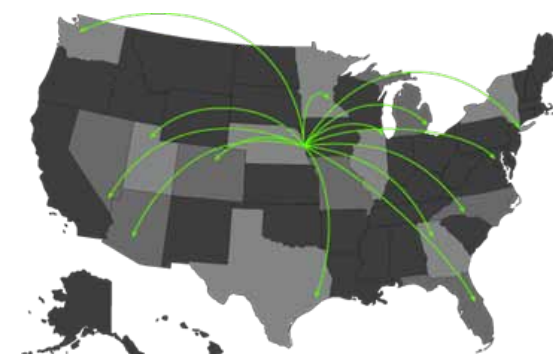


Mutual of Omaha

BERKSHIRE HATHAWAY INC.



Kiewit



IN 2013, EPPLEY SERVED
MORE THAN 4 MILLION
PASSENGERS

WHY THE CAPITOL DISTRICT



Welcome to The Capitol District

The Capitol District is a destination dining and entertainment district surrounding a modern day town square. The district welcomes all people year-round at all times of day by holding collaborative events, creating new experiences, and injecting fun into the everyday.

Connecting. Invigorating. Entertaining.

The Capitol District occupies a key site for the future of Downtown Omaha by connecting the Old Market and the MECA events district and linking the Riverfront to the downtown business district. The Capitol District completes broken pedestrian thruways and is opening up new commercial opportunities in surrounding areas.

With a diverse mix of dining, nightlife, and entertainment destinations, The Capitol District is home to some of the best times to be had in the city. Our inclusive, thoughtfully-developed community draws people from across the city, the region, and the country to live, work, and discover entertainment.

Quick Facts

- 5.4 acre development located on Capitol Avenue between 10th & 12th streets in downtown Omaha
- Over 20 (90,000 SF) restaurants, bars, and other businesses will be part of the district
- The Capitol District Plaza - our modern town square - will feature year-round activities for the community including concerts, outdoor movies, art exhibits, ice skating, and collaborative events
- Capitol District Apartments - 12 stories, 218 units
- The district enjoys Omaha's first entertainment district designation
- Convenient, abundant, and affordable parking surrounding the district's 505-stall parking garage

Amenities

Tenant leases in The Capitol District include the following amenities:

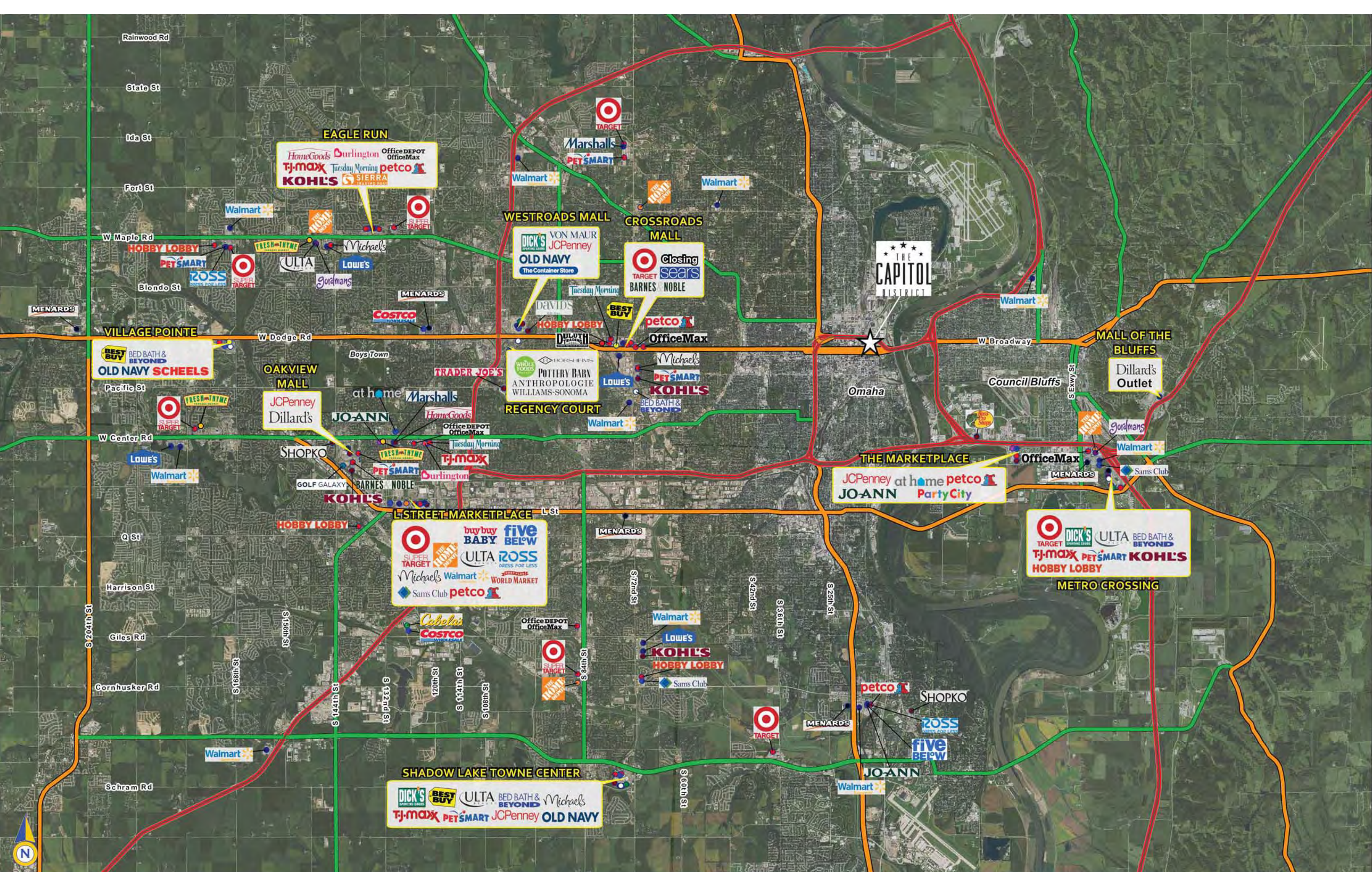
- Exposure to more than two million local, regional and national visitors who visit Downtown and/or attend events at the CenturyLink Arena & Convention Center, TD Ameritrade Park, or the Holland Center for Performing Arts. Regular events include:
 - Division I Collegiate Sporting Events (Creighton & UNO)
 - NCAA & Olympic Trial Events (2018 Midwest Regionals & 2020 Swim Trials)
 - Berkshire Hathaway Annual Meeting
 - World-Renowned Recording Artists and Performing Artists
- Highly visible location and convenient access from I-480 & 10th Street in the epicenter of Downtown Omaha
- Brand alignment with a youthful, energetic, mixed-use project to diversify the potential customer base
- 30% of all hotel rooms are situated within six blocks of The Capitol District

