





# 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

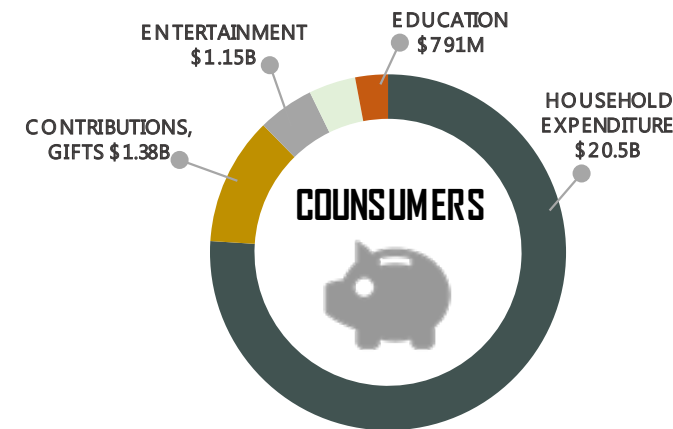
Average Age



### 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**



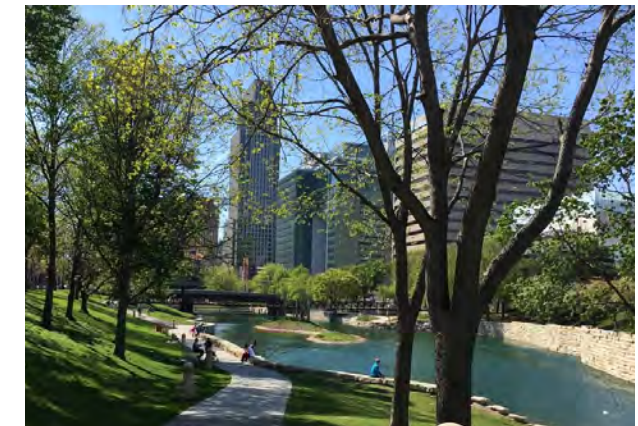
- 35% of the population is under 25
- Median Household Income \$62,891
- Omaha's Cost of Living is 8.2% below the national average
- Omaha's median household income is 6% higher than the national average

