





# 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

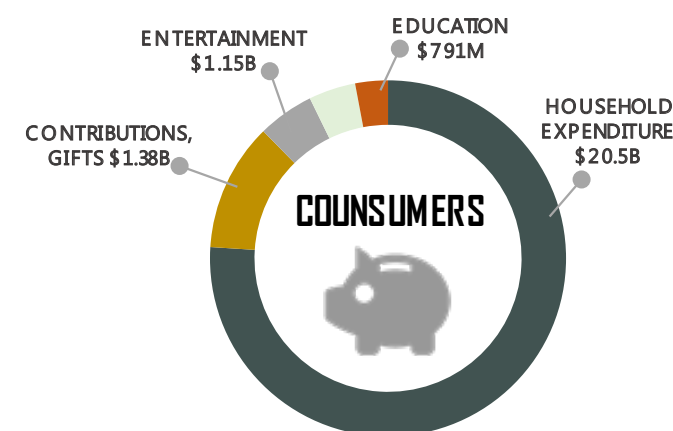
**35**

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**



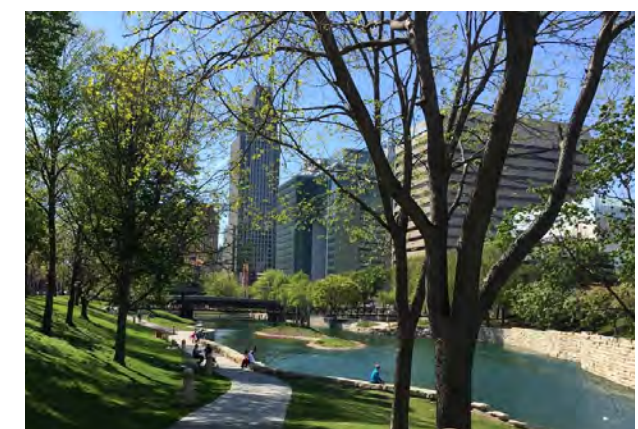
- 35% of the population is under 25
- Median Household Income \$62,891
- Omaha's Cost of Living is 8.2% below the national average
- Omaha's median household income is 6% higher than the national average

## 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

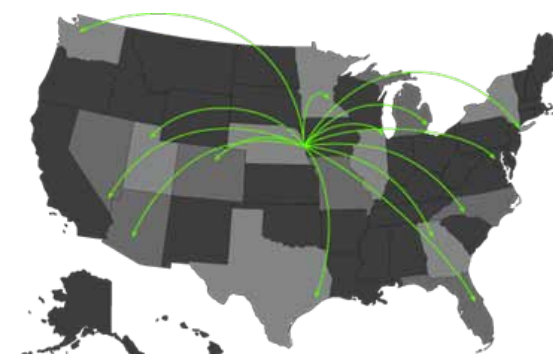


Mutual of Omaha

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
- 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>