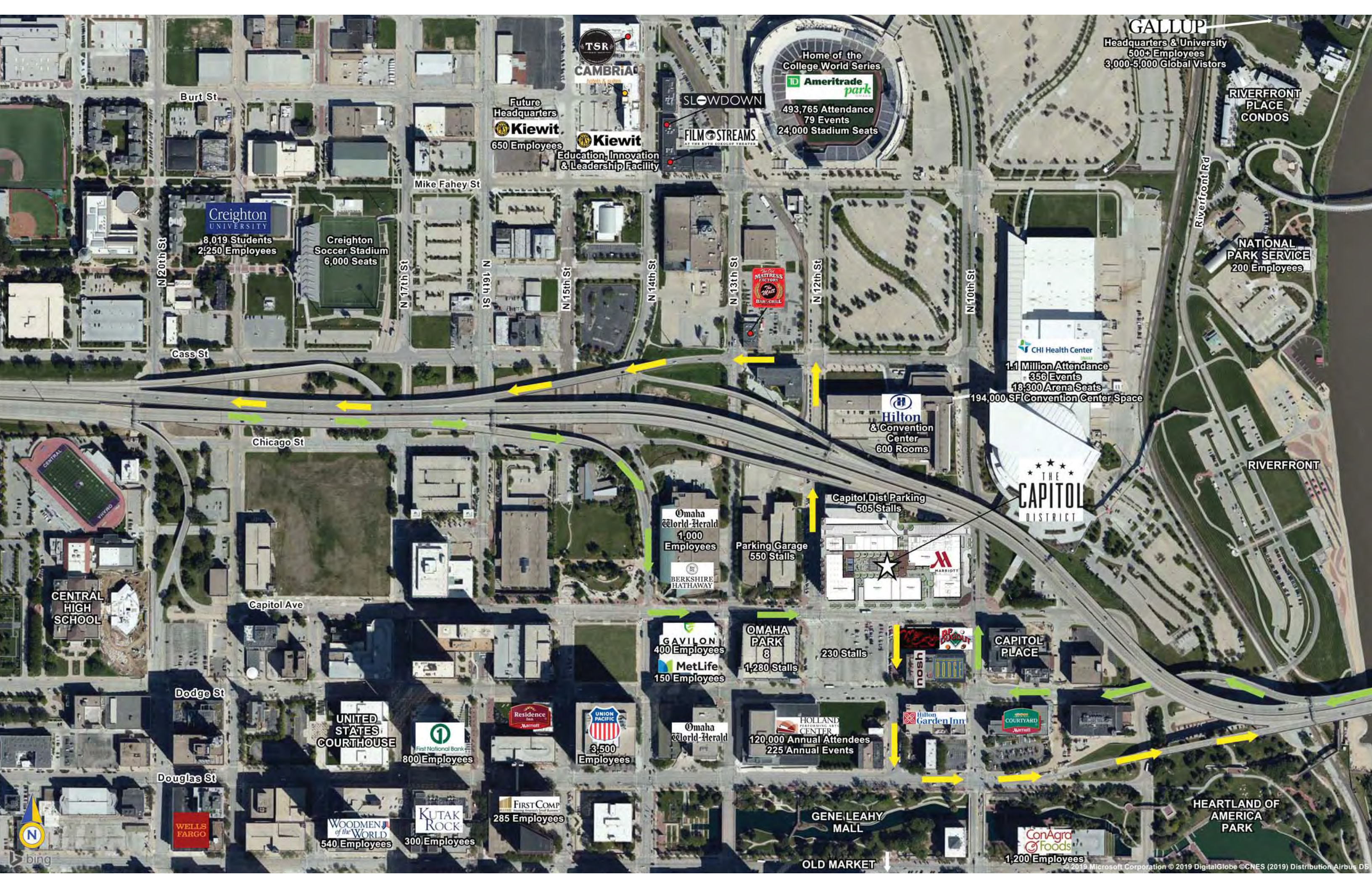


<http://issuu.com/greateromahachamber/docs/downtowndevelopment>

★ ★ ★
THE
CAPITOL
DISTRICT
Apartments







GALLUP

Headquarters & University
500+ Employees
3,000-5,000 Global Visitors

RIVERFRONT
PLACE
CONDOS

NATIONAL
PARK SERVICE
200 Employees

RIVERFRONT

HEARTLAND OF
AMERICA
PARK

Home of the
College World Series
Ameritrade park
493,765 Attendance
79 Events
24,000 Stadium Seats

