



As is true of much of the land in the American West, Omaha sits on a piece of President Jefferson's Louisiana Purchase. However, the history of Omaha proper begins just across state lines in Council Bluffs, Iowa. Though only about 1/7th the size of modern Omaha, Council Bluffs considerably predates its Nebraskan sister. Illegal land speculators began staking out land in the Omaha area as early as the 1840s.

The Nebraska Territory was created as a part of the Kansas-Nebraska Act and the city of Omaha founded on July 4, 1854. Early on, Omaha survived a heavy dose of vigilante law, land squatters, and a sudden economic downturn and series of bank and business failures called the Panic of 1857.

Despite these setbacks, and the loss of the state capitol to Lincoln, Omaha emerged in the 1860's and 70's as a Midwest industrial hub, chosen as the point for Western expansion of the transcontinental railroad. An entrepreneurial spirit, still alive today, was evident in the creation of the Jobbers Canyon industrial complex, so named for the way the towering, closely packed buildings over red brick streets resembled a canyon. The Omaha Stockyards, various beer breweries, and numerous packinghouses

were also built in Omaha during the late 1800's.

With the founding of Omaha University in 1908, the city began to shed its image as a place of vice and corruption, and by the 1930s and 40s, the Omaha Stockyards became a leader in meatpacking. The city further capitalized on its growing reputation when it became the home of Offutt Air Force Base (built in 1918 but in use by the Air Force since 1948) and US Strategic Command.

Today, more than 432,921 people call Omaha home, making it the 42nd largest city in the United States. Its metro area comprises some 865,350 residents, good for 60th in the country. Omaha has become known as a mid-sized city with large-sized amenities and possibilities. It's home to five Fortune 500 companies, including Berkshire Hathaway, Union Pacific, ConAgra Foods, Kiewit, and Mutual of Omaha. Omaha's industry clusters include financial services, defense, transportation and distribution, manufacturing, and information technology.

EDITOR'S NOTE: Portions of this text are taken from <http://omaha.net/history>. For more Omaha information, scan the QR codes below with your mobile device.

Economy



History



See & Do



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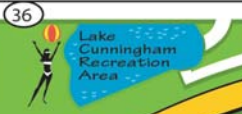
OMAHA

CONVENTION AND VISITORS BUREAU™

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To Fremont
via Hwy 36
and Hwy 275



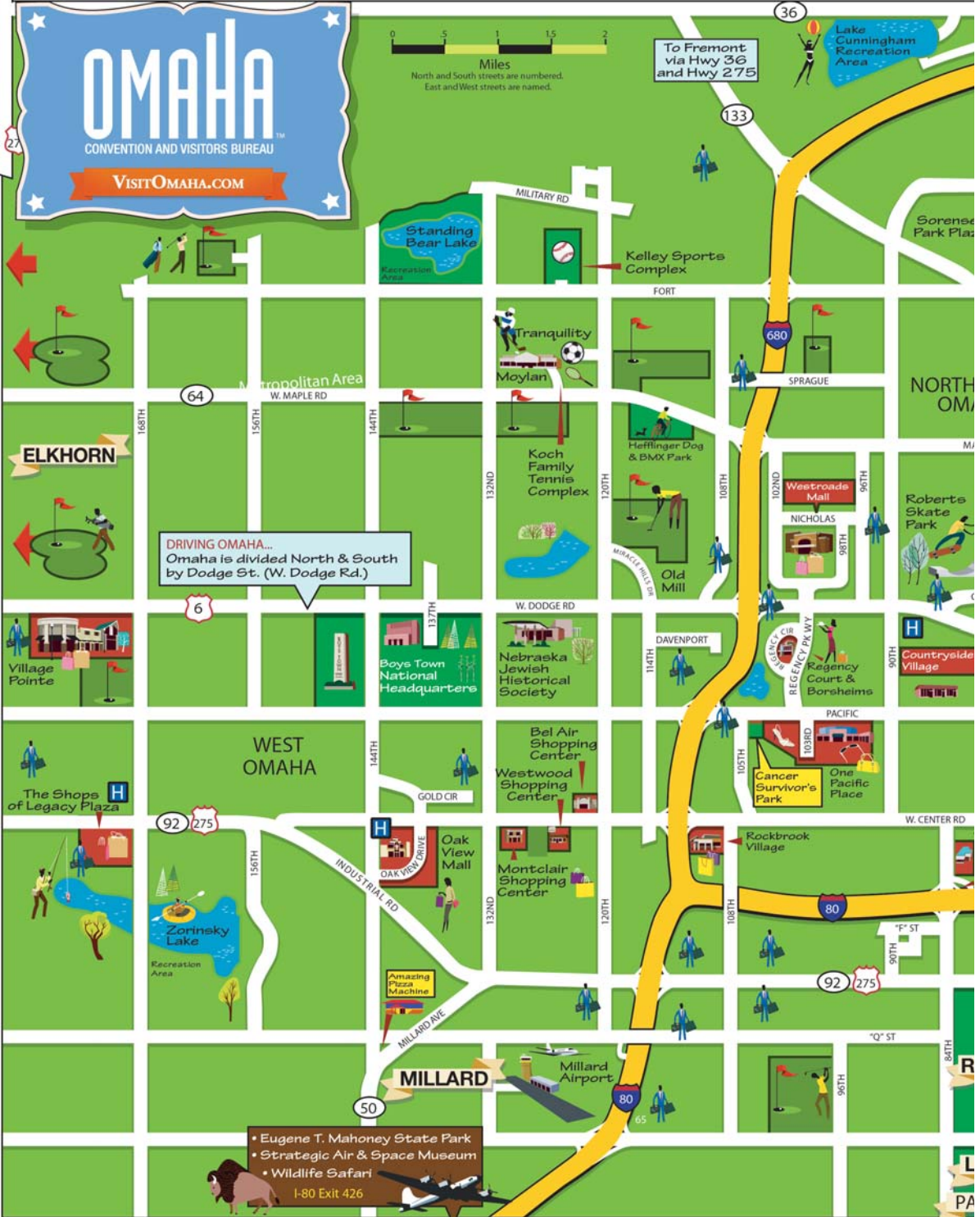
DRIVING OMAHA...
Omaha is divided North & South
by Dodge St. (W. Dodge Rd.)