### 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



**8,000 STUDENTS**

## Transportation & Access

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



**FORTUNE 500**

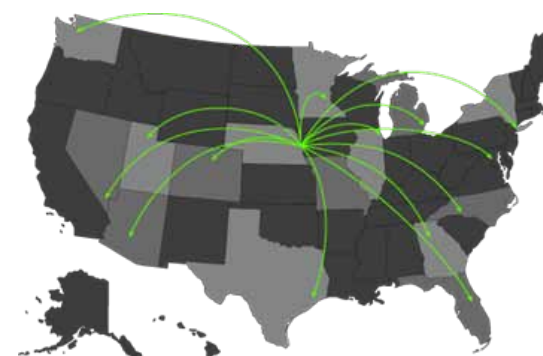


**Mutual of Omaha**

**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

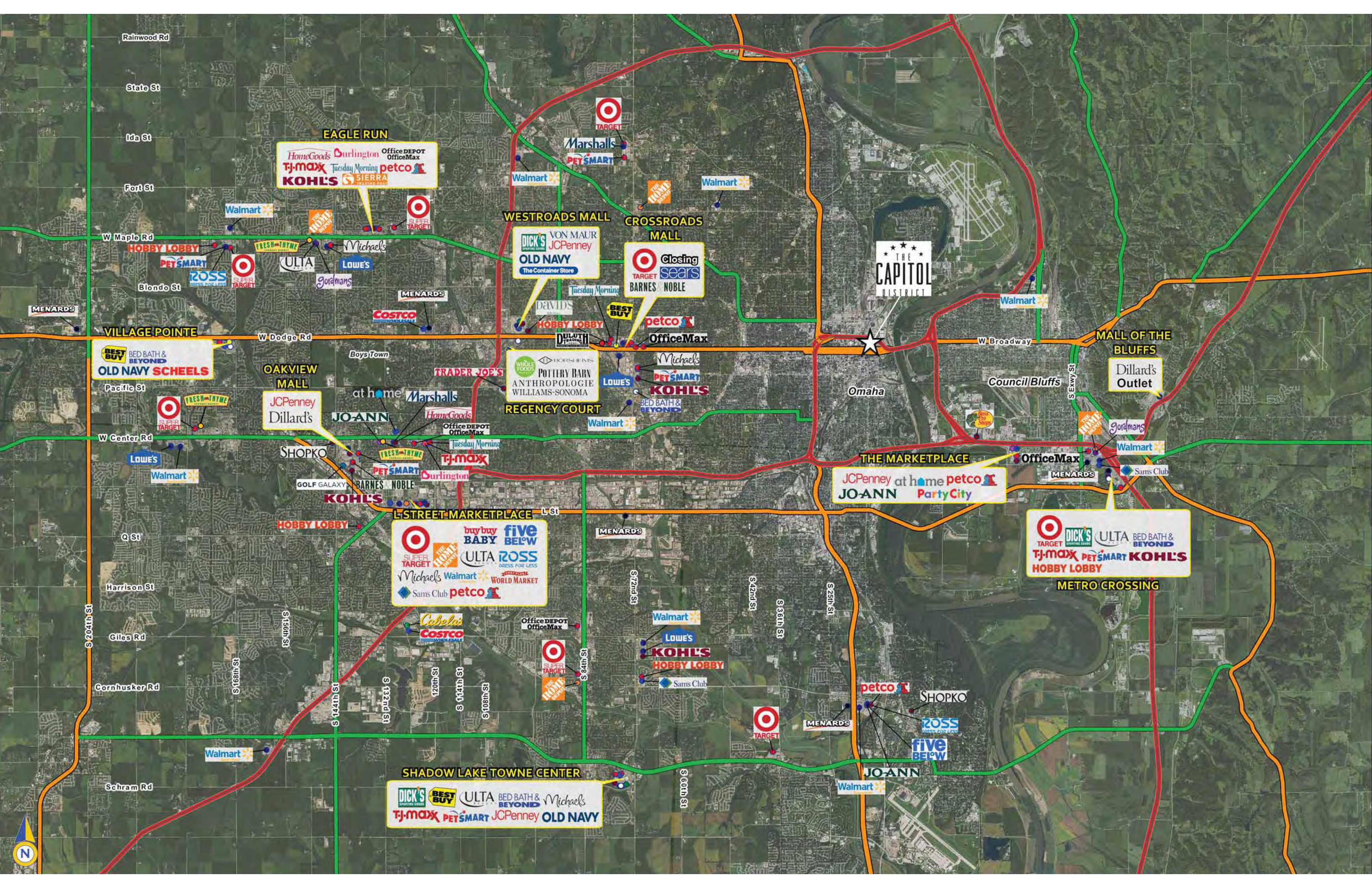


<http://issuu.com/greateromahachamber/docs/downtowndevelopment>

★ ★ ★  
THE  
CAPITOL  
DISTRICT  
*Apartments*







**EAGLE RUN**

HomeGoods Durlington Office DEPOT OfficeMax  
 TJ-maxx Tuesday Morning petco  
 KOHL'S SIERRA

**WESTROADS MALL**

DICK'S VON MAUR JCPenney  
 OLD NAVY The Container Store  
 Target Closing sears  
 BARNES NOBLE

**VILLAGE POINTE**

BEST BUY BED BATH & BEYOND  
 OLD NAVY SCHEELS

**OAKVIEW MALL**

JCPenney Dillard's  
 JO-ANN

**REGENCY COURT**

TRADER JOE'S  
 POTTERTY BARN ANTHROPOLOGIE WILLIAMS-SONOMA  
 Michaels LOWE'S PETSMART KOHL'S  
 BED BATH & BEYOND

**THE MARKETPLACE**

JCPenney at home petco  
 JO-ANN Party City

**METRO CROSSING**

Target DICK'S ULTA BED BATH & BEYOND  
 TJ-maxx PETSMART KOHL'S  
 HOBBY LOBBY

**L-STREET-MARKETPLACE**

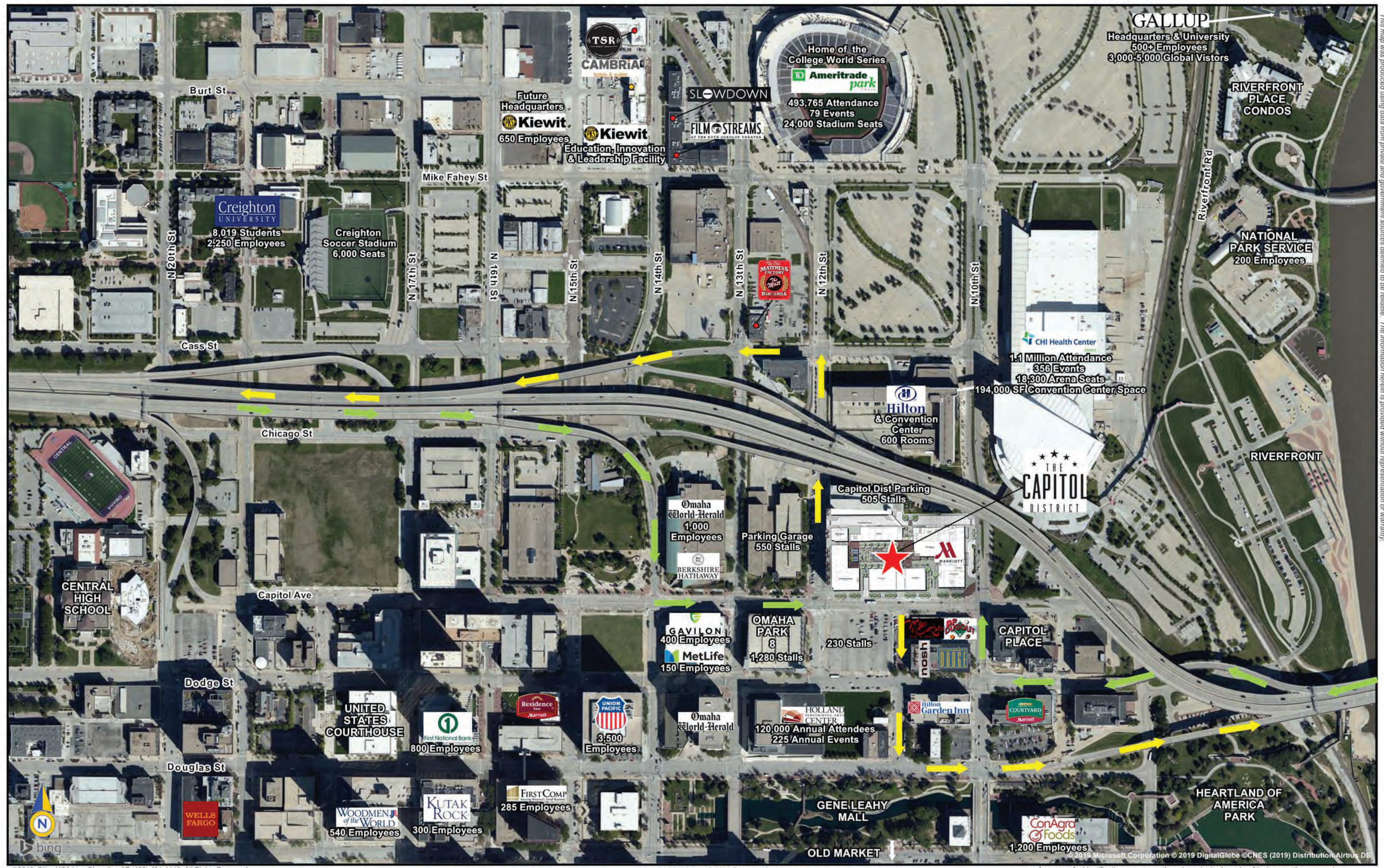
Target buy buy BABY five BELOW  
 SIERRA TARGET ULTA ROSS  
 Michaels Walmart WORLD MARKET  
 Sams Club petco