SLOWDOWN

FILM STREAMS
AT THE RUTH SODELOFF THEATRE

TSR
CAMBRIA
Future
Headquarters
Kiewit
650 Employees
Kiewit
Education, Innovation
& Leadership Facility

Burt St

Creighton UNIVERSITY
8,019 Students
2,250 Employees

Creighton Soccer Stadium
6,000 Seats

Mike Fahey St

Cass St

Chicago St

Capitol Ave

Dodge St

Douglas St

CENTRAL
HIGH SCHOOL

**UNITED STATES
COURTHOUSE**

First National Bank
800 Employees

Residence Inn
Marriott

UNION PACIFIC
3,500 Employees

WOODMEN of the WORLD
540 Employees

KUTAK ROCK
300 Employees

FIRST COMP
285 Employees

WELLS FARGO

Omaha World-Herald
1,000 Employees
BERKSHIRE HATHAWAY

GAVILON
400 Employees
MetLife
150 Employees

Omaha World-Herald

Parking Garage
550 Stalls

OMAHA PARK 8
1,280 Stalls

HOLLAND CENTER
120,000 Annual Attendees
225 Annual Events

GENE LEAHY MALL

OLD MARKET

Capitol Dist Parking
505 Stalls

Hilton & Convention Center
600 Rooms

CHI Health Center
1.1 Million Attendance
356 Events
18,300 Arena Seats
194,000 SF Convention Center Space

THE
CAPITOL
DISTRICT

CAPITOL PLACE

COURTYARD
Marriott

ConAgra Foods
1,200 Employees

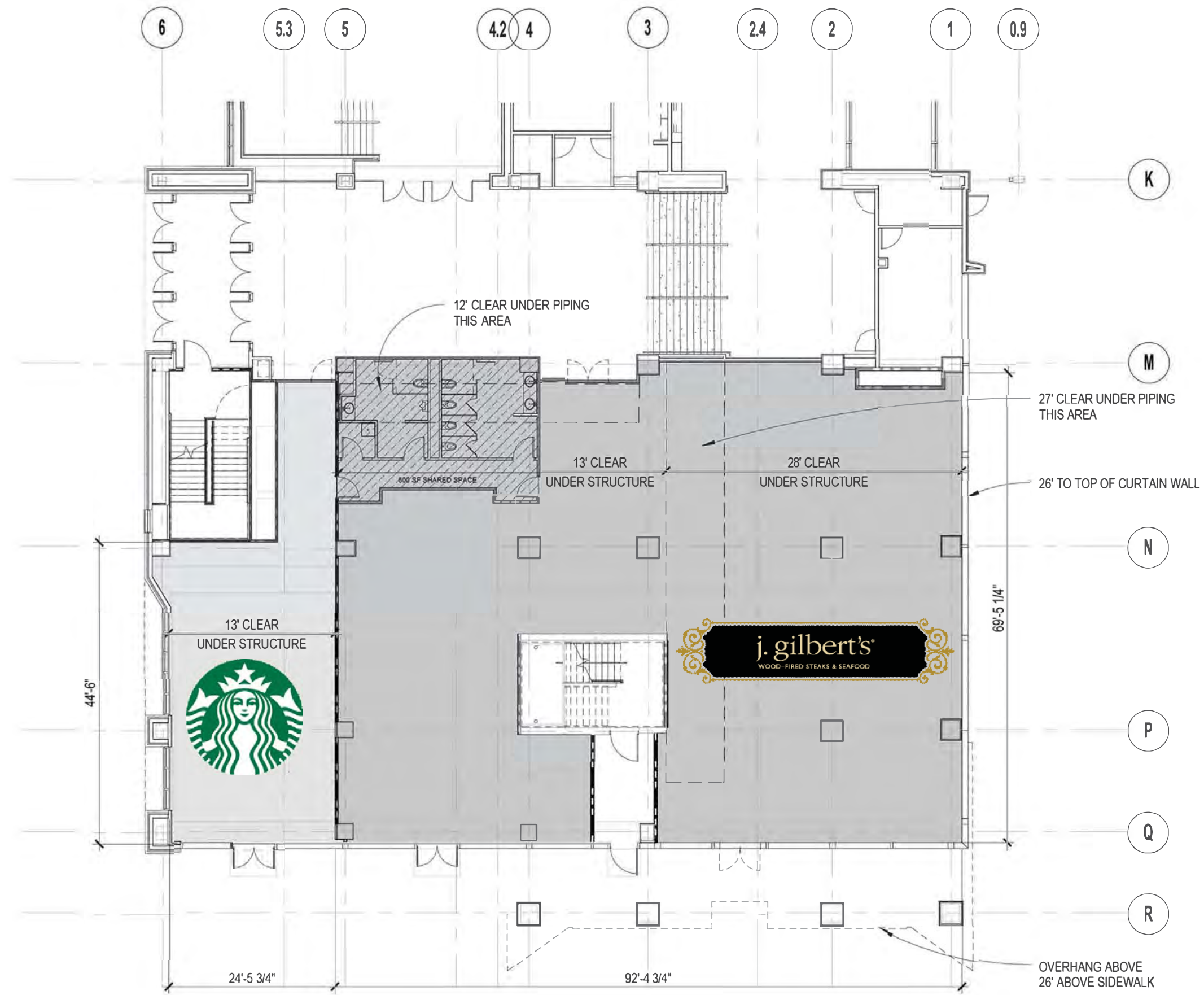




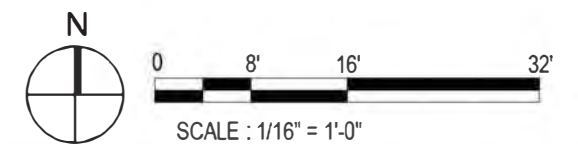
MARRIOTT OMAHA DOWNTOWN CAPITOL DISTRICT

- 333 Guest Rooms
- 13 Suites
- 17,500 SF of event space
- 10,275 SF grand ballroom
- Marriott Club Lounge
- Outdoor swimming pool
- Full Service Restaurant & Bar
- Starbucks Coffeehouse





