



DISCOVER



THE



POSSIBILITIES



NEBRASKA
possibilities...endlessSM

Department of Economic Development



M. Forstberg, Nebraska DED



J.Nabb, Nebraska DED



J.Nabb, Nebraska DED



“One reason I remained in Nebraska through 35 years of coaching and afterward has been the excellent quality of life that my family and I have enjoyed here. We like the people, the values, and the attitude of Nebraskans. It has been a real pleasure for us to live here the great majority of our lives.”

—Tom Osborne, University of Nebraska–Lincoln Athletic Director and former U.S. Congressman Lincoln, Nebraska



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Nabb, Nebraska DED



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A PLACE UNLIKE ANY OTHER

NEBRASKA OFFERS AN ARRAY OF ADVANTAGES that make living, working, and doing business here a rich and rewarding experience. Within its borders, you'll discover genuine, hardworking people who are proud of their heritage. Nebraskans are excited about the future and eagerly welcome new industry and development to the state.

THERE'S NO BETTER PLACE to build, expand, or start your business. And there's no better place for employees to live. Nebraska is a great place to grow up, raise a family, start a career or business, and prosper. It's this high quality of life that has created an environment where the possibilities for prosperity and happiness are truly endless.

WELCOME TO NEBRASKA.

Clean Environment

No matter where you live in Nebraska, you won't have to worry about air pollution, smog, or haze. Nebraska also ranks high in the abundance of underground water. Across the state, wide-open spaces and acres of prairie grass give way to bountiful cropland and picturesque river valleys. Urban areas blend innovative architecture with well-manicured landscapes.

Strong Communities

Take an interest in a community that takes an interest in you! With over 520 incorporated municipalities from small towns to large urban environments, Nebraska models the definition of strong, vibrant communities. In the east, Omaha (metro population 830,000) and Lincoln (metro population 292,000) rank as the state's largest metropolitan areas. Whatever the setting, large or small, urban or rural, you'll discover a community that's right for you.

Low Cost of Living

Here's something you can take to the bank: Nebraska's overall cost of living ranks well below the national average in all major categories including food, housing, utilities, transportation, and health care. When adjusted for cost of living, Nebraska's wages and salaries compare very favorably with those in other states.

Quality Education

In Nebraska, a diploma is much more than a piece of paper. Nebraska's student-to-teacher ratio and high school graduation rate are among the best in the nation. Through the use of innovative technology, Nebraska has significantly increased distance learning opportunities at both the high school and college levels, enabling greater flexibility for students to acquire a quality education.



J. Nabb, Nebraska DED



“It stands to reason that the quality of life here is as exceptional as the quality of people ... our hometown atmosphere offers the best of both worlds. It boasts safety, security, and familiarity as a great place to raise a family.”

—Gayle-Ann Douglas, President of Douglas Manufacturing Corporation Crete, Nebraska



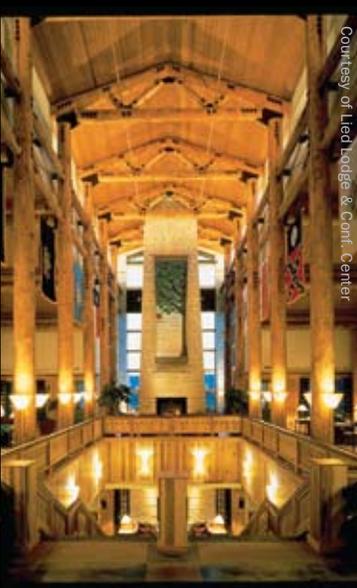
R. Neibel, Nebraska DED



J. Nabb, Nebraska DED



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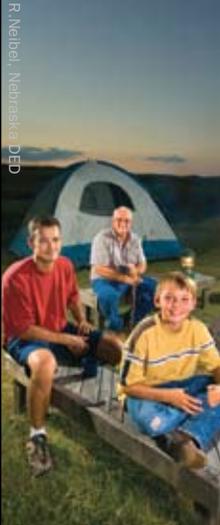
Courtesy of Lied Lodge & Conf. Center



J. Nabb, Nebraska DED



J. Nabb, Nebraska DED



R. Neibel, Nebraska DED

“For the last many decades, I could have lived any place in the country and conducted business from there. And I’ve never given a thought to being anywhere except in Nebraska.”

—Warren Buffett, CEO of Berkshire Hathaway Omaha, Nebraska



R. Neibel, Nebraska DED



M. Forsberg, Nebraska DED



Quick Commutes

Think of what you can do with all the time you’ll save. Extensive highway and street systems ensure very little traffic congestion. Nebraskans enjoy some of the shortest commute times in the entire country, averaging only 18 minutes in travel time to work.

Vast Outdoor Recreation

Nebraska has an abundance of outdoor recreational sites and activities. To begin with, there are eight state parks and 76 recreational and historical areas to explore. On top of that, there’s a rapidly expanding network of recreational trails, many high-quality golf courses, and a good supply of wildlife-associated recreational opportunities. Currently, 41 percent of the state’s population participates in hunting, fishing, or wildlife viewing.

