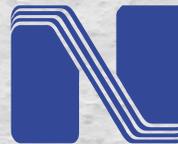


**Aurora Development  
Corporation**  
**2021 Target Industries Review**  
**Target Industry Selection**

**Rick Nelsen, CEcD**

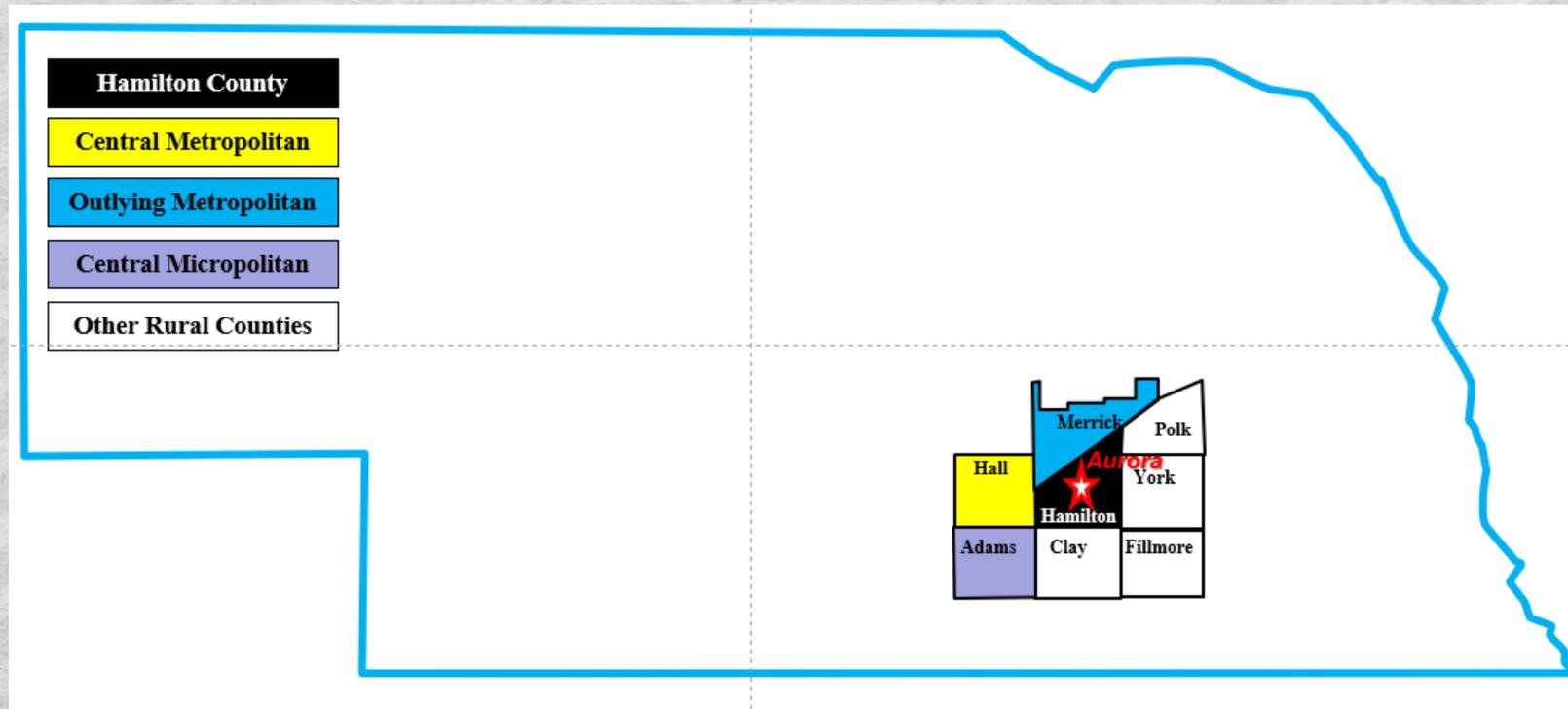
**Senior Economic Development Consultant**



