

BUSINESS UPDATE

APRIL 2021



At the start of 2021, Aurora Development Corporation launched a new website at www.GrowAurora.com. This hub of information about Aurora and Hamilton County was created for a specific audience: local established businesses, individuals interested in starting a business, national site selectors matching expanding businesses with locations ready for development, and those interested in workforce attraction, retention, and development efforts. While this site is not meant to keep the public informed about current events or provide business contacts, it does provide a wealth of information about the community and is a necessary tool in working to grow the area. For new and existing businesses already located in Aurora, this site has resources for starting a business, on-demand training opportunities, business resources, and the ability to schedule a Business Retention and Expansion (BRE) Interview.



REGION

Over the past five years, the manufacturing industry has experienced the largest increase of jobs for the area. The industry also has a higher average annual wage, of \$48,498, compared to the regional average of \$41,027. The second largest industry, government, had a decrease in workers over the same time period, but still has a higher average wage when compared to the regional average. Utilities has the highest average annual wage, but the lowest number of jobs.

2020 Hamilton County Study Area Workforce (Local Jobs) Average Wages and 5-Year Job Change by Industry Preliminary Data, 2020 Q4

NAICS	Jobs	Avg Ann Wages (\$)	5-Year Change	
			Jobs	Percent
NAICS 31 Manufacturing	12,314	48,498	645	5.5%
NAICS 90 Government	12,086	44,501	-289	-2.3%
NAICS 62 Health Care and Social Assistance	9,005	45,291	277	3.2%
NAICS 44 Retail Trade	8,317	27,463	-646	-7.2%
NAICS 72 Accommodation and Food Services	5,631	15,430	228	4.2%
NAICS 23 Construction	3,765	48,859	-69	-1.8%
NAICS 42 Wholesale Trade	3,312	57,385	-359	-9.8%
NAICS 81 Other Services (except Public Administration)	2,954	24,947	-47	-1.6%
NAICS 48 Transportation and Warehousing	2,827	51,291	24	0.9%
NAICS 52 Finance and Insurance	2,731	56,168	203	8.0%
NAICS 56 Administrative and Support and Waste Management and Remediation Services	2,624	34,143	226	9.4%
NAICS 11 Agriculture, Forestry, Fishing and Hunting	2,220	43,265	154	7.5%
NAICS 54 Professional, Scientific, and Technical Services	1,383	53,123	-115	-7.7%
NAICS 61 Educational Services	1,278	22,934	-29	-2.2%
NAICS 71 Arts, Entertainment, and Recreation	719	17,844	19	2.7%
NAICS 55 Management of Companies and Enterprises	643	59,805	-17	-2.6%
NAICS 51 Information	562	44,650	-72	-11.4%
NAICS 53 Real Estate and Rental and Leasing	495	35,930	17	3.6%
NAICS 21 Mining, Quarrying, and Oil and Gas Extraction	55	52,412	5	10.0%
NAICS 22 Utilities	45	85,397	-18	-28.3%
Total	72,967	41,027	135	0.2%

Source: EMSI Q4 2020 Data Set | www.economicmodeling.com

AURORA, NE | OPPORTUNITY GROWS HERE

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