**SHADOW LAKE TOWNE CENTER**

DICK'S BEST BUY ULTA BED BATH & BEYOND Michaels  
 TJ-maxx PETSMART JCPenney OLD NAVY







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

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

**Creighton UNIVERSITY**  
 8,019 Students  
 2,250 Employees

**Creighton Soccer Stadium**  
 6,000 Seats

Future Headquarters  
**Kiewit**  
 650 Employees

**Kiewit**  
 Education, Innovation & Leadership Facility

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

**Hilton & Convention Center**  
 600 Rooms

**THE CAPITOL DISTRICT**

**Omaha World-Herald**  
 1,000 Employees

**Parking Garage**  
 550 Stalls

**Capitol Dist Parking**  
 505 Stalls

**CENTRAL HIGH SCHOOL**

**GAVILON**  
 400 Employees

**OMAHA PARK**  
 8  
 1,230 Stalls

230 Stalls

**CAPITOL PLACE**

**Dodge St**

**UNITED STATES COURTHOUSE**

**First National Bank**  
 800 Employees

**Residence Inn**

**UNION PACIFIC**  
 3,500 Employees

**Omaha World-Herald**

**HOLLAND CENTER**  
 120,000 Annual Attendees  
 225 Annual Events

**Hilton Garden Inn**

**COURTYARD**

**Douglas St**

**WOODMEN of the WORLD**  
 540 Employees

**KUTAK ROCK**  
 300 Employees

**FIRST COMP**  
 285 Employees

**WELLS FARGO**

**GENE LEAHY MALL**

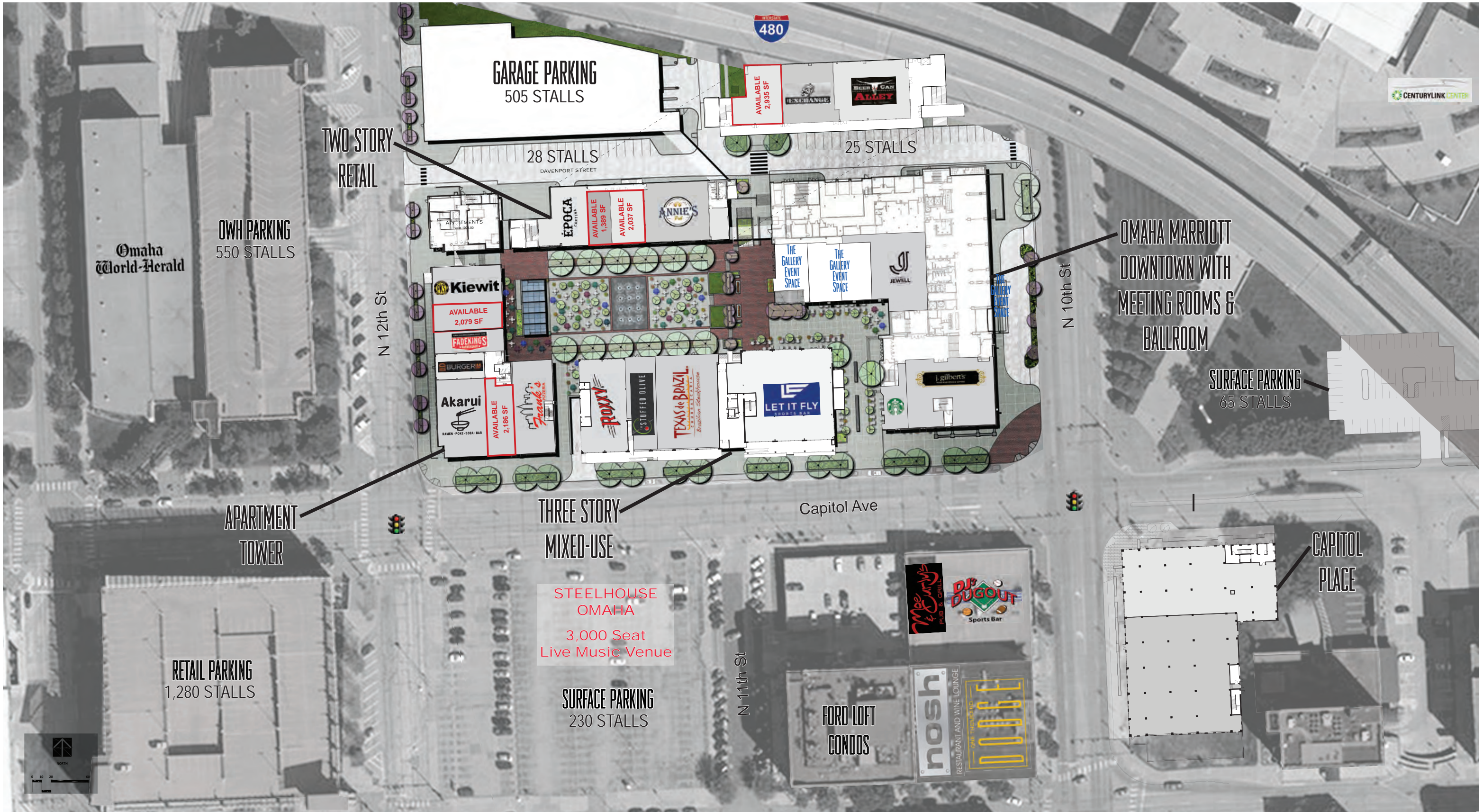
**Hilton Garden Inn**

**ConAgro Foods**  
 1,200 Employees

**HEARTLAND OF AMERICA PARK**

**OLD MARKET**





**GARAGE PARKING**  
505 STALLS

**TWO STORY  
RETAIL**

**OWH PARKING**  
550 STALLS

**OMAHA MARRIOTT  
DOWNTOWN WITH  
MEETING ROOMS &  
BALLROOM**

**SURFACE PARKING**  
65 STALLS

**APARTMENT  
TOWER**

**THREE STORY  
MIXED-USE**

**RETAIL PARKING**  
1,280 STALLS

**STEELHOUSE  
OMAHA**  
3,000 Seat  
Live Music Venue

**SURFACE PARKING**  
230 STALLS

**FORD LOFT  
CONDOS**

**CAPITOL  
PLACE**





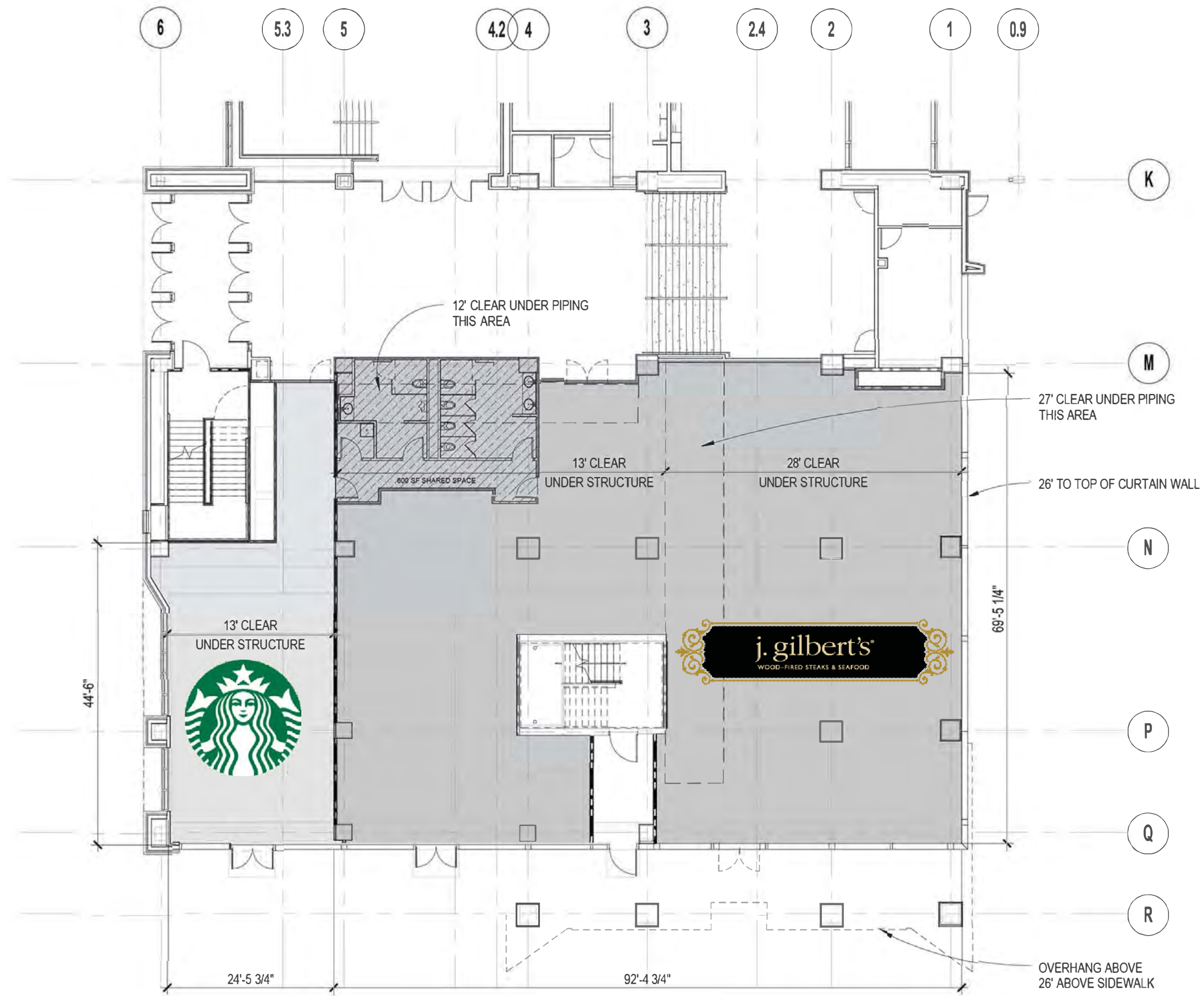


MARRIOTT  
OMAHA DOWNTOWN  
CAPITOL DISTRICT

- 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