**Nebraska Public Power District**

*Always there when you need us*

# Aurora Development Corporation Aurora, Nebraska Study Area



# Criteria for Target Industries

| Category                                     | LQ    | Recent Growth  | Projected Growth | Compensation    |
|--|-------|----------------|------------------|-----------------|
| Key to Future Growth (Key)                   | 1+    | +              | +                | >\$45,000       |
| Potential to Drive Future Growth (Potential) | <1    | US+            | US+/Local(+/-)   | >\$45,000       |
| Mature or Declining (Mature)                 | 1+    | US-/Local(+/-) | US-/Local(+/-)   | >\$45,000       |
| Not Further Considered (Other)               | >1/<1 | +/-            | -/+              | > or < \$45,000 |

# Recommended *KEY* Targets

| NAICS Industry                                       | Jobs  | Wages    | LQ   |
|--|-------|----------|------|
| NAICS 311 Food Manufacturing                         | 4,804 | \$46,285 | 6.24 |
| NAICS 325 Chemical Manufacturing                     | 467   | \$58,628 | 1.17 |
| NAICS 326 Plastics and Rubber Products Manufacturing | 588   | \$43,929 | 1.72 |
| NAICS 332 Fabricated Metal Product Manufacturing     | 1,862 | \$53,178 | 2.69 |
| NAICS 339 Miscellaneous Manufacturing                | 340   | \$48,482 | 1.17 |
| NAICS 424 Merchant Wholesalers, Nondurable Goods     | 1,646 | \$58,341 | 1.63 |
| NAICS 484 Truck Transportation                       | 1,598 | \$52,324 | 2.23 |

# Recommended *Potential* Targets

| NAICS Industry                                | Jobs  | Wages    | LQ    |
|---|-------|----------|-------|
| NAICS 238 Specialty Trade Contractors         | 2,264 | \$47,490 | 0.99  |
| NAICS 333 Machinery Manufacturing             | 2,083 | \$51,323 | 0.52* |
| NAICS 423 Merchant Wholesalers, Durable Goods | 1,625 | \$56,654 | 0.77* |
| NAICS 621 Ambulatory Health Care Services     | 3,008 | \$60,882 | 0.83  |
| NAICS 622 Hospitals                           | 2,314 | \$54,981 | 0.96  |

\* Hamilton County LQ

# Recommended *Mature* Targets

| NAICS Industry               | Jobs | Wages    | LQ    |
|------------------------------|------|----------|-------|
| NAICS 517 Telecommunications | 238  | \$60,099 | 3.04* |

\* Hamilton County LQ

Keep in Mind  
Your Purpose:

- Business Retention
- Business Expansion
- Business Attraction

You can have different target sectors for these activities.

Keep in Mind  
Your Product:  
Aurora &  
Hamilton  
County

- Workforce – current and future
- Transportation Assets
- Utilities – current & future capacities
- Ag resources/inputs
- Community “Culture”

Keep in Mind  
Your Product:  
Aurora  
Industrial  
Properties

- I- 80 Site (3 acres)
- Hamilton County Industrial (39.14 acres)
- Mattson (41 acres on rail)
- Mission Critical (135 acres)
- Hamilton County Commercial Land (150 acres)

# 4 Digit NAICS Food Manufacturing Sectors

| NAICS | Target | Description   | 2020 Jobs | Current Wages & Salaries | 2020 Location Quotient |
|-------|--------|---|-----------|--------------------------|------------------------|
| 311   | K      | Food Manufacturing  | 4,804     | \$46,285                 | 6.24                   |
| 3111  |        | Animal Food Manufacturing                                       | 214       | \$60,280                 | 7.13                   |
| 3112  |        | Grain and Oilseed Milling                                       | 149       | \$61,654                 | 5.12                   |
| 3113  |        | Sugar and Confectionery Product Manufacturing                   | 0         | \$0                      | 0.00                   |
| 3114  |        | Fruit and Vegetable Preserving and Specialty Food Manufacturing | 217       | \$43,468                 | 2.67                   |
| 3115  |        | Dairy Product Manufacturing                                     | 11        | \$33,248                 | 0.16                   |
| 3116  |        | Animal Slaughtering and Processing                              | 4,155     | \$45,204                 | 16.62                  |
| 3117  |        | Seafood Product Preparation and Packaging                       | 0         | \$0                      | 0.00                   |
| 3118  |        | Bakeries and Tortilla Manufacturing                             | 53        | \$47,015                 | 0.36                   |
| 3119  |        | Other Food Manufacturing  | <10       | Insf. Data               | 0.06                   |

