

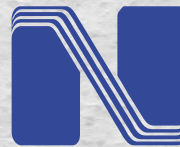
Aurora Development Corporation

2021 Target Industries Review

Target Industry Selection

Rick Nelsen, CEcD

Senior Economic Development Consultant

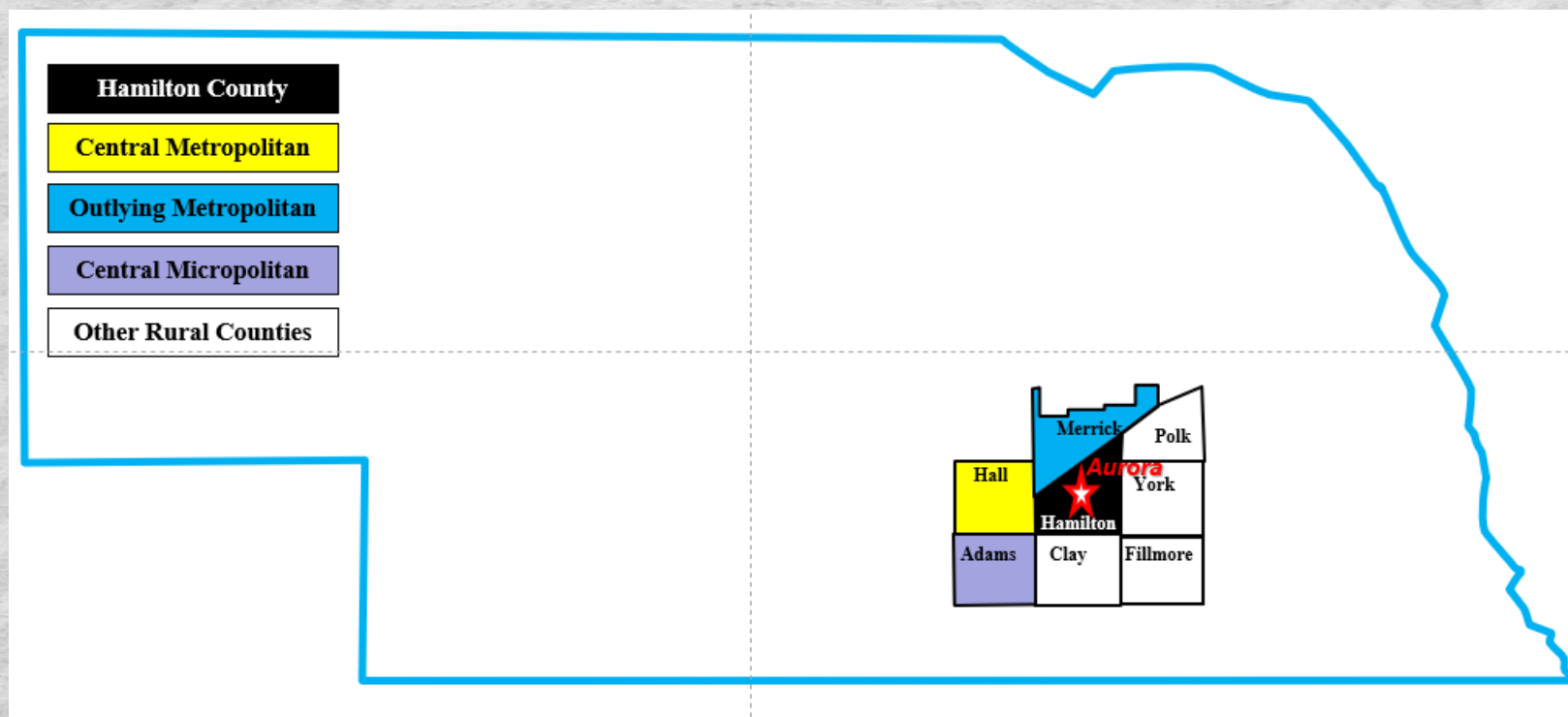


Nebraska Public Power District

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 and Synthetic Fibers and Filaments Manufacturing	<10	Insf. Data	0.17
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	16	\$76,232	0.93
3254	Pharmaceutical and Medicine Manufacturing	99	\$69,649	0.68
3255	Paint, Coating, and Adhesive Manufacturing	<10	Insf. Data	0.16
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	51	\$34,115	0.97
3259	Other Chemical Product and Preparation Manufacturing	0	\$0	0.00

4 Digit NAICS Plastics and Rubber Manufacturing

326	K	Plastics and Rubber Products Manufacturing	588	\$43,929	1.72
3261		Plastics Product Manufacturing	467	\$43,589	1.68
3262		Rubber Product 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 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.				



Thank You!