



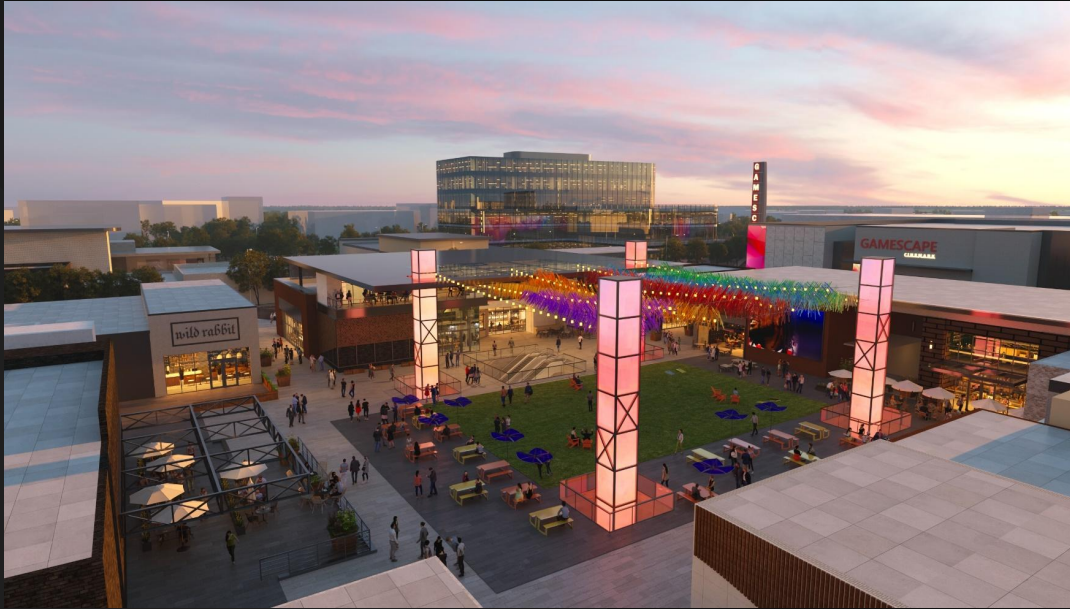
7400 DODGE STREET | OMAHA, NE

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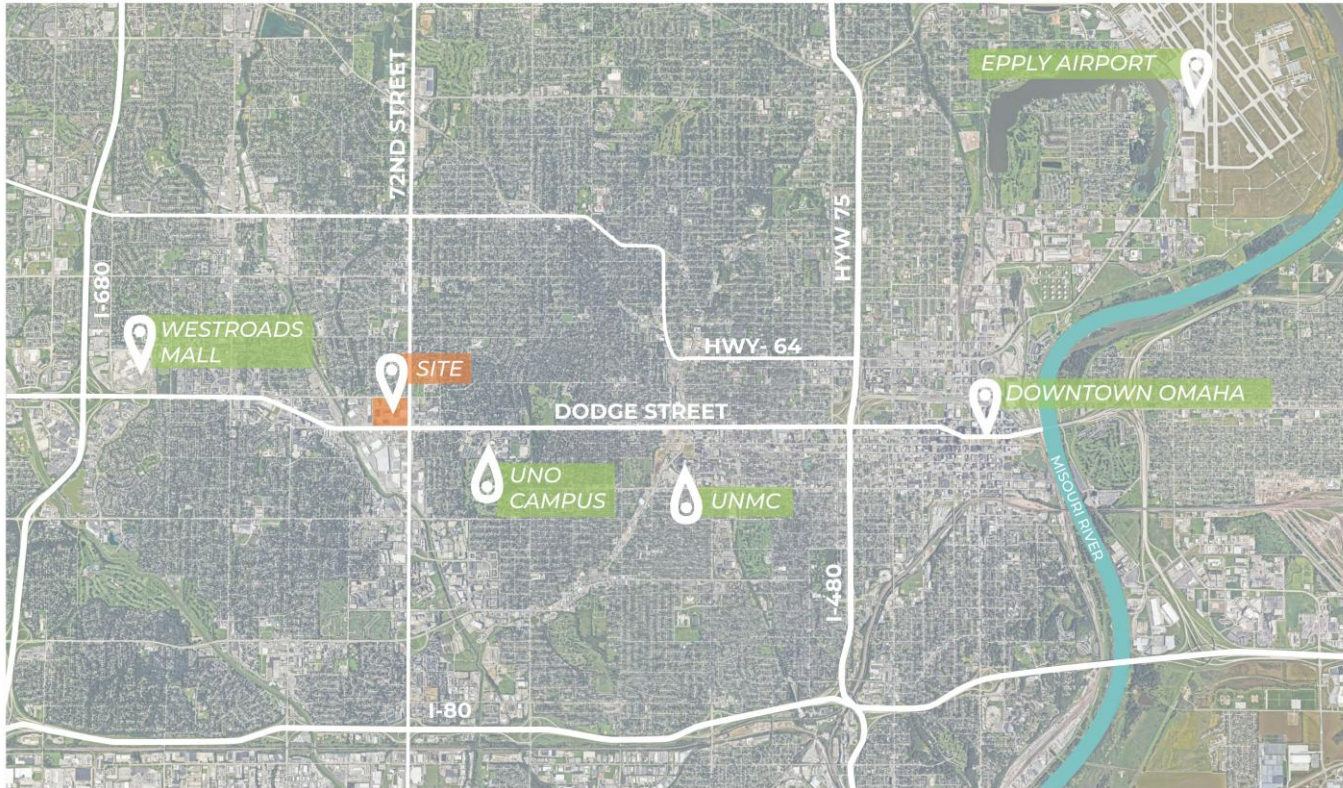




