# MARKETBEAT

# **OMAHA**

Retail Q4 2021



\$71.200 Median HH Income





0.7% **Population Growth** 





2.2% **Unemployment Rate** 



Source: BLS, BOC, Moody's Analytics Data Source: Costar

# **U.S.ECONOMIC INDICATORS** Q4 2021

5.4% **GDP Growth** 



YoY Chg



12-Mo.



11.3%

**Consumer Spending** Growth



Retail Sales Growth





2021Q4 data are based on latest available data. Growth rates are year-over-year

## **ECONOMY:**

Omaha's unemployment rate decreased 160 basis points (bps) year-over-year (YOY), dropping to 2.2% in the fourth guarter of 2021, During the same timeframe, Nebraska's unemployment rate declined by 150 bps, ending 2021 at just 1.9%, According to the Nebraska Department of Labor and the Bureau of Labor and Statistics, this is the first time the state's rate has fallen below 2.0%. The state unemployment rate is the lowest in the U.S. As a comparison, the national unemployment rate averaged 4.2% at yearend. The leisure and hospitality sectors experienced the most growth throughout 2021, adding 7,300 jobs in Nebraska. In response to the havor that the pandemic was wreaking on the national economy, the government sent out multiple rounds of stimulus checks to most U.S households throughout 2021. The money was intended to avoid a potential depression and to help boost the economy. These payments worked just as they were intended to and got Americans shopping again. As a direct result, U.S. consumer spending increased by 11.3 % YOY, while retail sales jumped by 17.9%.

# **SUPPLY AND DEMAND:**

After being hit hard by the COVID-19 pandemic in 2020, the Omaha retail market put on an impressive performance in 2021. Just under 167,620 square feet (sf) of retail space was absorbed in the fourth quarter, while year-to-date (YTD) absorption totaled 601,679 sf. This is the largest amount of positive absorption the market has seen since 2016. Overall vacancy declined by 50 bps YOY, resting at 5.9% in the fourth guarter of 2021. The largest occupiers throughout the year were the Douglas County Health Department, taking 40,000 sf at Stockyards Plaza and Methodist Health System taking 40,000 sf at Miracle Hills Shopping Center. Though neither are tenants that you'd typically see in a shopping center, the retail industry continues to evolve, and the commercial real estate world always finds a way to fill the gaps. Over the last few years, many retailers have decreased their physical footprint and expanded their e-Commerce presence, which resulted in large blocks of vacant retail space coming online. Landlords across the globe channeled their creativity and often fill these large blocks of retail space with non-traditional tenants.

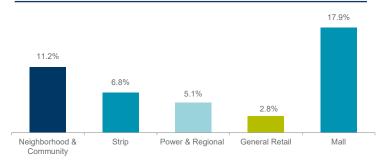
## **PRICING:**

As consumers started returning to physical stores, investor confidence grew, and they followed suit. As a result, brick-and-mortar sales volume hit a record breaking high in 2021, reaching nearly \$404 million. This is an increase of 80.2% YOY. During the same timeframe, asking rents continued to trend upward, increasing by 4.2% YOY. Retail asking rents averaged \$14.92 per square foot (psf) at the close of 2021.

#### **RENT / VACANCY RATE**

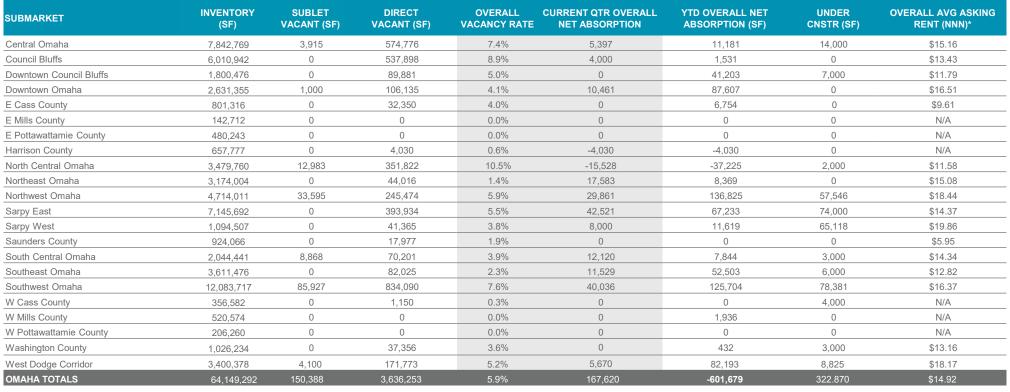


### AVAILABILITY BY PRODUCT TYPE



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Retail Q4 2021



<sup>\*</sup>Rental rates reflect NNN asking \$PSF/Year

## **KEY LEASE TRANSACTIONS Q4 2021**

PROPERTY	SUBMARKET	TENANT	SF	TYPE
6320-6516 N 73 <sup>rd</sup> Plz	North Central Omaha	Big Lots	28,760	Renewal
3915-4011 Harrison St	Sarpy East	Los Solesitos Day Care	20,000	New Lease
14925 Evans Plz	Northwest Omaha	Metro Star Gymnastics	18,234	New Lease

<sup>\*</sup>Renewals included in leasing statistics

# **KEY SALES TRANSACTIONS Q4 2021**

PROPERTY	SUBMARKET	SELLER / BUYER	SF	PRICE/PSF
Montclair on Center	Southwest Omaha	Montclair Center, LLC/G&I X Montclair on Center, LLC	234,811	\$15,244,094/\$65
AMC Theatre - Oak View Plaza	Southwest Omaha	Flik, Inc/HALO DAS, LLC	92,114	\$2,400,000/\$26
Vinton Square	Southeast Omaha	KTC, LLC/Nomaha, LLC	100,332	\$12,000.000/\$120

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