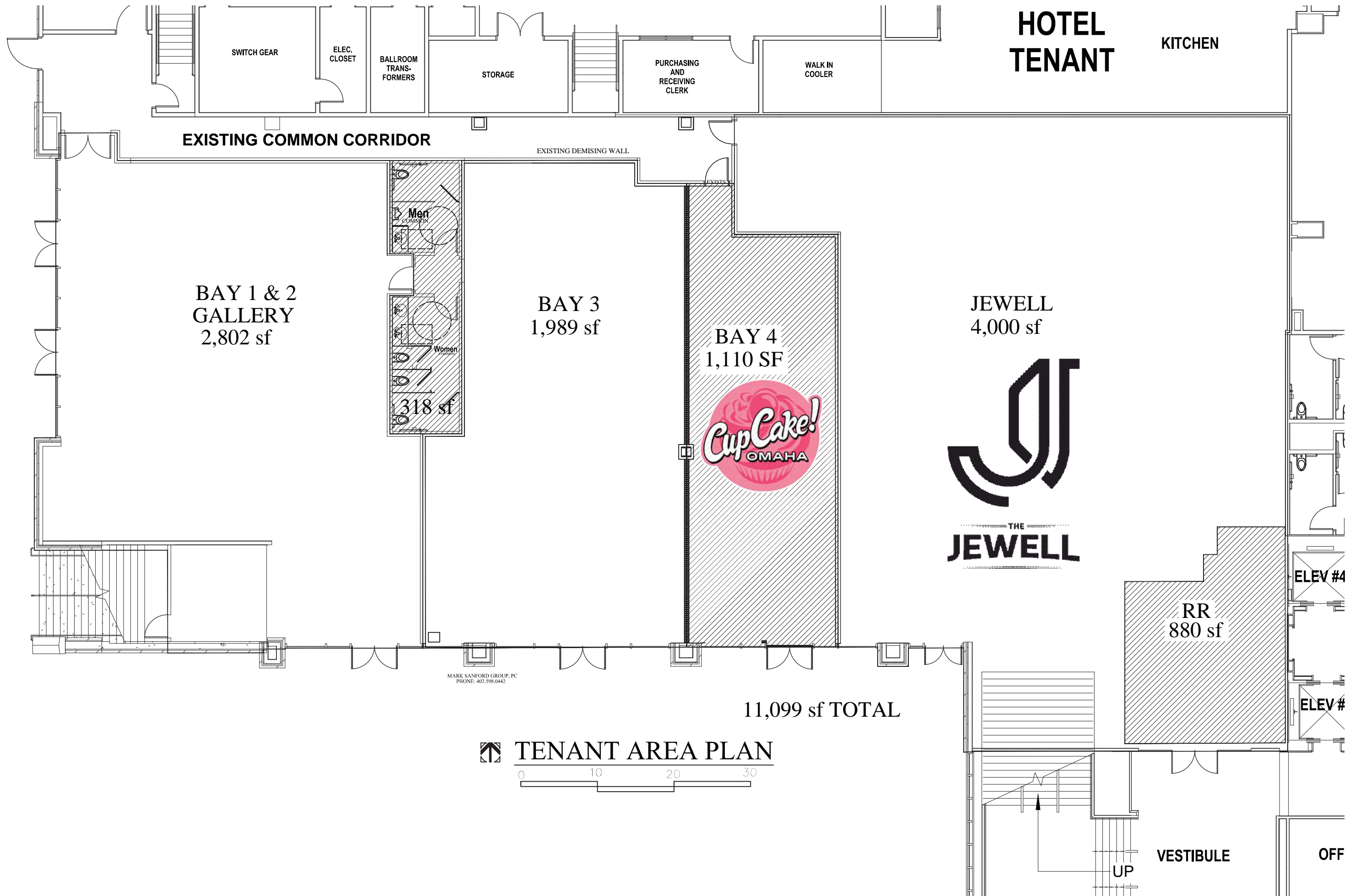
RENTABLE AREA



Marriott Capitol District

LEO A DALY PLANNING
ARCHITECTURE
ENGINEERING
INTERIORS







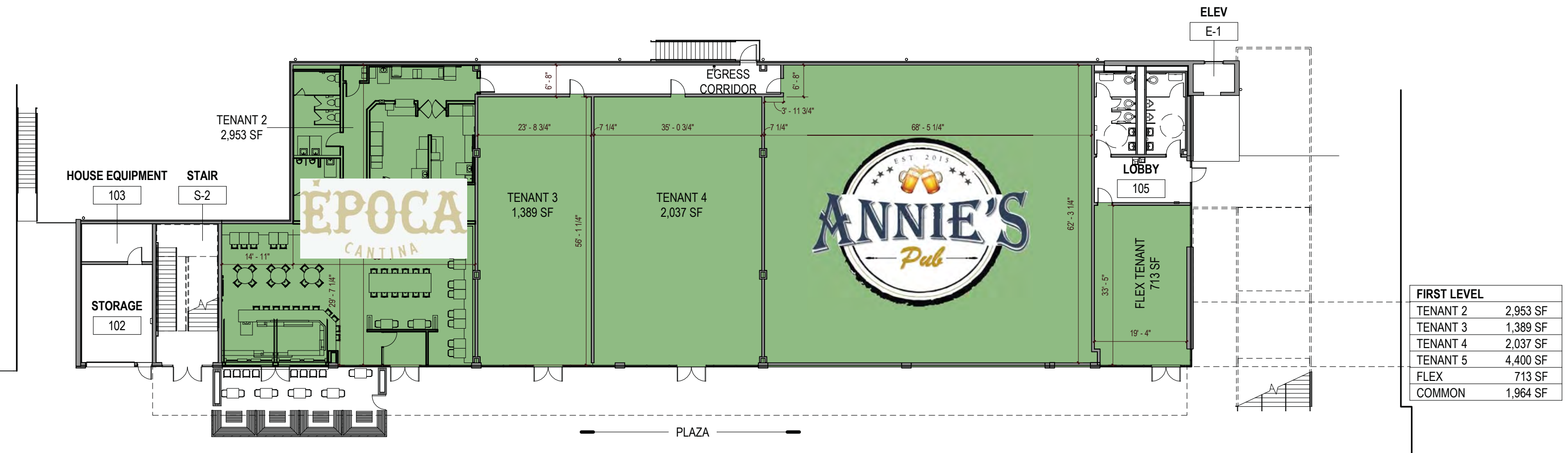
ANNIE'S IRISH PUB

BEER CAN ALLEY