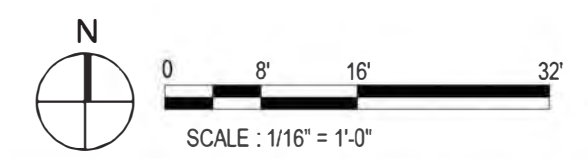






RENTABLE AREA

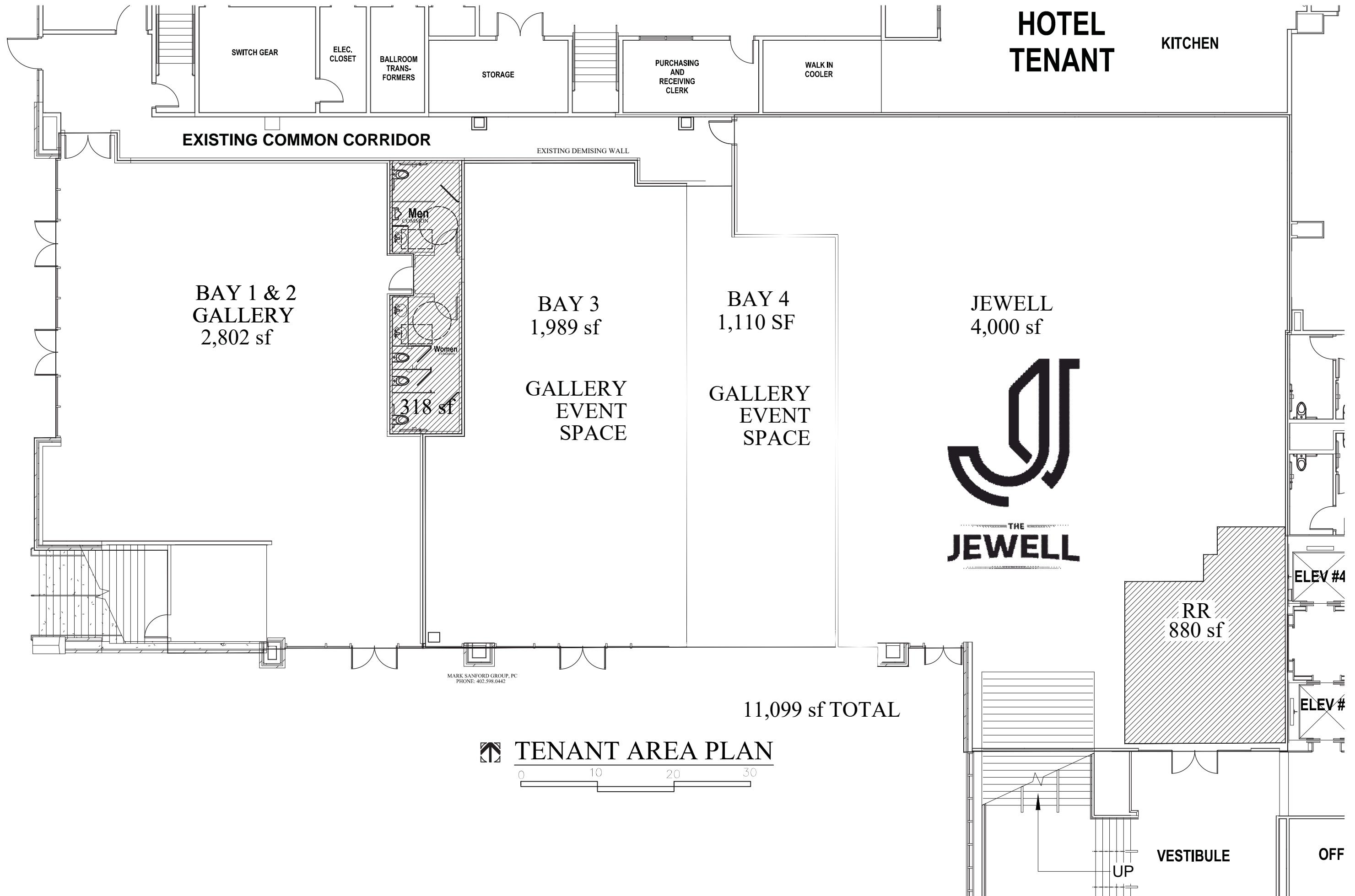
- 1,304 SF
- 5,980 SF











**HOTEL  
TENANT**

**KITCHEN**

**EXISTING COMMON CORRIDOR**

EXISTING DEMISING WALL

**BAY 1 & 2  
GALLERY  
2,802 sf**

**BAY 3  
1,989 sf**

**BAY 4  
1,110 SF**

**JEWELL  
4,000 sf**

**318 sf**

**Men**

**Women**

**GALLERY  
EVENT  
SPACE**

**GALLERY  
EVENT  
SPACE**



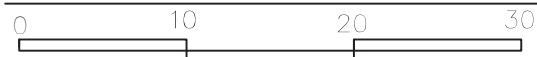
**RR  
880 sf**

**ELEV #4**

**ELEV #**

**11,099 sf TOTAL**

**TENANT AREA PLAN**



**UP**

**VESTIBULE**

**OFF**

MARK SANFORD GROUP, PC  
PHONE: 402.598.0442



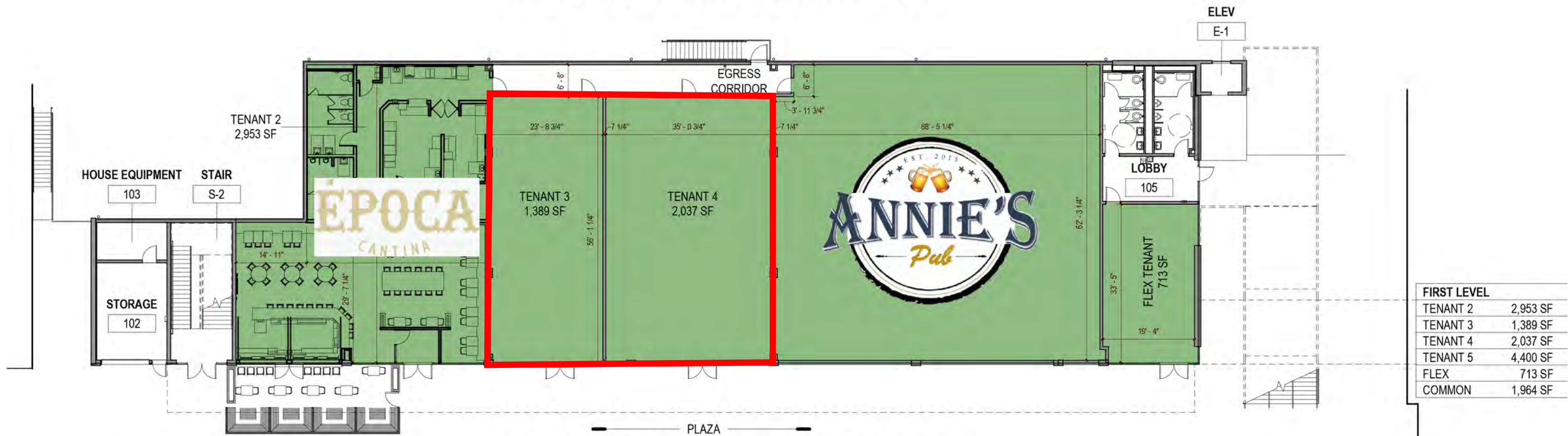






SECOND LEVEL	
TENANT 6	2,217 SF
TENANT 7	3,577 SF
TENANT 8	5,082 SF
TENANT 9	718 SF
COMMON	439 SF

**LEVEL 2 LEASABLE SF: 11,594 SF**



FIRST LEVEL	
TENANT 2	2,953 SF
TENANT 3	1,389 SF
TENANT 4	2,037 SF
TENANT 5	4,400 SF
FLEX	713 SF
COMMON	1,964 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"



