# MARKETBEAT

## **OMAHA**

Office Q2 2023



35K Net Absorption, SF



**\$25.96**Asking Rent, PSF

(Overall, All Property Classes)

### ECONOMIC INDICATORS Q2 2023

Topic Chg Chg Forecast Forecast Forecast Chg Chg Forecast Foreca

2.2% Omaha Unemployment Rate



**3.6%** U.S. Unemployment Rate



Source: BLS

### **ECONOMY**

Despite the many challenges the U.S. economy is facing, the Omaha market continues to experience positive economic growth. During the twelve-month period ending in the second quarter of 2023, there were 7,900 non-farm payroll positions added. Omaha' continues to have one of the lowest unemployment rates in the nation, currently sitting at 2.2%. The local unemployment rate peaked in the fourth quarter of 2022, hitting 3.0%. Omaha's unemployment rate has been under the 3.0% mark for the past six consecutive months. According to the Midland Business Journal's Omaha Grow report, "The Greater Omaha Chamber economic development team has seen significant interest in the area, landing projects worth over \$2 billion in capital investment in 2022 and managing a pipeline of potential projects of over \$18 billion".

### MARKET OVERVIEW

Omaha's office market posted 35,489 square feet (sf) sf of positive absorption in the second quarter of 2023, for a total of 144,417 sf of positive absorption year-to-date (YTD). In years past, a large portion of Omaha's office absorption spurred from tenants taking occupancy in new construction. However, new office construction has slowed immensely due to a combination of inflation, economic uncertainty, and increased material costs. While the market continues to record positive absorption, it is less than the market is accustomed to seeing. There were no construction deliveries in the first half of 2023. The Builders District property is under construction in the Downtown Omaha submarket and slated for completion by mid-2024. There are a few additional office properties in the construction pipeline, that aren't reflected in the data, as owner-occupant buildings are not included in our office reporting. Notable owner-occupant properties under construction include, Community Alliance's new 120,000-sf building at 7171 Mercy Rd, Mutual of Omaha's new 800,000-sf headquarters building at 215 S 15th St, Applied Underwriter's 287,804-sf building at 144th & Pacific, and a 43,000-sf speculative, office/flex building at 11446 Valley Ridge Dr.

### **PRICING**

Average asking rents dropped by 90 basis points (bps) year-over-year (YOY), closing the second quarter of 2023 at \$25.96 per square foot (psf). The rent decrease is not caused by weakening market conditions and does not tell the full story. The rental rate data is extracted from lease listings that show an availability. Once a space has been leased, the asking rent for that space no longer calculates into the overall rent. The rent decrease can be attributed to properties with prime asking rents (typically Class A) being taken off the market, once leased. Overall vacancy in Class A office properties decreased by 90 bps YOY, while nearly all positive absorption in 2023 has occurred in Class A buildings. Class A properties also fetch the highest rents, which was recorded at \$32.59 psf in Q2 2023.