MARRIOTT



LEVEL 2 LEASABLE SF: 11,594 SF



LEVEL 1 LEASABLE SF: 11,492 SF

10th & Capitol Retail Building

Project Number: 2016.006.00

Date: 10/04/2018

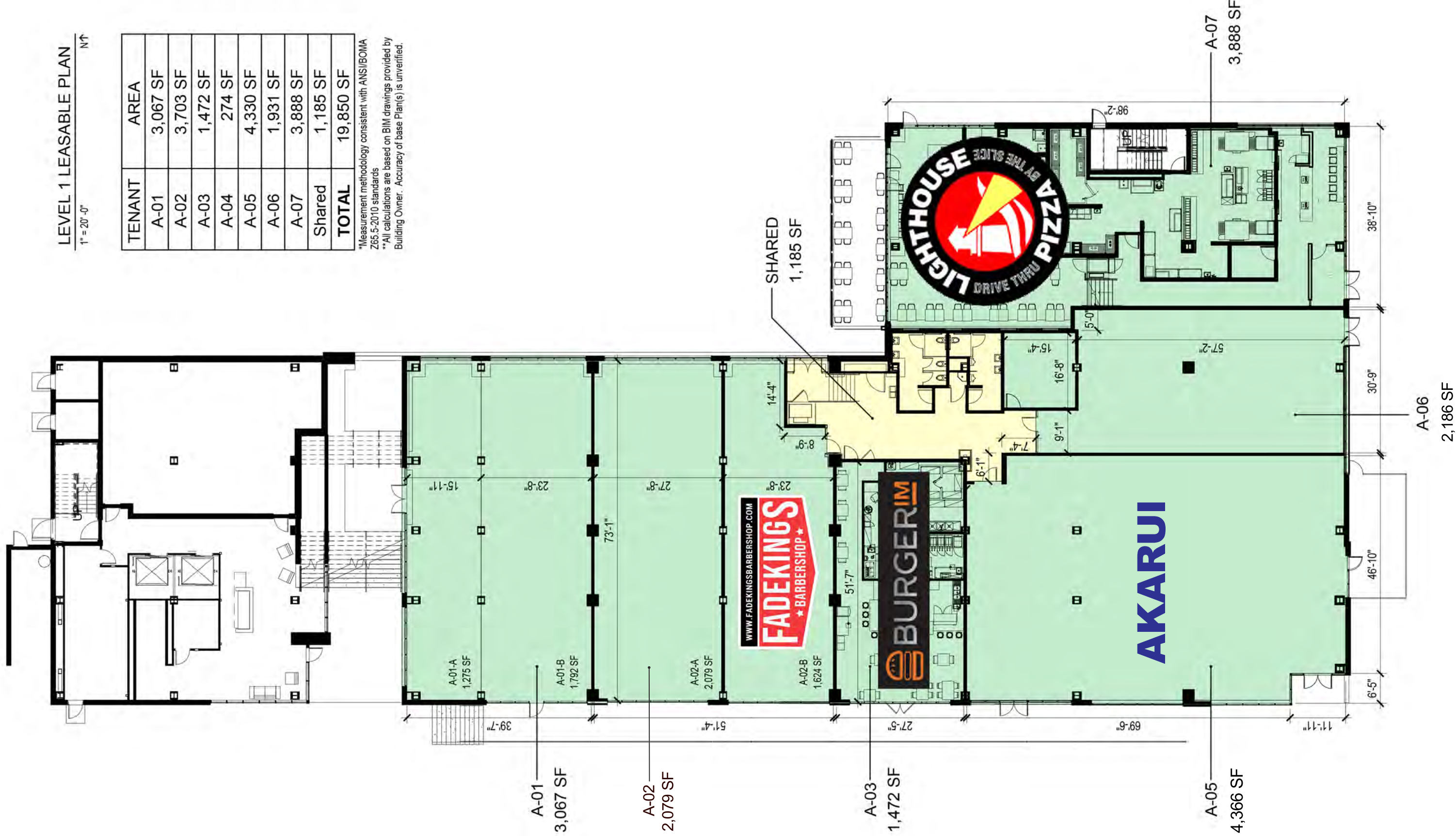
SCALE: 1" = 20' -0"