**TACK**architects  
www.tackarch.com





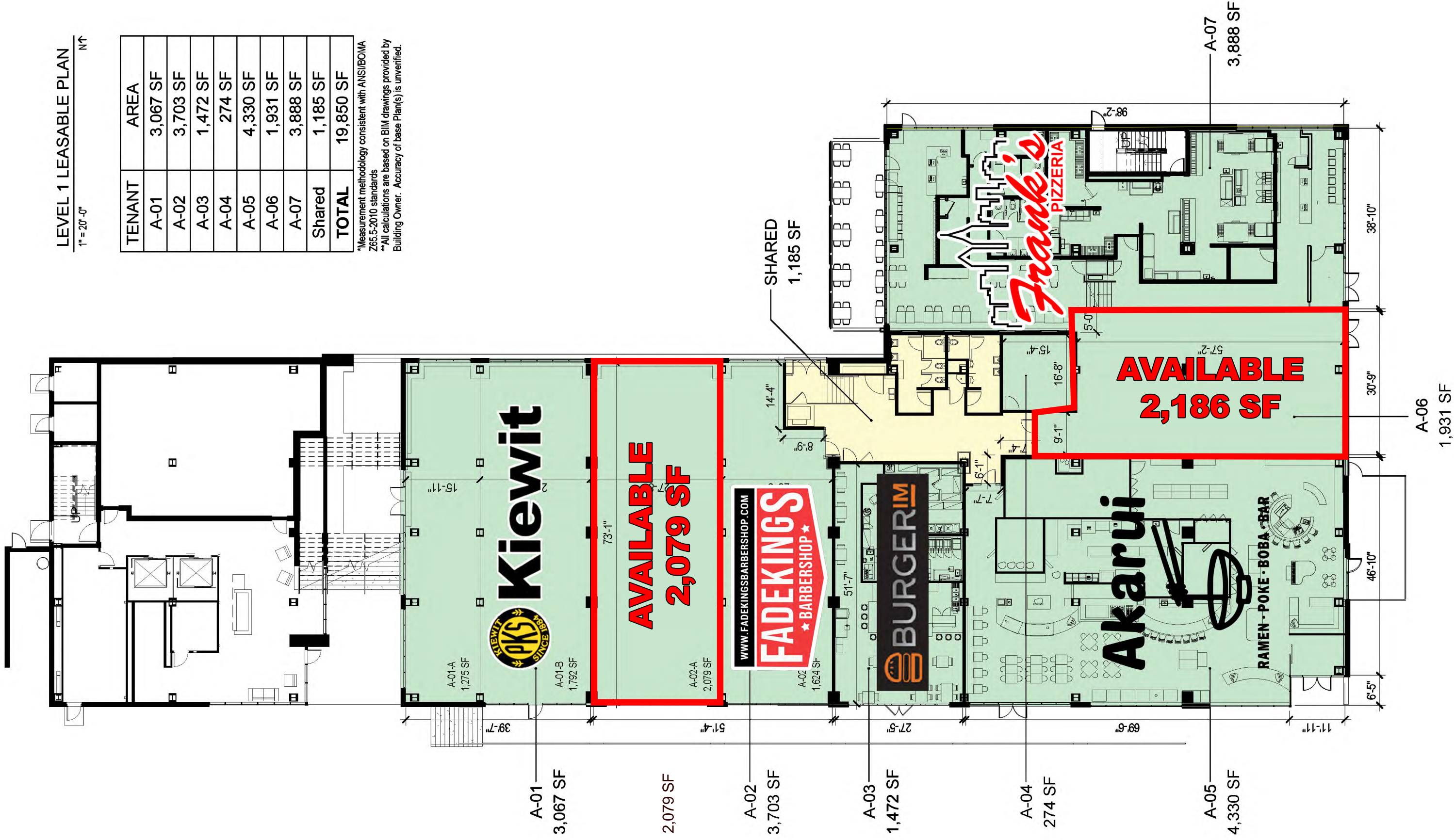
LEO A DALY



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
<b>TOTAL</b>	<b>19,850 SF</b>

\*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.