PROJECT HIGHLIGHTS

- Located along Omaha's #1 corridor - surrounded by Omaha's employers, innovators, and creators
- 73% of surrounding population is considered Generation X or younger with a median age of 36.5
- Unique family destination with high quality, urban living spaces for baby boomers to millennials and the next generation of Omaha residents

DEMOGRAPHICS	1 Mile	3 Mile	5 Mile
Population	10,034	113,115	307,599
Households	4,304	49,768	128,779
Median HH Income	\$71,565	\$61,587	\$56,661
Average HH Income	\$94,542	\$85,758	\$76,678
TRAFFIC	Dodge St.	7200 St.	Total
AADT	48,852	35,453	84,305



SITE

MISSOURI RIVER



OMAHA PUBLIC LIBRARY



UNDER CONSTRUCTION:

The new Omaha Central Public Library promises to increase traditional library services and expand on emerging technology, it will be one of the most innovative public libraries in the country. The 96,000 SF space is scheduled to open in 2026.



CHILDREN'S BEHAVIORAL HEALTH & WELLNESS CENTER



UNDER CONSTRUCTION:

Children's Nebraska is expanding and currently building a \$110 million center to provide world-class mental health services for Omaha youth. Scheduled to open in early 2026.



UNMC PROJECT HEALTH



NU BOARD OF REGENTS APPROVAL:

The program statement for a new \$2.19 billion health care facility at UNMC and Nebraska Medicine has been approved. It will serve as a clinical learning center to train the next generation of health care providers, conduct research and offer clinical trials. The approval authorizes \$50 million in spending to launch the project into the design phase.

Metrics

Metric Name	 Dodge Street & 72... Dodge Street, Omaha...	 Village Pointe Davenport St, Omaha...	 Westroads Mall California St, Omaha, ...	 Regency Court Regency Pkwy, Omah...	 One Pacific Place Pacific Street, Omaha...
Impressions	27.7M	5.9M	5.1M	770.2K	1.9M
Viewers	2.7M	1.2M	1.4M	303.1K	499.2K
Impression Frequency	10.25	4.89	3.74	2.54	3.9
Impressions YoY	+4.9%	-0.9%	>-0.5%	+0.5%	+6%
Impressions Yo2Y	+2.1%	-1%	>-0.5%	+5.1%	+17.3%
Impressions Yo3Y	+31.4%	-0.7%	-0.7%	+15.5%	+34.9%

Oct 1st, 2024 - Sep 30th, 2025

Data provided by Placer Labs Inc. (www.placer.ai)