TACKarchitects
www.tackarch.com



LEO A DALY

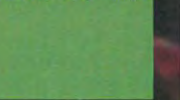


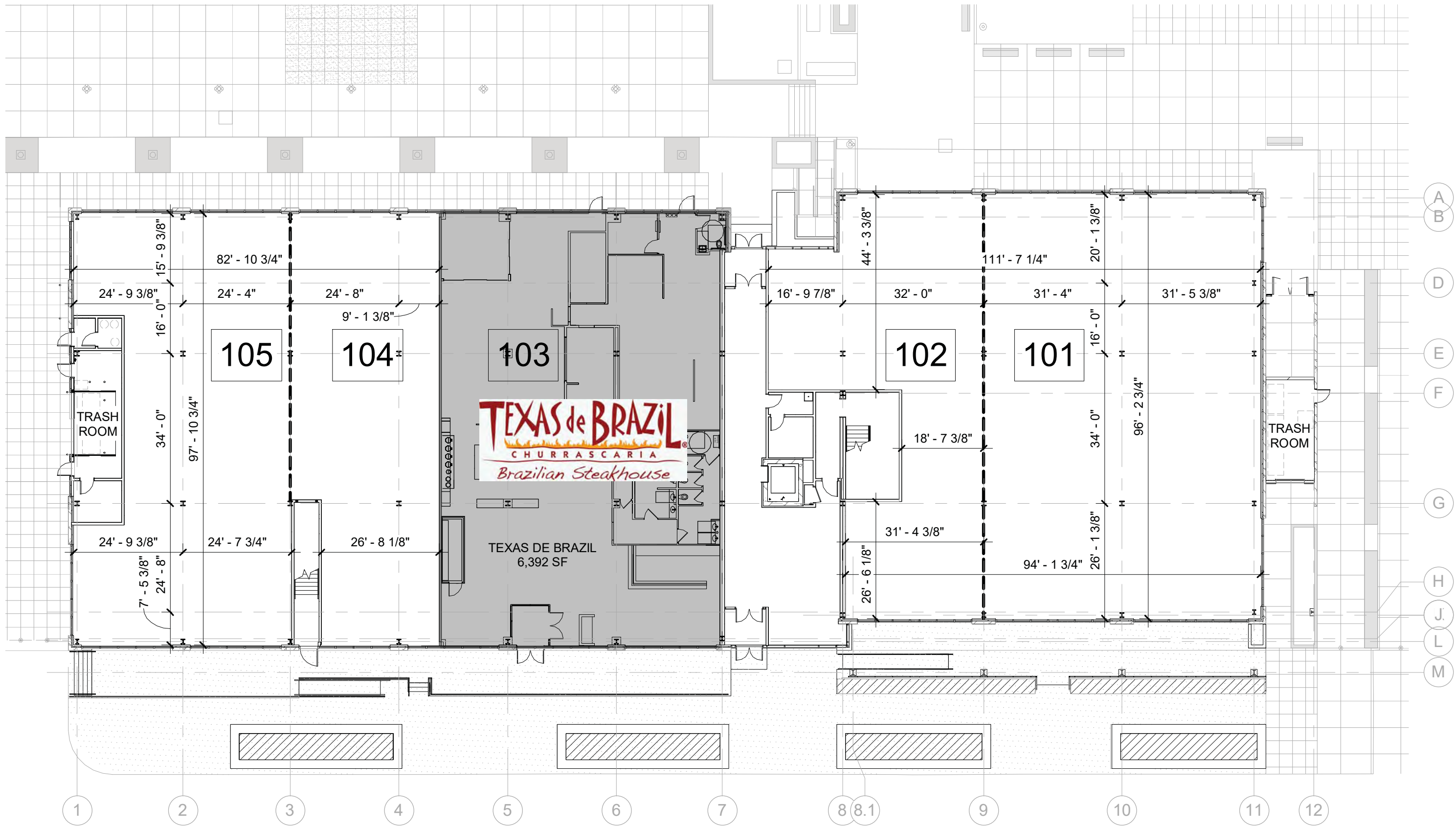
LEVEL 1 LEASABLE PLAN
1" = 20'-0" N↑

TENANT	AREA
A-01	3,067 SF
A-02	3,703 SF
A-03	1,472 SF
A-04	274 SF
A-05	4,330 SF
A-06	1,931 SF
A-07	3,888 SF
Shared	1,185 SF
TOTAL	19,850 SF

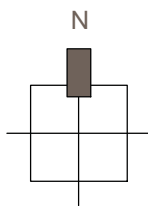
*Measurement methodology consistent with ANSI/BOMA Z65.5-2010 standards
**All calculations are based on BIM drawings provided by Building Owner. Accuracy of base Plan(s) is unverified.