402.506.5444

OLIVE

EXCHANGE

ANNIE'S IRISH PUB

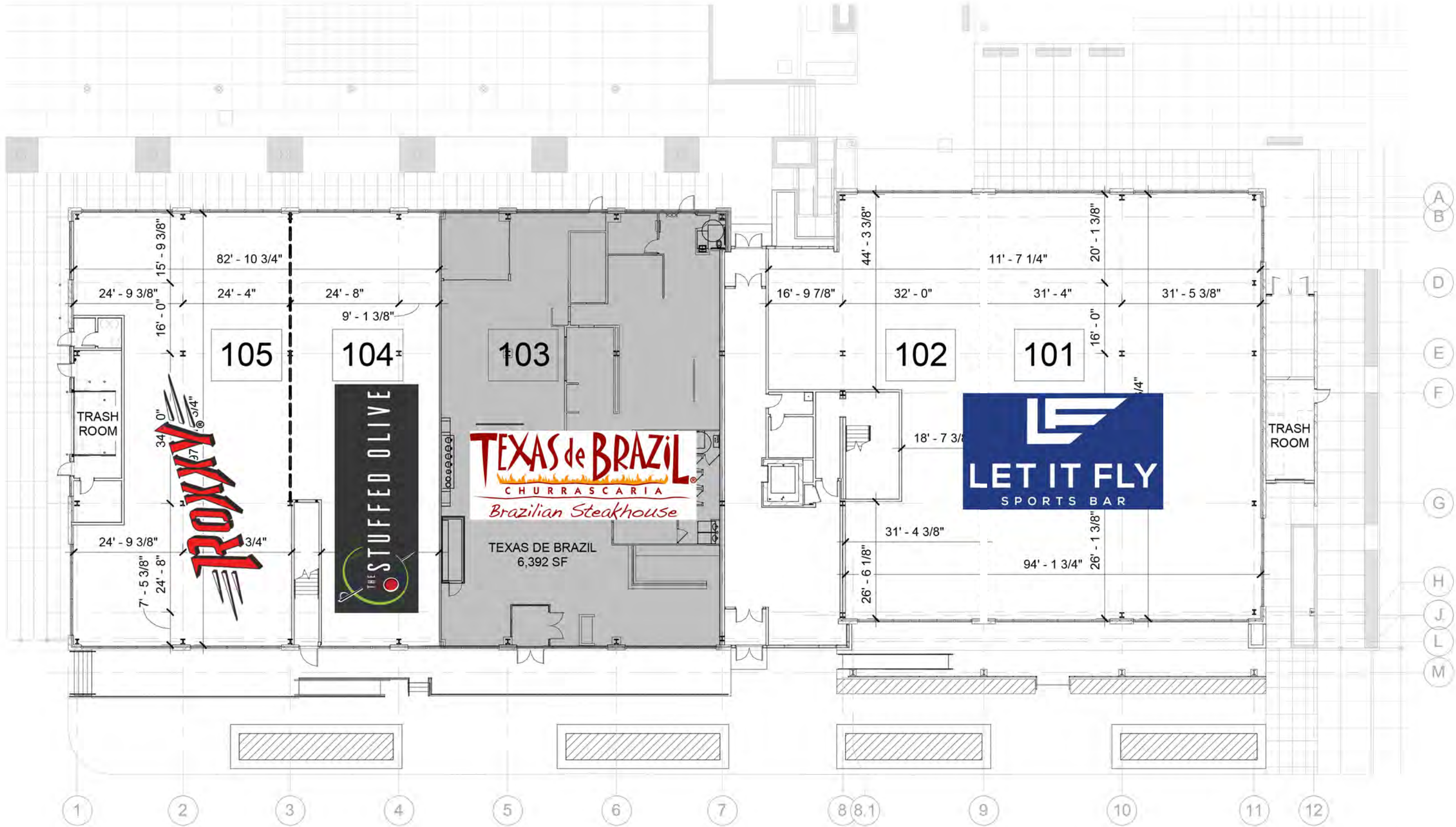
BEER CAN



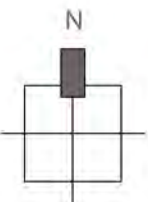








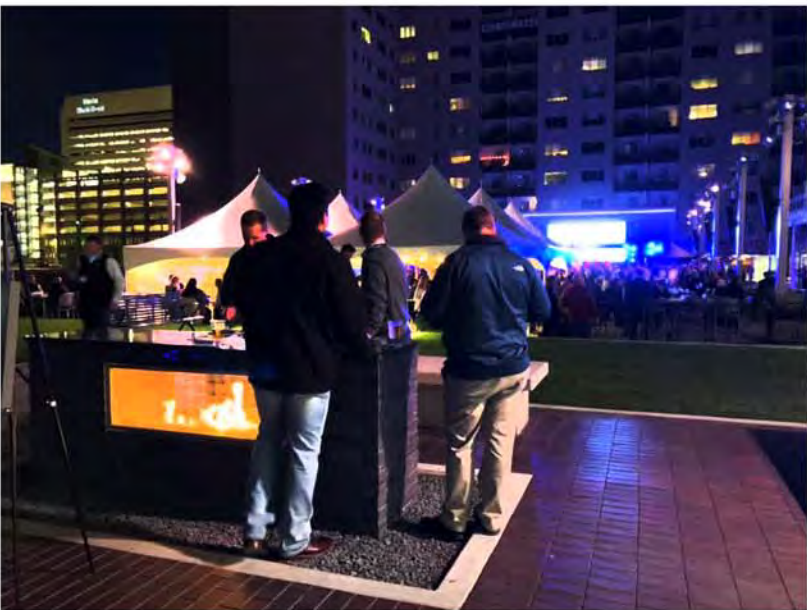
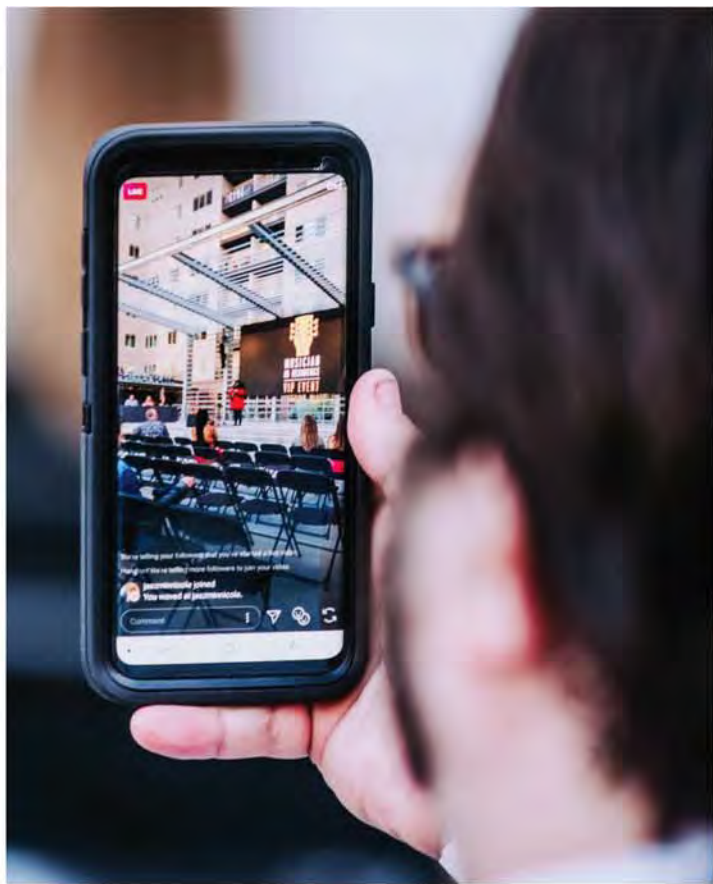
BAY	SIZE
101	6,258 SF
102	3,388 SF
103	6,392 SF
104	3,151 SF
105	4,436 SF