### **SPACE DEMAND / DELIVERIES**



### **OVERALL VACANCY & ASKING RENT**



### **OMAHA**

Office Q2 2023



### MARKET STATISTICS

| SUBMARKET           | INVENTORY<br>(SF) | SUBLET<br>VACANT<br>(SF) | DIRECT<br>VACANT (SF) | OVERALL<br>VACANCY RATE | CURRENT QTR<br>OVERALL NET<br>ABSORPTION | YTD OVERALL<br>ABSORPTION (SF) | YTD LEASING<br>ACTIVITY (SF)** | UNDER CNSTR | OVERALL AVG<br>ASKING RENT<br>(ALL CLASSES)* | OVERALL AVG<br>ASKING RENT<br>(CLASS A)* |
|---------------------|-------------------|--------------------------|-----------------------|-------------------------|--|--------------------------------|--------------------------------|-------------|--|--|
| Central Dodge       | 1,817,766         | 12,529                   | 297,561               | 17.1%                   | -5,357                                   | -5,438                         | 11,559                         | 0           | \$25.28                                      | \$28.67                                  |
| Downtown Omaha      | 2,839,932         | 0                        | 381,143               | 13.4%                   | 8,560                                    | 9,511                          | 18,275                         | 119,335     | \$27.06                                      | \$31.58                                  |
| Midtown Omaha       | 2,233,106         | 0                        | 197,546               | 8.8%                    | 11,733                                   | 8,952                          | 65,727                         | 0           | \$29.75                                      | \$37.21                                  |
| Miracle Hills       | 717,414           | 32,533                   | 99,878                | 18.5%                   | -7,742                                   | -2,184                         | 28,151                         | 0           | \$26.68                                      | \$30.42                                  |
| Northeast Omaha     | 60,962            | 0                        | 43,640                | 71.6%                   | 0  | 0                              | 11,000                         | 0           | \$21.75                                      | N/A                                      |
| Northwest Omaha     | 1,664,973         | 18,873                   | 286,017               | 18.3%                   | -25,969                                  | -18,610                        | 23,182                         | 0           | \$21.50                                      | N/A                                      |
| Old Mill            | 1,147,656         | 3,195                    | 165,167               | 14.7%                   | -1,872                                   | 1,642                          | 25,464                         | 0           | \$24.31                                      | N/A                                      |
| Regency             | 734,156           | 0                        | 98,227                | 13.4%                   | -13,944                                  | -12,843                        | 8,060                          | 0           | \$25.26                                      | \$30.54                                  |
| South Central       | 1,150,344         | 5,000                    | 117,280               | 10.6%                   | 23,929                                   | 23,445                         | 17,435                         | 0           | \$19.09                                      | N/A                                      |
| Southeast Omaha     | 608,605           | 0                        | 82,751                | 13.6%                   | 1,502                                    | 0                              | 23,052                         | 0           | \$20.75                                      | \$25.29                                  |
| Southwest Omaha     | 2,553,258         | 44,978                   | 130,789               | 6.9%                    | 10,137                                   | 22,861                         | 193,245                        | 0           | \$23.59                                      | \$33.36                                  |
| Suburban West Dodge | 3,579,550         | 49,014                   | 333,565               | 10.7%                   | 34,512                                   | 117,081                        | 330,313                        | 0           | \$31.90                                      | \$33.44                                  |
| OMAHA TOTALS        | 19,107,722        | 166,122                  | 2,233,564             | 12.6%                   | 35,489                                   | 144,417                        | 468,729                        | 119,335     | \$25.96                                      | \$32.59                                  |

\*Rental rates reflect full service asking

Note: Data Source: Costar

### **KEY LEASE TRANSACTIONS Q2 2023**

| PROPERTY            | SUBMARKET              | TENANT                               | RSF     | TYPE      |
|---------------------|------------------------|--------------------------------------|---------|-----------|
| 18010-18020 Burt St | Suburban West<br>Dodge | Primetime Healthcare                 | 101,238 | New Lease |
| 1919 Aksarben Dr    | Midtown Omaha          | IPG                                  | 58,532  | Sublease  |
| 16910 Marcy St      | Suburban West<br>Dodge | Associates in Women's<br>Health, LLC | 18,669  | New Lease |
| 14301 FNB Pkwy      | Suburban West<br>Dodge | Sirius Computer Solutions            | 18,109  | Renewal   |

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

### **KEY UNDER CONSTRUCTION PROPERTIES Q2 2023**

| PROPERTY           | SUBMARKET      | BUILDING CLASS | SF      | TYPE |
|--------------------|----------------|----------------|---------|------|
| 1501 Mike Fahey St | Downtown Omaha | А              | 119,335 | SPEC |

### **MARTIN J. PATZNER**

Vice President, Office Specialist +1 402 548 4033/martin.patzner@lundco.com

### **MISTY BELSHA**

Business Analyst

+1 660 287 1135/misty.belsha@lundco.com

### A CUSHMAN & WAKEFIELD RESEARCH PUBLICATION

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in approximately 400 offices and 60 countries. In 2022, the firm reported revenue of \$10.1 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), Environmental, Social and Governance (ESG) and more. For additional information, visit www.cushmanwakefield.com.

©2023 Cushman & Wakefield. All rights reserved. The information contained within this report is gathered from multiple sources believed to be reliable. The information may contain errors or omissions and is presented without any warranty or representations as to its accuracy.

cushmanwakefield.com lundco.com