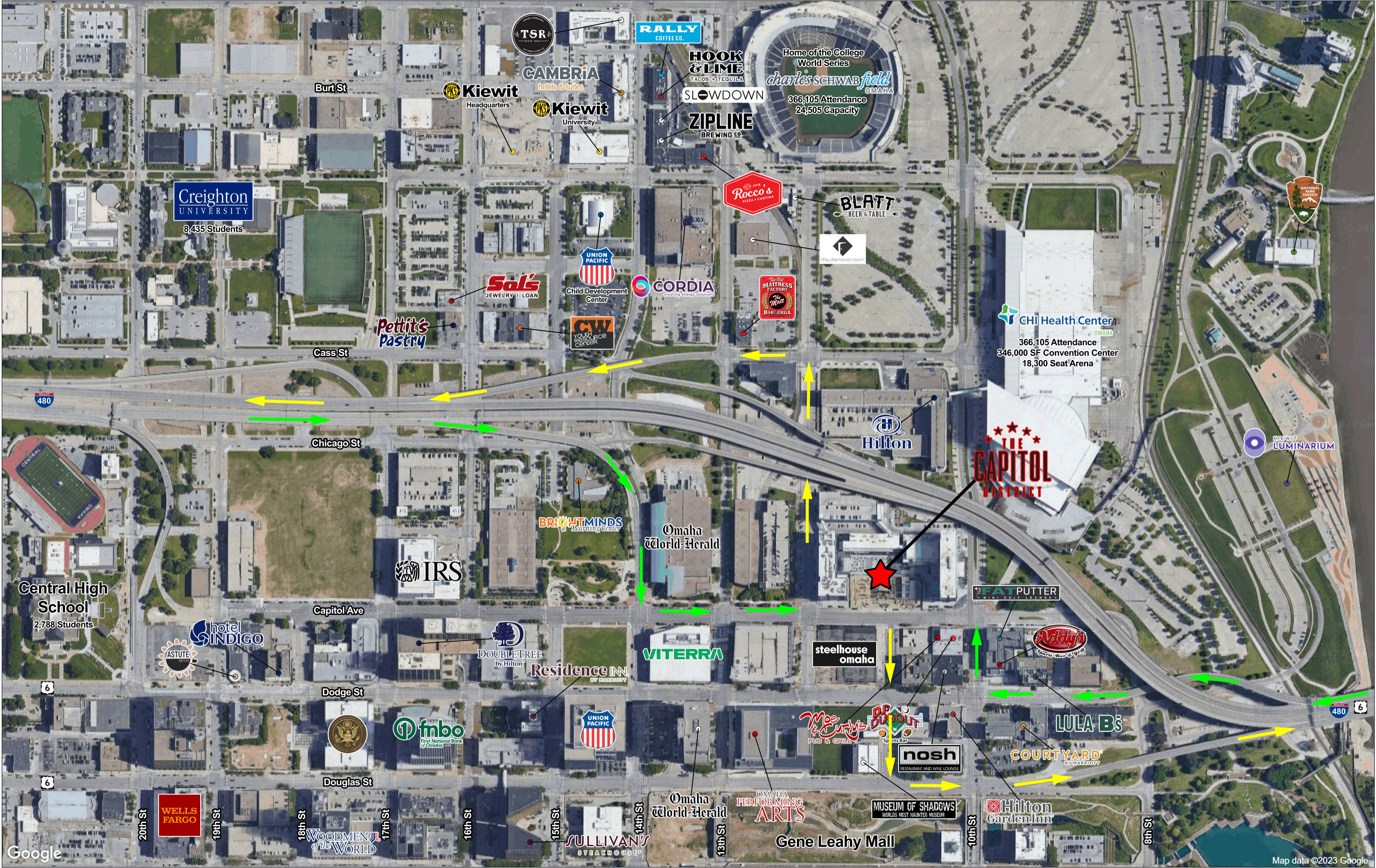
★ ★ ★  
THE  
CAPITOL  
DISTRICT  
*Apartments*