## 4 Digit NAICS Chemical Manufacturing

|      |  |     |            |      |
|------|--|-----|------------|------|
| 325  | K Chemical Manufacturing   | 467 | \$58,628   | 1.17 |
| 3251 | Basic Chemical Manufacturing   | 289 | \$58,850   | 4.06 |
| 3252 | Resin, Synthetic Rubber, and Artificial<br>and Synthetic Fibers and Filaments<br>Manufacturing | <10 | Insf. Data | 0.17 |
| 3253 | Pesticide, Fertilizer, and Other<br>Agricultural Chemical Manufacturing                        | 16  | \$76,232   | 0.93 |
| 3254 | Pharmaceutical and Medicine<br>Manufacturing   | 99  | \$69,649   | 0.68 |
| 3255 | Paint, Coating, and Adhesive<br>Manufacturing  | <10 | Insf. Data | 0.16 |
| 3256 | Soap, Cleaning Compound, and Toilet<br>Preparation Manufacturing                               | 51  | \$34,115   | 0.97 |
| 3259 | Other Chemical Product and<br>Preparation Manufacturing  | 0   | \$0        | 0.00 |

## 4 Digit NAICS Plastics and Rubber Manufacturing

|      |   |  |     |          |      |
|------|---|--|-----|----------|------|
| 326  | K | Plastics and Rubber<br>Products<br>Manufacturing | 588 | \$43,929 | 1.72 |
| 3261 |   | Plastics Product<br>Manufacturing                | 467 | \$43,589 | 1.68 |
| 3262 |   | Rubber Product<br>Manufacturing                  | 121 | \$45,233 | 1.89 |

# 4 Digit NAICS Fabricated Metal Product Manufacturing

|      |   |   |       |            |      |
|------|---|---|-------|------------|------|
| 332  | K | Fabricated Metal Product Manufacturing                                | 1,862 | \$53,178   | 2.69 |
| 3321 |   | Forging and Stamping  | 16    | \$33,268   | 0.35 |
| 3322 |   | Cutlery and Handtool Manufacturing                                    | 0     | \$0        | 0.00 |
| 3323 |   | Architectural and Structural Metals Manufacturing                     | 572   | \$53,950   | 3.08 |
| 3324 |   | Boiler, Tank, and Shipping Container Manufacturing                    | 145   | \$47,141   | 3.30 |
| 3325 |   | Hardware Manufacturing  | 0     | \$0        | 0.00 |
| 3326 |   | Spring and Wire Product Manufacturing                                 | <10   | Insf. Data | 0.10 |
| 3327 |   | Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing | 126   | \$41,299   | 0.74 |
| 3328 |   | Coating, Engraving, Heat Treating, and Allied Activities              | 42    | \$37,218   | 0.64 |
| 3329 |   | Other Fabricated Metal Product Manufacturing                          | 958   | \$56,279   | 7.38 |

## 4 Digit Miscellaneous Manufacturing

|      |   |  |     |          |      |
|------|---|--|-----|----------|------|
| 339  | K | Miscellaneous Manufacturing                  | 340 | \$48,482 | 1.17 |
| 3391 |   | Medical Equipment and Supplies Manufacturing | 257 | \$52,237 | 1.68 |
| 3399 |   | Other Miscellaneous Manufacturing            | 83  | \$36,854 | 0.61 |