WEST OMAHA

NORTH OMAHA

MILLARD

- Eugene T. Mahoney State Park
 - Strategic Air & Space Museum
 - Wildlife Safari
- I-80 Exit 426





Facts & Figures

| | OMAHA | LEXINGTON | UNITED STATES |
|---------------------------|---|------------------------|---------------|
| Population | 432,921 | 301,569 | 312,780,968 |
| MSA Population | 865,350 | 479,244 | N/A |
| Median Age (years) | 33.5 | 33.7 | 37.3 |
| Land Area Sq. Miles | 130.58 (city) | 283.65 (Fayette) | 3,531,905.43 |
| EDUCATIONAL | | | |
| Pop. 25 yrs. plus | 63.8% | 64.5% | 66.1% |
| % HS Graduate plus | 88.1% | 88.5% | 85.4% |
| % Bach. degree plus | 32.1% | 39.3% | 28.2% |
| EMPLOYMENT | | | |
| MSA Civilian Labor Force | 446,670 | 245,611 | N/A |
| Major Employer | Offutt Air Force Base / Alegent Health | University of Kentucky | N/A |
| Major Employer Workers | 7,500+ / 7,500+ | 14,000 | N/A |
| Unemployment Rate | 4.6% | 5.9% | 7.6% |
| INCOME/LIVING | | | |
| Med. Household Income | \$43,813 | \$47,207 | \$52,762 |
| Per Capita Income | \$27,248 | \$28,778 | \$26,708 |
| Cost of Living (3Q, 2012) | 89.4 | 88.7 | 100.0 |
| Median House Price | \$132,700 | \$161,100 | \$186,200 |



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OMAHA: OTHER THINGS TO DO

Bemis Center for Contemporary Arts

724 S. 12th Street

(402) 341-7130 | www.bemiscenter.org

Ever-changing, always-impressive art exhibitions are the cornerstone of the Bemis. Experience remarkable works by both seasoned artists and new talent in an airy,



studio-like, artist-in-residence atmosphere. The creative vibe continues in and around this artsy urban area. The Bemis Center for Contemporary Arts was created by artists, for artists. The public-private partnership renovated the vacant Bemis Bag Warehouse in Omaha's historic Old Market.

Bob Kerry Pedestrian Bridge

Riverfront Drive

(402) 444-5900

This stunning, 3,000-foot long walkway stretches across the Missouri River, giving pedestrians a spectacular view of Omaha's skyline and an almost airborne experience. The bridge plaza features a small amphitheater and 26 dancing water jets. Connected to more than 150 miles of nature trails – visitors love to walk on Bob.

Boys Town

137th & W. Dodge Road

(402) 498-1140 | www.visitboystown.org

This well-known landmark is a national treasure, featuring an expansive campus with a museum, historic chapel, gardens and a world-renowned youth care program. Founded in 1917 by Father Flanagan, Boys Town now touches the lives of 900,000 people across the U.S. each year.