Burt St

Creighton  
UNIVERSITY  
8,435 Students

Cass St

Chicago St

Central High  
School  
2,788 Students

Capitol Ave

Dodge St

Douglas St

20th St

19th St

18th St

17th St

16th St

15th St

14th St

13th St

10th St

8th St

Google

Map data ©2023 Google







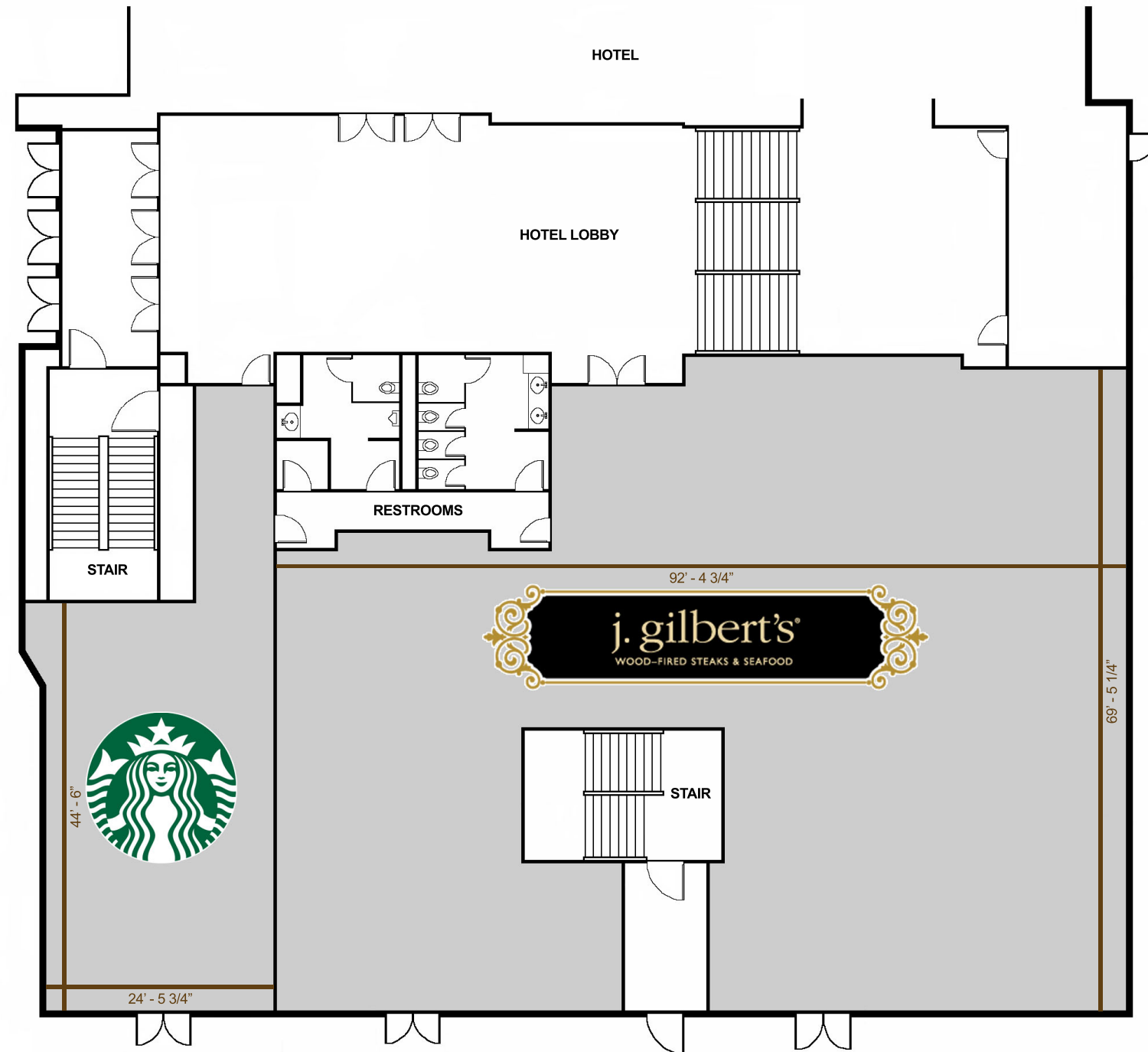


## MARRIOTT OMAHA DOWNTOWN CAPITOL DISTRICT

- 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







LEVEL 1		
101	J Gilbert's	5,980 SF