# 4 Digit Merchant Wholesalers, Nondurable Goods

|      |   |   |       |          |       |
|------|---|---|-------|----------|-------|
| 424  | K | Merchant Wholesalers, Nondurable Goods                            | 1,646 | \$58,341 | 1.63  |
| 4241 |   | Paper and Paper Product Merchant Wholesalers                      | 0     | \$0      | 0.00  |
| 4242 |   | Drugs and Druggists' Sundries Merchant Wholesalers                | 45    | \$40,914 | 0.40  |
| 4243 |   | Apparel, Piece Goods, and Notions Merchant Wholesalers            | 0     | \$0      | 0.00  |
| 4244 |   | Grocery and Related Product Merchant Wholesalers                  | 218   | \$54,276 | 0.59  |
| 4245 |   | Farm Product Raw Material Merchant Wholesalers                    | 643   | \$62,697 | 19.89 |
| 4246 |   | Chemical and Allied Products Merchant Wholesalers                 | 27    | \$57,789 | 0.39  |
| 4247 |   | Petroleum and Petroleum Products Merchant Wholesalers             | 108   | \$51,160 | 2.22  |
| 4248 |   | Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers | 78    | \$42,179 | 0.81  |
| 4249 |   | Miscellaneous Nondurable Goods Merchant Wholesalers               | 528   | \$60,061 | 3.44  |

## 4 Digit NAICS Truck Transportation

|      |   |                              |       |          |      |
|------|---|------------------------------|-------|----------|------|
| 484  | K | Truck Transportation         | 1,598 | \$52,324 | 2.23 |
| 4841 |   | General Freight Trucking     | 1,074 | \$53,324 | 2.17 |
| 4842 |   | Specialized Freight Trucking | 525   | \$50,279 | 2.37 |

# 4 Digit NAICS Machinery Manufacturing

|      |   |  |       |          |       |
|------|---|--|-------|----------|-------|
| 333  | P | Machinery Manufacturing  | 2,083 | \$51,323 | 3.97  |
| 3331 |   | Agriculture, Construction, and Mining Machinery Manufacturing                                | 1,028 | \$51,952 | 10.04 |
| 3332 |   | Industrial Machinery Manufacturing   | 23    | \$49,275 | 0.41  |
| 3333 |   | Commercial and Service Industry Machinery Manufacturing                                      | 0     | \$0      | 0.00  |
| 3334 |   | Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing | 459   | \$50,430 | 7.09  |
| 3335 |   | Metalworking Machinery Manufacturing   | 129   | \$55,676 | 1.55  |
| 3336 |   | Engine, Turbine, and Power Transmission Equipment Manufacturing                              | 62    | \$41,110 | 1.33  |
| 3339 |   | Other General Purpose Machinery Manufacturing  | 383   | \$51,005 | 2.96  |

## 4 Digit NAICS Merchant Wholesalers, Durable Goods

|      |   |  |       |            |      |
|------|---|--|-------|------------|------|
| 423  | P | Merchant Wholesalers, Durable Goods  | 1,625 | \$56,654   | 1.08 |
| 4231 |   | Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers        | 284   | \$51,233   | 1.69 |
| 4232 |   | Furniture and Home Furnishing Merchant Wholesalers                             | <10   | Insf. Data | 0.12 |
| 4233 |   | Lumber and Other Construction Materials Merchant Wholesalers                   | 90    | \$48,601   | 0.78 |
| 4234 |   | Professional and Commercial Equipment and Supplies Merchant Wholesalers        | 39    | \$90,508   | 0.12 |
| 4235 |   | Metal and Mineral (except Petroleum) Merchant Wholesalers                      | 47    | \$42,572   | 0.73 |
| 4236 |   | Household Appliances and Electrical and Electronic Goods Merchant Wholesalers  | 104   | \$59,532   | 0.62 |
| 4237 |   | Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers | 106   | \$53,741   | 0.80 |
| 4238 |   | Machinery, Equipment, and Supplies Merchant Wholesalers                        | 911   | \$59,404   | 2.70 |
| 4239 |   | Miscellaneous Durable Goods Merchant Wholesalers                               | 38    | \$36,667   | 0.27 |

## 4 Digit NAICS Specialty Trade Contractors

|      |   |  |       |          |      |
|------|---|--|-------|----------|------|
| 238  | P | Specialty Trade Contractors                              | 2,264 | \$47,490 | 0.99 |
| 2381 |   | Foundation, Structure, and Building Exterior Contractors | 467   | \$45,308 | 1.03 |
| 2382 |   | Building Equipment Contractors                           | 1,248 | \$48,484 | 1.14 |
| 2383 |   | Building Finishing Contractors                           | 210   | \$35,304 | 0.52 |
| 2389 |   | Other Specialty Trade Contractors                        | 339   | \$54,376 | 1.00 |

