

# BUSINESS UPDATE



## LOCAL LEARNING OPPORTUNITY

**Economic and Demographic Trends Presented by Nebraska Public Power District**

Tuesday, August 25 | 12:00 Noon | Bremer Center

Attend in person or online | RSVP by emailing: [kelsey@growaurora.com](mailto:kelsey@growaurora.com)

### ECONOMIC AND DEMOGRAPHIC TRENDS for

**Aurora, Hamilton County and the Surrounding Area | July 2020 Study conducted by NPPD**



To learn more about labor trends, employment, population, migration, retail sales, and per capital personal income, join us on August 25 for a presentation of the full report. Presentation information above.

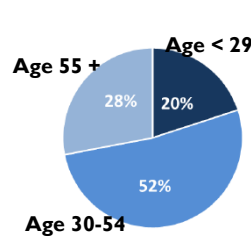
#### Worker Interior by Job Characteristic

##### Hamilton County

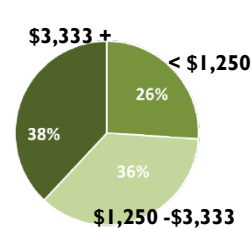
###### Interior Flow Job Characteristics

	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	848	100.0%	868	100.0%	851	100.0%
Workers Aged 29 or younger	172	20.3%	172	19.8%	138	16.2%
Workers Aged 30 to 54	441	52.0%	446	51.4%	447	52.5%
Workers Aged 55 or older	235	27.7%	250	28.8%	266	31.3%
Workers Earning \$1,250 per month or less	220	25.9%	205	23.6%	219	25.7%
Workers Earning \$1,251 to \$3,333 per month	307	36.2%	336	38.7%	298	35.0%
Workers Earning More than \$3,333 per month	321	37.9%	327	37.7%	334	39.2%
Workers in the "Goods Producing" Industry Class	30	3.5%	17	2.0%	17	2.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	224	26.4%	215	24.8%	207	24.3%
Workers in the "All Other Services" Industry Class	594	70.0%	636	73.3%	627	73.7%

#### WORKERS AGES



#### MONTHLY EARNINGS



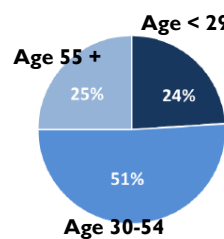
#### Worker Inflow by Job Characteristic

##### Hamilton County

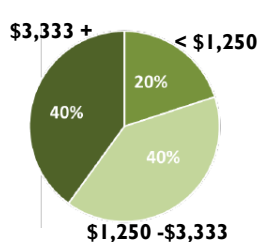
###### Inflow Job Characteristics

	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	1,245	100.0%	1,225	100.0%	1,167	100.0%
Workers Aged 29 or younger	296	23.8%	287	23.4%	292	25.0%
Workers Aged 30 to 54	631	50.7%	624	50.9%	583	50.0%
Workers Aged 55 or older	318	25.5%	314	25.6%	292	25.0%
Workers Earning \$1,250 per month or less	243	19.5%	244	19.9%	244	20.9%
Workers Earning \$1,251 to \$3,333 per month	501	40.2%	501	40.9%	452	38.7%
Workers Earning More than \$3,333 per month	501	40.2%	480	39.2%	471	40.4%
Workers in the "Goods Producing" Industry Class	39	3.1%	46	3.8%	50	4.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	555	44.6%	586	47.8%	531	45.5%
Workers in the "All Other Services" Industry Class	651	52.3%	593	48.4%	586	50.2%

#### WORKERS AGES



#### MONTHLY EARNINGS



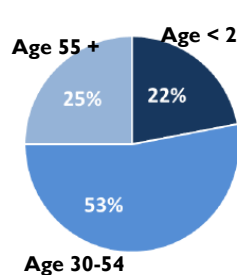
#### Worker Outflow by Job Characteristic

##### Hamilton County

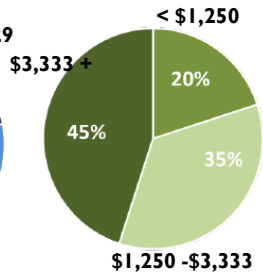
###### Outflow Job Characteristics

	2017		2016		2015	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	1,246	100.0%	1,235	100.0%	1,197	100.0%
Workers Aged 29 or younger	277	22.2%	282	22.8%	245	20.5%
Workers Aged 30 to 54	657	52.7%	660	53.4%	637	53.2%
Workers Aged 55 or older	312	25.0%	293	23.7%	315	26.3%
Workers Earning \$1,250 per month or less	245	19.7%	258	20.9%	231	19.3%
Workers Earning \$1,251 to \$3,333 per month	443	35.6%	452	36.6%	452	37.8%
Workers Earning More than \$3,333 per month	558	44.8%	525	42.5%	514	42.9%
Workers in the "Goods Producing" Industry Class	328	26.3%	323	26.2%	325	27.2%
Workers in the "Trade, Transportation, and Utilities" Industry Class	353	28.3%	321	26.0%	324	27.1%
Workers in the "All Other Services" Industry Class	565	45.3%	591	47.9%	548	45.8%

#### WORKERS AGES



#### MONTHLY EARNINGS



### CATALYST: A Sorghum-Based Product Innovation Competition

Naturally occurring attributes in sorghum represent some of the highest value consumer markets. Anecdotally, according to then April 2019 study by the Credence Research Inc., the global gluten-free market alone is projected to grow at a rate of 8.1% compounded annually through 2026. Other sorghum traits, such as non-gmo, promotion of soil health, water and wildlife conservation, and low glycemic content offer additional opportunities to leverage high-premium markets. Known applications for sorghum range from culinary uses to pet and livestock feed, aquaculture to bioplastics, packing peanuts, insulation, and even cat litter. The Nebraska Grain Sorghum Board is hosting a competition to capitalize on this commodity and diversify the local commodity market, which is predominately corn and soybeans.

Learn more and enter this competition at <https://www.nebraskasorghum.org/catalyst>

**AURORA, NE | OPPORTUNITY GROWS HERE**

**DO YOU HAVE A  
BUSINESS IDEA  
THAT INVOLVES  
USING SORGHUM?**