The Durham Museum

801 S. 10th Street

(402) 444-5071 | www.durhammuseum.org

Both a museum and meticulously preserved Art Deco train station, The Durham houses world-class permanent and traveling exhibits depicting the history of the region. Explore passenger train cars, visit an old-time school house or grab a soda at the old-fashioned phosphate bar.

El Museo Latino

4701 S. 25th Street

(402) 731-1137 | www.elmuseolatino.org

The first Latino art and history museum and cultural center in the Midwest. From permanent and traveling exhibitions to educational programs and CHOMARI dance performances, this cozy, culturally-intensive establishment is as authentic as the Hispanic restaurants and shops surrounding it.

Film Streams at Ruth Sokolof Theater

1340 Webster Street

(402) 933-0259 | www.filmstreams.org

An intimate art house cinema experience. Watch first run independents, foreign films and documentaries making their theatrical premieres or listen to directors give their perspective on the classics. Enjoy film as an art form 7 days a week at this distinctive theater located in the emerging North Downtown entertainment district, offering award-winning, artistic and unique films.

Heartland of America Park

8th & Douglas Streets

(402) 444-5900

Catch the spectacular Heartland of America Fountain with its 300-ft. water jet and light show, hop into a gondola and enjoy the scenery, or just take a stroll through the park. Located across the street from the Old Market area.

Hot Shops Art Center

1301 Nicholas Street

(402) 342-6452 | www.hotshopartcenter.com

Catch the spectacular Heartland of America Fountain with its 300-ft. water jet and light show, hop into a gondola and enjoy the scenery, or just take a stroll through the park. Located across the street from the Old Market area.



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OMAHA: OTHER THINGS TO DO

Lauritzen Gardens

100 Bancroft Street

(402) 346-4002 | www.lauritzengardens.org

Beauty and tranquility are found in 100 acres of outdoor gardens including a rose garden, Victorian garden, children's garden and an arboretum. Also includes an indoor floral display hall, café and gift shop.

Loves Jazz & Arts Center

2510 N. 24th Street

(402) 502-5291 | www.lovesjazzartcenter.org

Catch the heritage of jazz in a district where Ellington, Basie and others once played. An 8,000 sq. ft. art and jazz powerhouse committed to the preservation, funding and advancement of the African American arts. Loves Jazz was built in memory of renowned alto sax player Preston Love.



Mormon Trail Center

3215 State Street

(402) 453-9372

Experience firsthand the great Mormon Migration of 1846-47. Explore a pioneer cabin, pull a handcart and see a full-sized covered wagon drawn by an oxen team. Dramatic visitor-response presentations make each exhibit a personal trip to a pioneer era. Free admission.

Old Market

www.oldmarket.com

Unique shopping, boutiques, pubs, restaurants, art and entertainment—all packed into this lively, historic district that's perfect for all ages. Dine in one of more than 30 outstanding restaurants, explore a host of exotic antique emporiums, tasty sweet shops and more.

Omaha's Henry Doorly Zoo & Aquarium

3701 S. 10th Street

(402) 733-8400 | www.omahazoo.com

Visit the world's largest indoor desert, nocturnal exhibit and America's largest indoor rainforest. Also features the world-class Scott Aquarium, Expedition Madagascar, Hubbard Orangutan Forest, Durham's Bear Canyon, Lozier IMAX Theater and more.

Strategic Air & Space Museum

28210 West Park Highway, Ashland, NE 68003

(800) 358-5029 | www.sasmuseum.com

Offutt Air Force Base is home of the 55th Wing, the Fightin' Fifty-Fifth, and a variety of partner units. Offutt's diverse missions and global responsibilities put it on the cutting edge of the Air Force's transformation. Each branch of the US military is represented among the approximately 10,000 military and federal employees assigned here. Strategic Air Command, initially located at Andrews Air Force Base, MD, moved to Offutt Air Force Base, NE, in 1948, because the base was centrally located on the North American continent, placing it well beyond the existing range of potentially hostile bombers or missiles. It was inactivated in 1992 and its personnel and equipment were absorbed by Air Combat Command and Air Mobility Command. The Strategic Air & Space Museum, located between Lincoln and Omaha near Interstate 80, commemorates the aircraft of the Strategic Air Command (SAC).

Werner Park - Home of Omaha Storm Chasers

12356 Ballpark Way, Papillion, NE 68046

(402) 734-2550 | www.wernerpark.com

Located in Sarpy County, Werner Park is the home of the Omaha Storm Chasers, the Triple A affiliate of Major League Baseball's Kansas City Royals. With 6,434 fixed seats, the ballpark can accommodate a maximum of 9,023 people for baseball games and other events. The ballpark cost \$36 million to construct

and is located near 126th Street and Highway 370. Scan the QR code with your mobile device to view a short video tour of Werner Park.



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