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

**CAPITOL DISTRICT, LOT 5**  
 1100 CAPITOL AVENUE







# PLAZA PROGRAMMING

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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](http://www.edsa.com)), as well as Lamp Rynearson and Associates ([www.lra-inc.com](http://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

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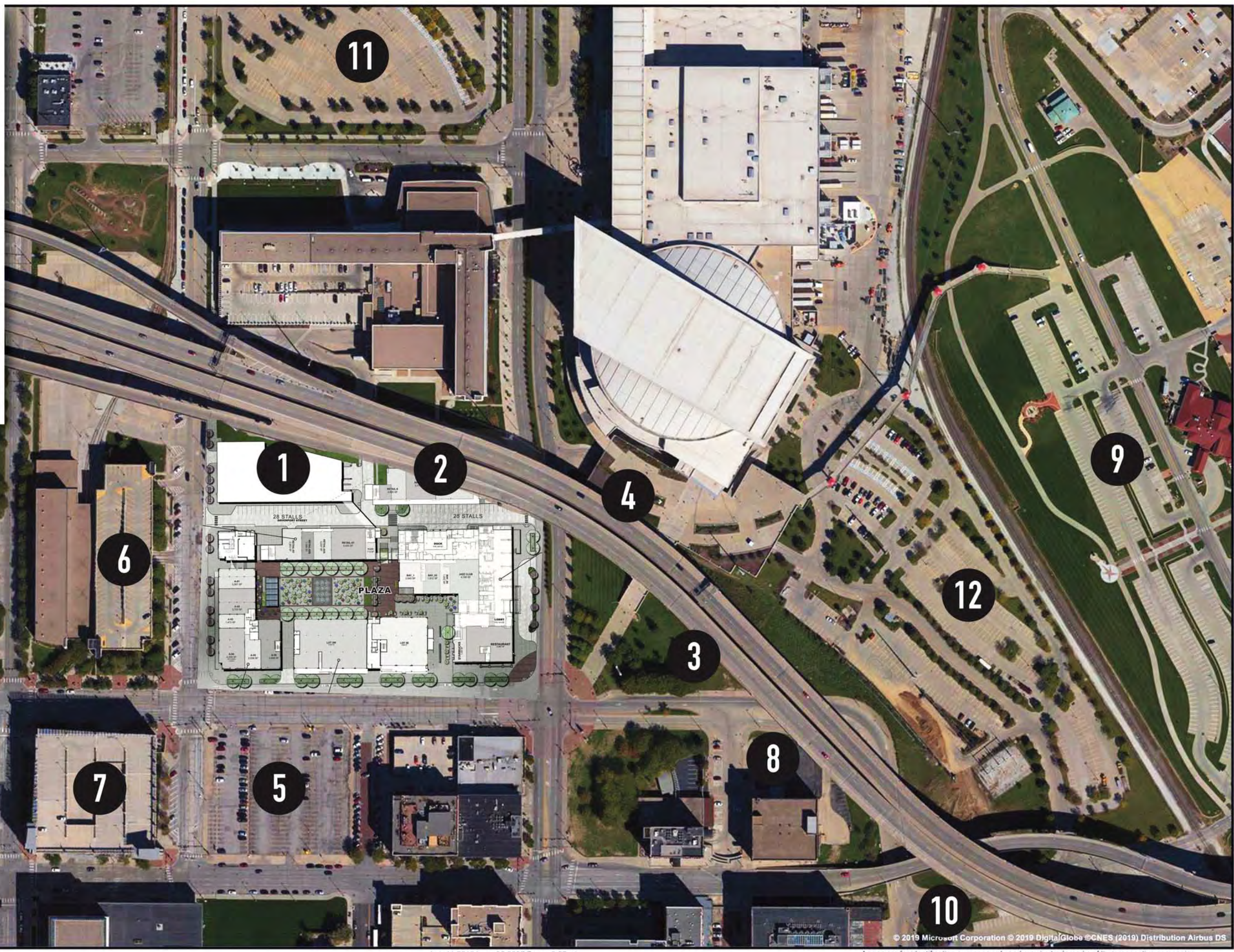
The Flex tenant space in the main floor of the North Retail Building will be open to the public for use by community organizations, charities and other uses when not needed for operation of the ice rink or other district events. This room will have a casual loft feel to it and is equipped with basic 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 - <b>NEW</b>	128	128
16	Hilton Peregrine Hotel - <b>NEW</b>	90	90
<b>TOTAL:</b>		<b>3,208</b>	<b>3,208</b>

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.







Retail Inquiries:  
**The Lerner Company**  
BROKERAGE DEVELOPMENT MANAGEMENT



10855 W. Dodge Road, Suite  
270 Omaha, NE 68154  
[www.lernerco.com](http://www.lernerco.com)

Agents:  
Adam Maurer  
402-763-2925  
[amaurer@lernerco.com](mailto:amaurer@lernerco.com)

Boh Kurylo  
402-502-4707  
[bkurylo@lernerco.com](mailto:bkurylo@lernerco.com)

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THE  
**CAPITOL**  
DISTRICT