102	Starbucks	1,304 SF

**LEVEL 1 LEASABLE SF: 7,284 SF**

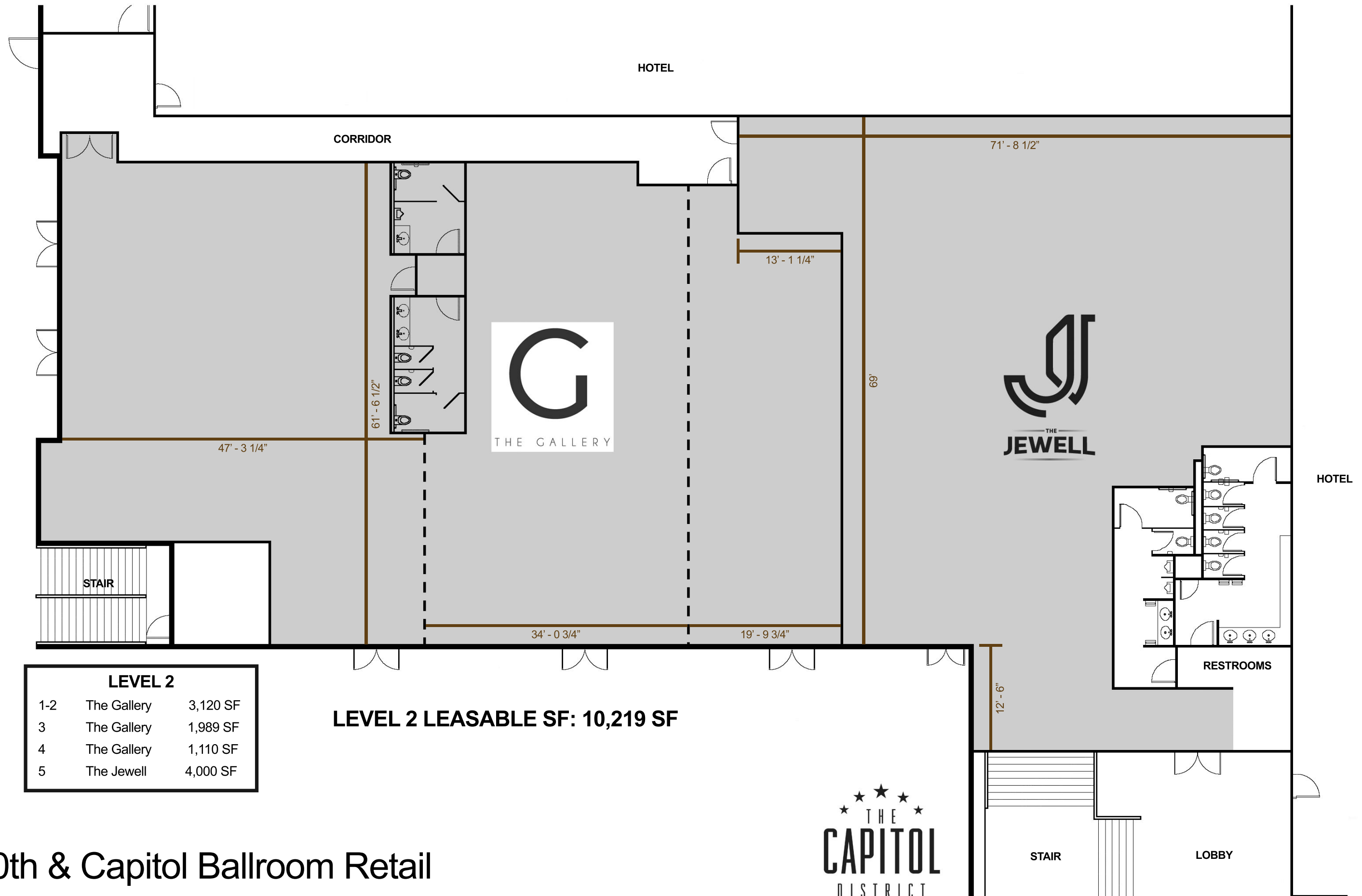
10th & Capitol Lobby Restaurant













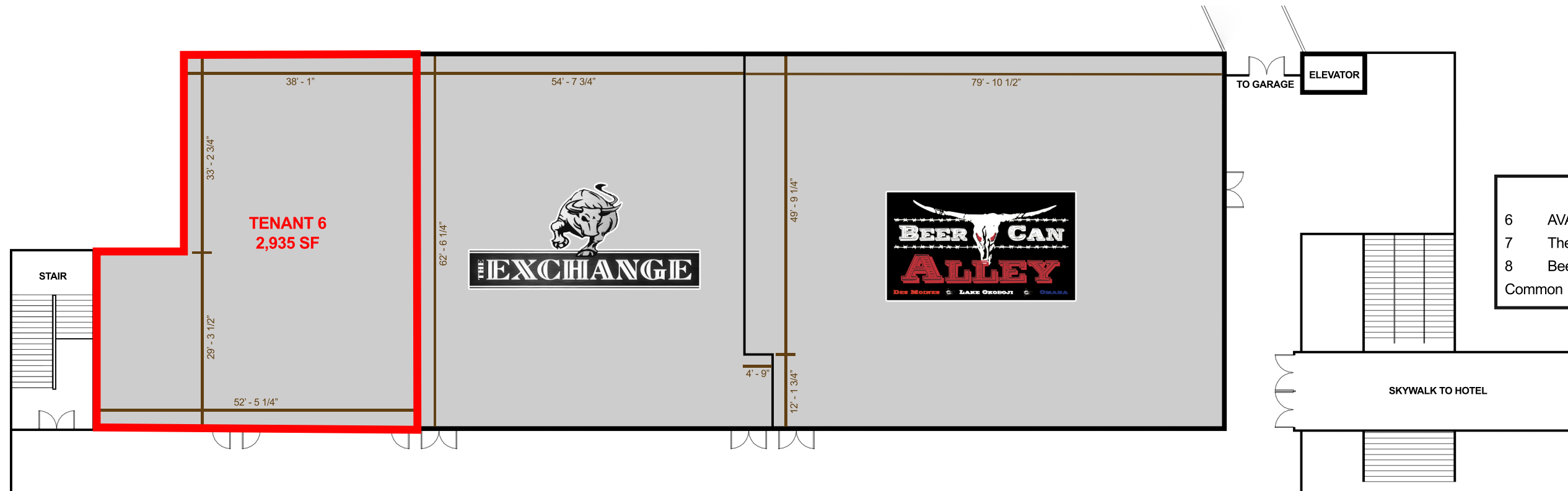


MARRIOTT

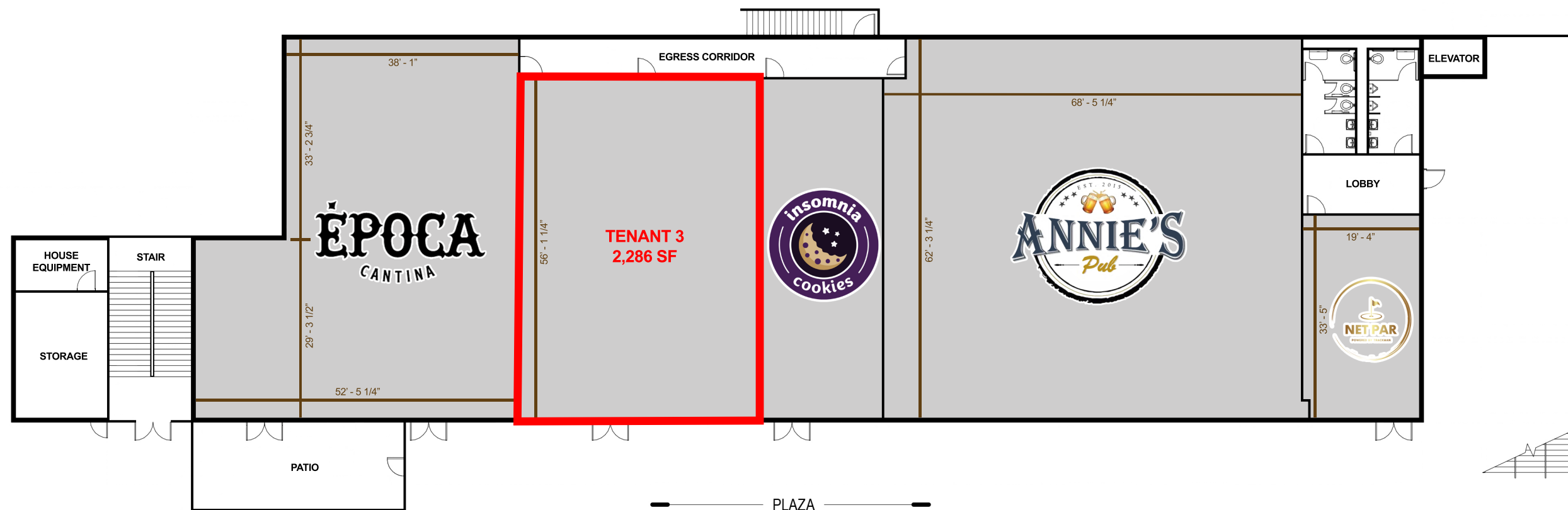