Sound Government

Nebraska is a fiscally conservative state that has long operated, by law, with no state debt. The state’s unique unicameral—one-house legislature—is a model for efficient, accessible, results-driven government.

Safe Environment

Afford yourself and your employees peace of mind. Nebraska is a safe place to live, work, and do business. The violent crime rate in Nebraska is 40 percent less than the U.S. average.

Superior Health Care

Get the care you deserve right here in Nebraska. The state is well known for high-quality, low-cost health care facilities. The average daily cost of a hospital stay is 27 percent lower than the U.S. average. Nebraska boasts state-of-the-art technology and one of the nation’s highest hospital bed-to-population ratios. With services like that, you can rest a little easier.



IMAGINE YOURSELF HERE

Excellent Tradition

According to CQ Press, Nebraska's livability rating consistently ranks among the top 10 states in the nation.

Best Quality of Life & Best Education Climate

*Business Facilities Magazine,
2008 Annual Rankings Report*

Best State for Jobs

CareerBuilder.com, 2008

Lowest Average Travel Time to Work

U.S. Bureau of the Census

Bright Future

Nebraska's high school students score higher on the ACT and SAT college aptitude tests than the national average.

NEBRASKA
possibilities...endless™

Department of Economic Development

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Map images by J.Nabb, R.Neibel, R.Inman

Why Nebraska

Nebraska is truly right-in-the-middle-of-it-all offering an endless array of advantages that make living, working, and doing business here a wonderful and rewarding experience. Nebraska is a state that balances and blends economic opportunity with lifestyle; offers a wide variety of employment opportunities; has minimal commute times, safe communities and life-long learning prospects; provides variety and accessibility to natural, recreational and lifestyle amenities; has a great sense of place offering authenticity and realness featuring interesting older structures with new; blends a range of public space with commercial and personal spaces; has a bustle and buzz of varied activities; boasts exceptional environmental air and water quality, diverse populations, progressive thinking, and innovative and inclusive attitudes. It is this high quality of life that has created an environment where the possibilities for prosperity and happiness are endless.

A few more of the endless possibilities Nebraska also has to offer:

- **Employees with an unmatched work ethic**
- **Central location offering an integrated system of interstates, mainline railroads, and airports**
- **Industrial sites and buildings ready for immediate occupancy**
- **A 100% public power system – the only state that offers it – providing customers with electrical power at some of the lowest rates in the nation**

Many companies in the U.S. and around the world have discovered that Nebraska offers the ideal location, quality workforce, and positive economic environment for a wide variety of industries and business endeavors. Over 55 million people are located within a 500-mile radius of Nebraska. Our balanced economic base and vast market potential have provided a profitable home for five Fortune 500 Companies including Berkshire Hathaway, ConAgra Foods, Mutual of Omaha, Peter Kiewit Sons, and Union Pacific Railroad.

Rankings

Financial

- **1st Lowest Combined Debt and Pension Liabilities,**
Financial Times FT.com, 2011
- **3rd Nation's Least Economic Stressed State,**
AP Analysis, 2011
- **3rd Least Financially Distressed State,**
bizjournals.com, 2011
- **4th Credit Quality,**
Business Facilities 2012 Rankings Report
- **8th States with the Healthiest Housing Markets,**
CNBC, 2011
- **10th Least Indebted States,**
MoneyWatch, 2011

Business/Jobs

- **2nd Employment Leaders,**
Business Facilities 2012 Rankings Report

- **3rd Best State for Job Seekers,**
MSN Careers, 2011
- **3rd Best Pro-Business Legal Climate,**
U.S. Chamber's Institute for Legal Reform, 2010
- **5th Pollina's Top Pro-Business States,**
2011 Pollina Corporate Real Estate, Inc.
- **6th Workforce Training Leaders,**
Business Facilities 2012 Rankings Report
- **8th Best States for Business & Careers,**
Forbes.com, 2011
- **10th America's Top States for Business,**
CNBC, 2011
- **10th Best Business Climate,**
Business Facilities 2012 Rankings Report

Quality of Life

- **2nd Happiest States in America,**
MainStreet.com, 2011
- **2nd Best Run States in America,**24/7 Wall St., 2011
- **3rd Best Quality of Life,**
Business Facilities 2011 Rankings Report
- **4th in Nation for Volunteer Rate,**
2011 Volunteering in America report by Corp. for National and Community Service
- **4th Top 10 States for Wellbeing,**
Gallup, 2011
- **5th Top 10 States for Young People**
MoneyRates.com, 2012
- **5th Best Education Climate,**
Business Facilities Magazine Rankings Report, 2010
- **11th of the 20 Happiest, Healthiest States in America,**
Gallup, 2011

Growth & Innovation

- **2nd Biofuels Leaders- Ethanol,**
Business Facilities 2012 Rankings Report
- **3rd (tied) Biotechnology Strength Specialization Leaders,**
Business Facilities 2012 Rankings Report
- **8th Biotechnology Strength Emerging Biotech Hubs,**
Business Facilities 2012 Rankings Report
- **9th Top 10 States for Growth & Innovation,**
U.S. Chamber of Commerce Report, 2011
- **10th Best Economic Growth Potential,**
Business Facilities 2011 Rankings Report