BAY	SIZE
101	6,258 SF
102	3,388 SF
103	6,392 SF
104	3,151 SF
105	4,436 SF



First Level
 3/64" = 1'-0"

CAPITOL DISTRICT, LOT 5
 1100 CAPITOL AVENUE

ALLEY • POYNER • MACCHIETTO ARCHITECTURE



PLAZA PROGRAMMING

The Capitol District's physical layout has been created to create a modern town square feel. The Capitol District Plaza is designed for large and small events, to create intimate and open spaces, assuring flexibility for organic gatherings as well as planned programming. The modern town square is programmed to generate traffic during major events, as well as non-event days and will also focus slow seasons. Programming will include art festivals, music festivals, antique car shows, motorcycle gatherings. The state-of-the-art town square is equipped with permanent sound and video capabilities and robust free Wi-Fi with Location Based Services. The plaza design is unique due to its ability to provide interesting and flexible patio areas for the individual tenants and buildings, provide intimate areas to host smaller events, as well as convert to manage and host large events.

The District focuses on traffic generation by working every month, week, and day to create an annual calendar that will coordinate the District around the many Downtown events, Riverfront events, concerts and venues, corporate conventions, NCAA events as well as our own scheduled events. Summer months include movie showings, small and larger concerts, as well as mini festivals and hosting of larger scale community events. Winter months includes the Holiday Light Festival ice skating rink which will be permanently located in the plaza from Thanksgiving in to February.

The professional urban design is a combination of EDSA Design Group (www.edsa.com), as well as Lamp Rynearson and Associates (www.lra-inc.com) locally and has included much participation of stakeholders of the area and studies of successful and unsuccessful entertainment districts in the Midwest and USA.

Costs of the Marketing and Branding will be paid through an Occupancy tax and sponsorships to provide the budget.

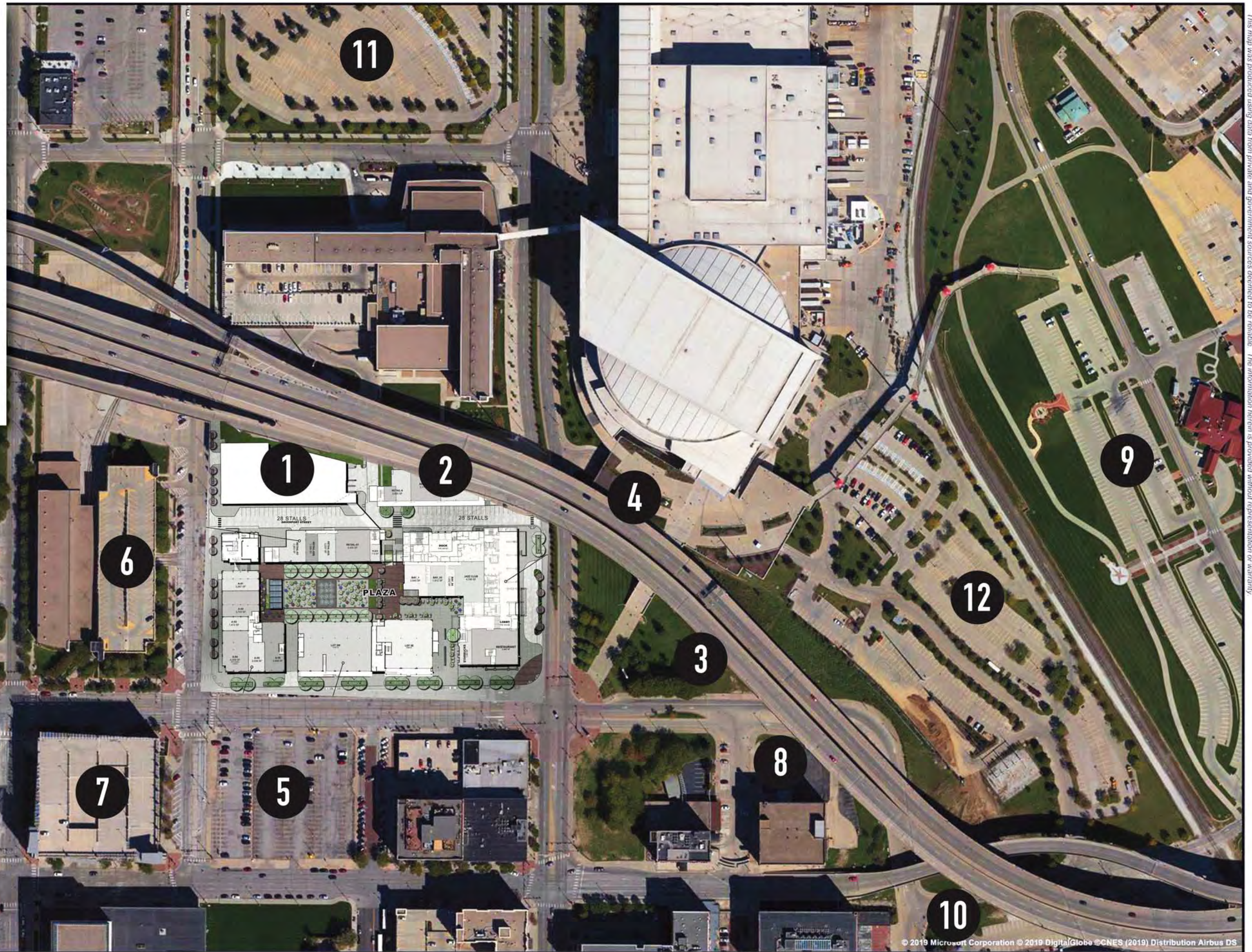
FLEX TENANT SPACE

The Flex tenant space in the main floor of the North Retail Building will be open to the public for use by community organizations, charities and other uses when not needed for operation of the ice rink or other district events. This room will have a casual loft feel to it and is equipped with basic technology and restrooms and can be made available for private events. While this room will be a great amenity to residents and tenants in the District, its main goal is to be available for organized events and uses that generate traffic to the District.