ANNIE'S IRISH PUB

BEER CAN ALLEY





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



**LEVEL 1 LEASABLE SF: 11,492 SF**

10th & Capitol Retail Building



**TACK**architects  
www.tackarch.com

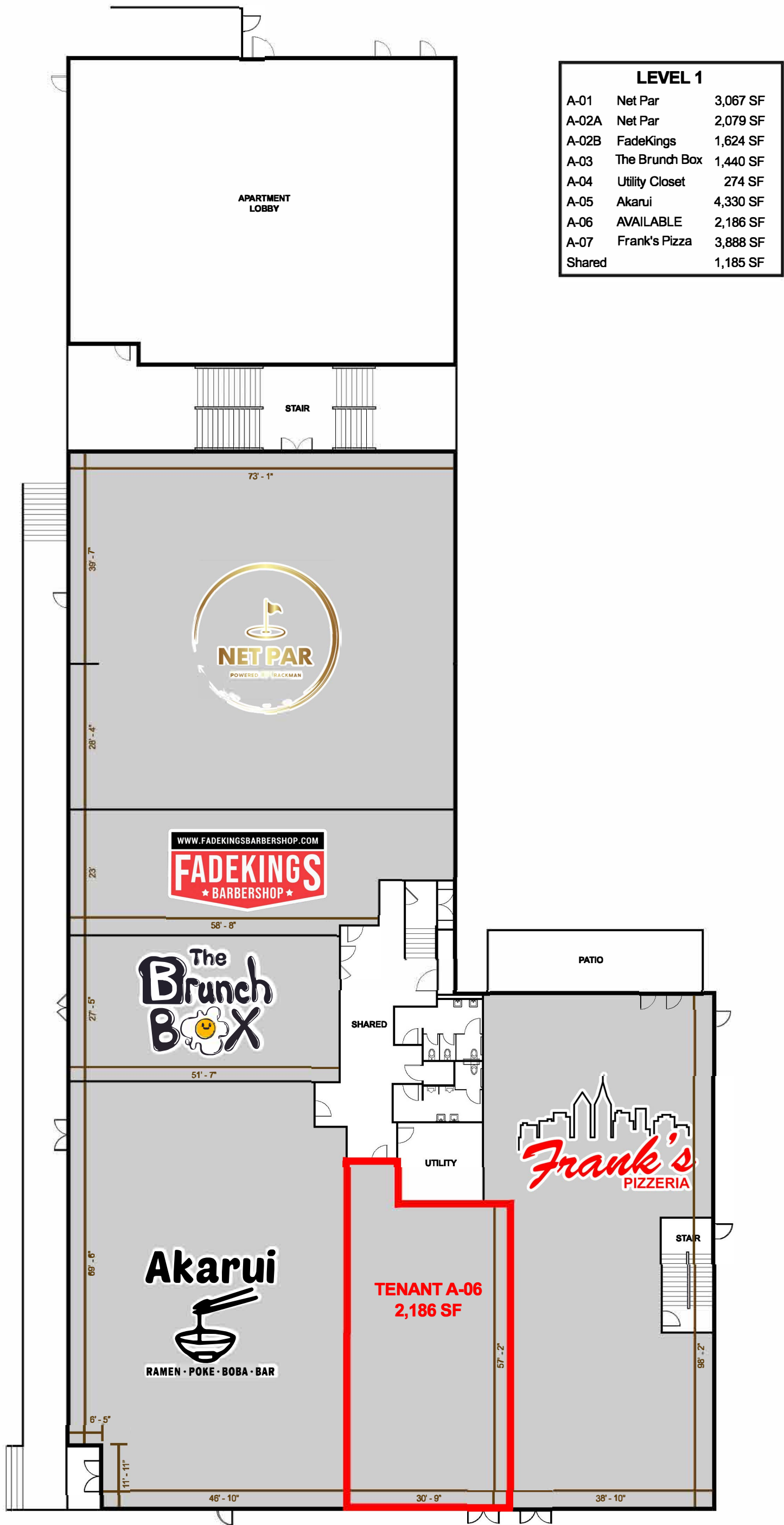




LEO A DALY



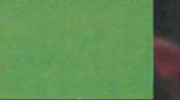
LEVEL 1 LEASABLE SF: 18,646 SF



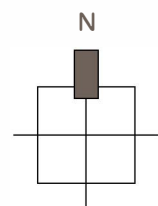
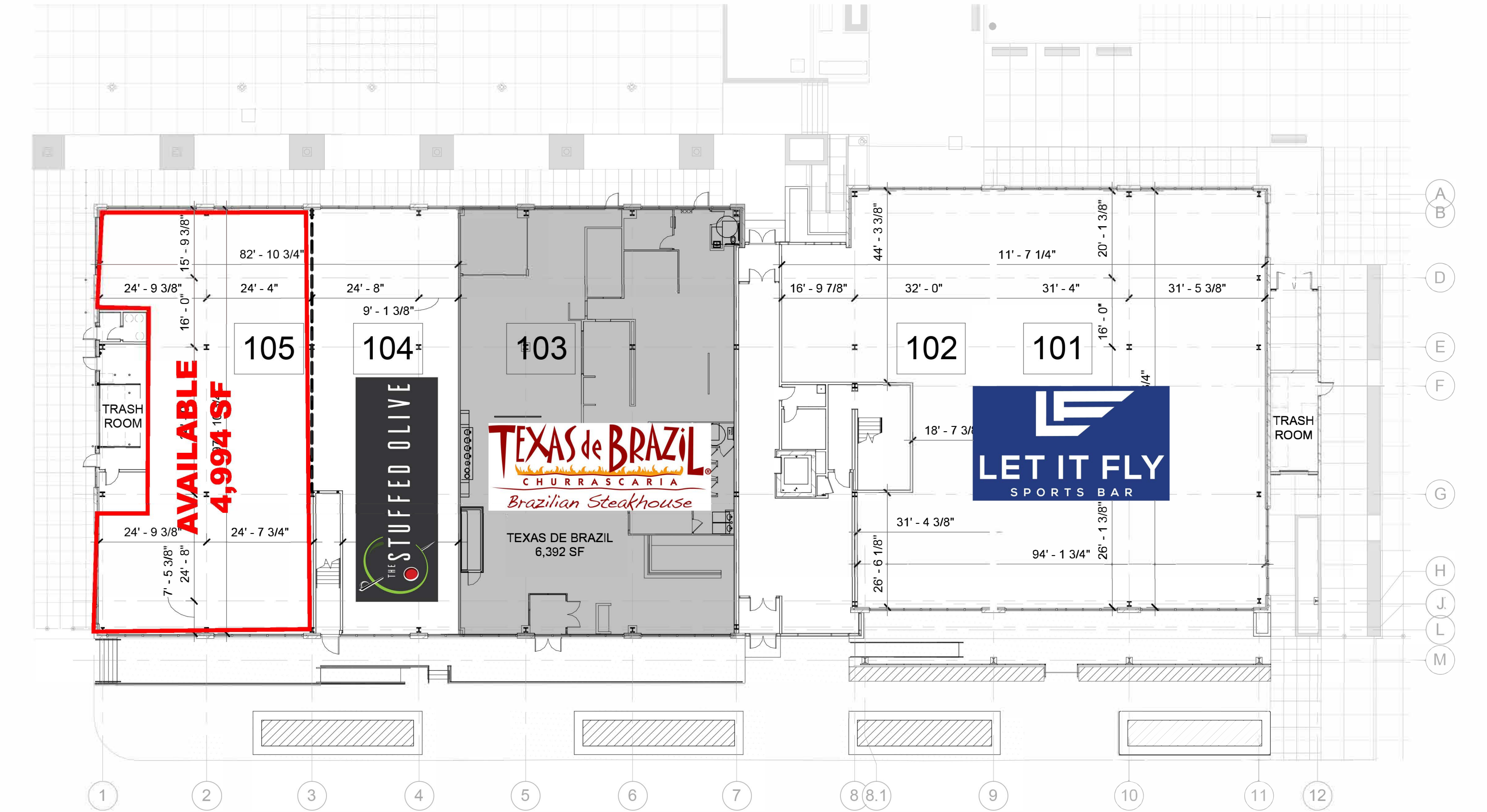