## 4 Digit NAICS Ambulatory Health Care Services

|      |   |                                       |       |          |      |
|------|---|---------------------------------------|-------|----------|------|
| 621  | P | Ambulatory Health Care Services       | 3,008 | \$60,882 | 0.83 |
| 6211 |   | Offices of Physicians                 | 1,028 | \$94,243 | 0.81 |
| 6212 |   | Offices of Dentists                   | 439   | \$50,869 | 0.96 |
| 6213 |   | Offices of Other Health Practitioners | 792   | \$39,521 | 1.73 |
| 6214 |   | Outpatient Care Centers               | 459   | \$48,336 | 1.01 |
| 6215 |   | Medical and Diagnostic Laboratories   | 29    | \$37,543 | 0.22 |
| 6216 |   | Home Health Care Services             | 161   | \$34,947 | 0.22 |
| 6219 |   | Other Ambulatory Health Care Services | 100   | \$37,175 | 0.68 |

## 4 Digit NAICS Hospitals

|      |   |  |       |          |      |
|------|---|--|-------|----------|------|
| 622  | P | Hospitals  | 2,314 | \$54,981 | 0.96 |
| 6221 |   | General Medical and Surgical Hospitals                       | 2,314 | \$54,981 | 1.03 |
| 6222 |   | Psychiatric and Substance Abuse Hospitals                    | 0     | \$0      | 0.00 |
| 6223 |   | Specialty (except Psychiatric and Substance Abuse) Hospitals | 0     | \$0      | 0.00 |

## 4 Digit NAICS Warehousing & Storage

|      |  |                         |     |          |      |
|------|--|-------------------------|-----|----------|------|
| 493  |  | Warehousing and Storage | 277 | \$40,991 | 0.46 |
| 4931 |  | Warehousing and Storage | 277 | \$40,991 | 0.46 |

4 Digit NAICS  
Telecommunications  
(mature)

|   |     |          |      |
|---|-----|----------|------|
| Telecommunications                                | 238 | \$60,099 | 0.72 |
| Wired and Wireless<br>Telecommunications Carriers | 185 | \$64,574 | 0.64 |
| Satellite Telecommunications                      | 0   | \$0      | 0.00 |
| Other Telecommunications                          | 53  | \$44,474 | 1.38 |

## Next Steps:

- Prioritize top 3-4 target sectors
- Identify 1-2 that you would personally like to work with Kelsey on to further understand and develop marketing effort.

# Next Steps:

| Aurora Target Industries  |       |                                |      |          |
|---|-------|--------------------------------|------|----------|
| Name (optional):  |       |                                |      |          |
| Category  | NAICS | Industry                       | Rank | Interest |
| Key   | 311   | Food Manufacturing             |      |          |
| Key   | 325   | Chemical Manufacturing         |      |          |
| Key   | 326   | Plastics & Rubber Products     |      |          |
| Key   | 332   | Fab. Metals Products           |      |          |
| Key   | 339   | Miscellaneous Mfg.             |      |          |
| Key   | 424   | Merchant Whlsle, Non-durable   |      |          |
| Key   | 484   | Truck Transportation           |      |          |
| Potential   | 238   | Specialty Trade Contractors    |      |          |
| Potential   | 333   | Machinery Mfg.                 |      |          |
| Potential   | 423   | Merchant Whlsle, Durable Goods |      |          |
| Potential   | 621   | Ambulatory Health Care Svcs    |      |          |
| Potential   | 622   | Hospitals                      |      |          |
| Mature  | 517   | Telecommunications             |      |          |
| NR  | 493   | Warehousing & Storage          |      |          |
| Please rank your top 4 targets (1-4).                                   |       |                                |      |          |
| Please add your name and mark the sectors you are interested in working |       |                                |      |          |
| with Kelsey & others to learn more and develop marketing approaches.    |       |                                |      |          |

A dark blue, irregularly shaped graphic with a splatter effect, containing the text "Thank You!" in white. The graphic has a textured, ink-like appearance with various shades of blue and white splatters around its edges. The text is centered within the dark blue area.

Thank You!