Programming of the Plaza and Community Room may include a contract with the hotel marketing team for support, procuring events, as well as operation of events.

PARKING KEY

1. Garage	Structure	505
2. Lot E	Surface	81
3. 9th Street	Surface	68
4. CHI	Structure	500
5. Holland Lot	Surface	230
6. OWH Garage	Structure	550
7. Park 8	Structure	1,280
8. Central Sales	Surface	68
9. Riverfront	Surface	198
10. Heartland	Surface	135
11. Lot B	Surface	849
12. Lot A	Surface	464

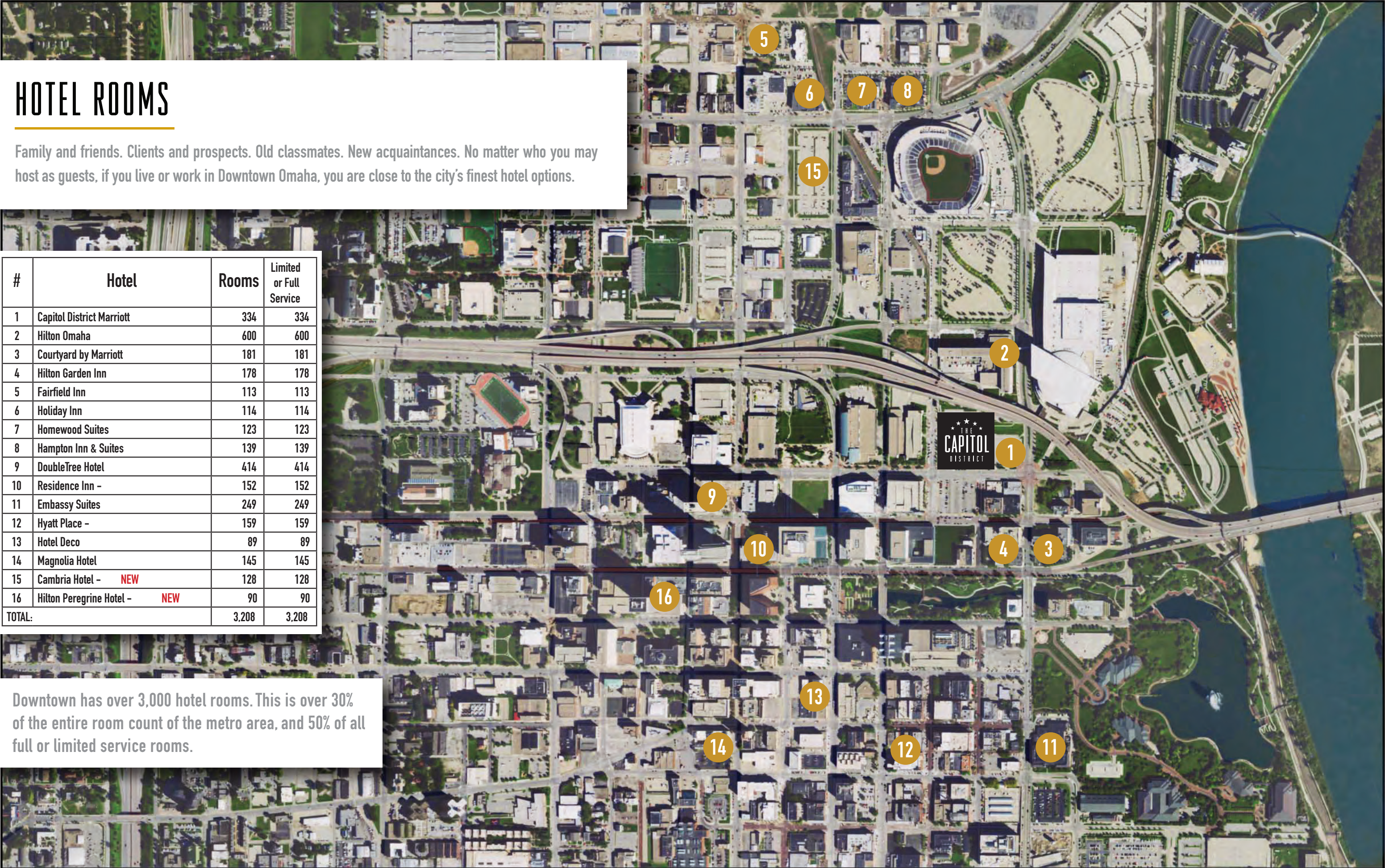


HOTEL ROOMS

Family and friends. Clients and prospects. Old classmates. New acquaintances. No matter who you may host as guests, if you live or work in Downtown Omaha, you are close to the city’s finest hotel options.

#	Hotel	Rooms	Limited or Full Service
1	Capitol District Marriott	334	334
2	Hilton Omaha	600	600
3	Courtyard by Marriott	181	181
4	Hilton Garden Inn	178	178
5	Fairfield Inn	113	113
6	Holiday Inn	114	114
7	Homewood Suites	123	123
8	Hampton Inn & Suites	139	139
9	DoubleTree Hotel	414	414
10	Residence Inn –	152	152
11	Embassy Suites	249	249
12	Hyatt Place –	159	159
13	Hotel Deco	89	89
14	Magnolia Hotel	145	145
15	Cambria Hotel – NEW	128	128
16	Hilton Peregrine Hotel – NEW	90	90
TOTAL:		3,208	3,208

Downtown has over 3,000 hotel rooms. This is over 30% of the entire room count of the metro area, and 50% of all full or limited service rooms.



This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.



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