**First Level**  
 3/64" = 1'-0"

BAY	SIZE
101	6,258 SF
102	3,388 SF
103	6,392 SF
104	2,506 SF
105	4,994 SF

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

ALLEY • POYNER • MACCHIETTO ARCHITECTURE



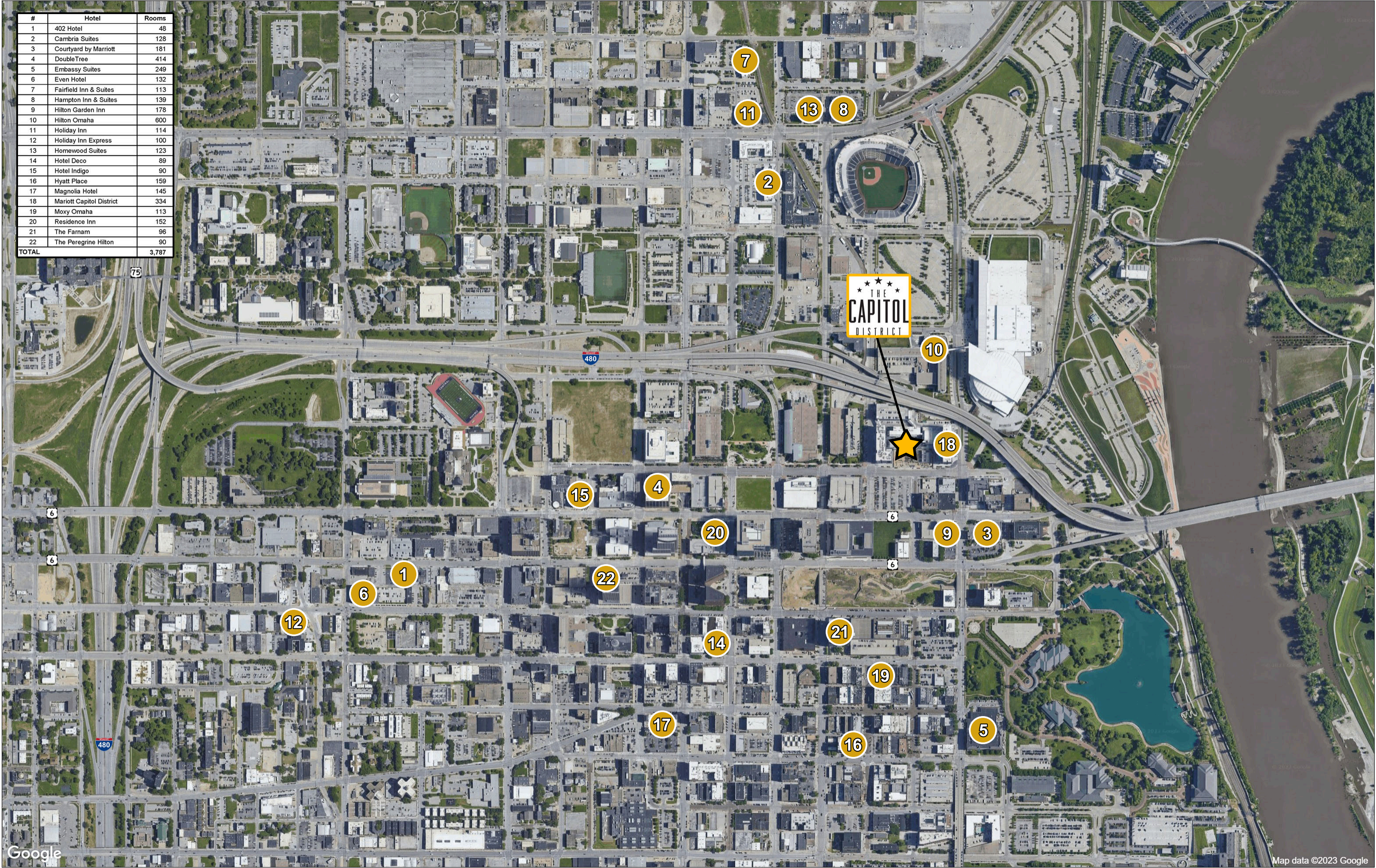






#	Lot	Type	Spaces
1	16th & Chicago Lot	Surface	163
2	17th & Chicago Lot	Surface	129
3	425 N 15th Lot	Surface	140
4	9th Street Lot	Surface	68
5	Capitol District Lot	Garage	505
6	Central Sales Lot	Surface	68
7	CHI Lot	Garage	500
8	Heartland Lot	Surface	135
9	Lot A	Surface	464
10	Lot B	Surface	849
11	Lot E	Surface	81
12	Omaha Park 1	Garage	711
13	Omaha Park 6	Garage	163
14	Omaha Park 7	Garage	688
15	Omaha Park 8	Garage	1,280
16	OWH Lot	Garage	550
17	Riverfront Lot	Surface	198
TOTAL			6,692





#	Hotel	Rooms
1	402 Hotel	48
2	Cambria Suites	128
3	Courtyard by Marriott	181
4	DoubleTree	414
5	Embassy Suites	249
6	Even Hotel	132
7	Fairfield Inn & Suites	113
8	Hampton Inn & Suites	139
9	Hilton Garden Inn	178
10	Hilton Omaha	600
11	Holiday Inn	114
12	Holiday Inn Express	100
13	Homewood Suites	123
14	Hotel Deco	89
15	Hotel Indigo	90
16	Hyatt Place	159
17	Magnolia Hotel	145
18	Mariott Capitol District	334
19	Moxy Omaha	113
20	Residence Inn	152
21	The Farnam	96
22	The Peregrine Hilton	90
TOTAL		3,787





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



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