A young boy with brown hair, wearing an orange t-shirt and a climbing harness, is climbing a blue and white rock wall. He is smiling and looking towards the camera. The background is bright and slightly blurred, showing other parts of the climbing facility.

NEBRASKA WORKFORCE TRENDS

JULY 2022 ISSUE | NEBRASKA DEPARTMENT OF LABOR

Image by soloway from 123rf

Inside this issue

Industry Profile:
Arts, Entertainment, & Recreation

Occupational Profile:
Coaches and Scouts

Fast Facts:
Nebraska Tourism

Contents

3 Industry Profile: Arts, Entertainment, & Recreation

7 Occupational Profile: Coaches and Scouts

8 Fast Facts: Nebraska Tourism

9 Economic Indicators

Credits

Research Analysts

Marc Bettis
Rachel Eckloff
Byron Lefler
Kermit Spade

Graphic Designer

Hillary Lee

Editors

Rachel Eckloff
Grace Johnson

Research Supervisor

Brandon Jones

Research Administrator

Scott Hunzeker

May Openings & Expansions

Kermit Spade, Research Analyst

Business Category	Business Name	Location
Administration, Support, & Management	Envision Landscaping (Opening)	Beatrice
Arts, Entertainment, & Recreation	Kearney Whitewater Project (Opening)	Kearney
Construction, Mining, & Utilities	Sampson Construction (Expansion)	Lincoln
Finance, Insurance, Real Estate, & Rental/Leasing	EXIT Realty Professionals (Opening)	Lincoln
	Lincoln Federal Savings Bank (Expansion)	Lincoln
	The Neighborhood Sanctuary (Opening)	Columbus
Food Services	Coffee & Company (Opening)	Grand Island
	Los Mezcales (Opening)	Fremont
	Pizza Ranch (Expansion)	Norfolk
	Railside Highway Diner (Opening)	Gibbon
	Runza (Opening)	Alliance
Health Care & Social Assistance	Children's Rehab Center (Kearney) (Opening)	Kearney
	Food Bank of Lincoln (Expansion)	Lincoln
	Optical Gallery (Opening)	Grand Island
Information	AT&T (Opening)	Columbus
Other Services	Expert RV Service Center (Opening)	Grand Island
	Royal Med Spa (Opening)	Nebraska City
Wholesale & Retail Trade	Captivating Windows (Opening)	Norfolk
	Goliath Nutrition (Opening)	Lincoln
	Habitat ReStore (Expansion)	Lincoln
	Grand Slammers (Opening)	Gering
	The Crispy Biscuit Pet Deli (Opening)	Scottsbluff

Source: Nebraska Department of Labor

Openings and expansions listed are a sampling of activity reported for that month. Some activity may have occurred outside the month. If you have an opening or expansion to report, contact us at LMI_NE@nebraska.gov.

Industry Profile:

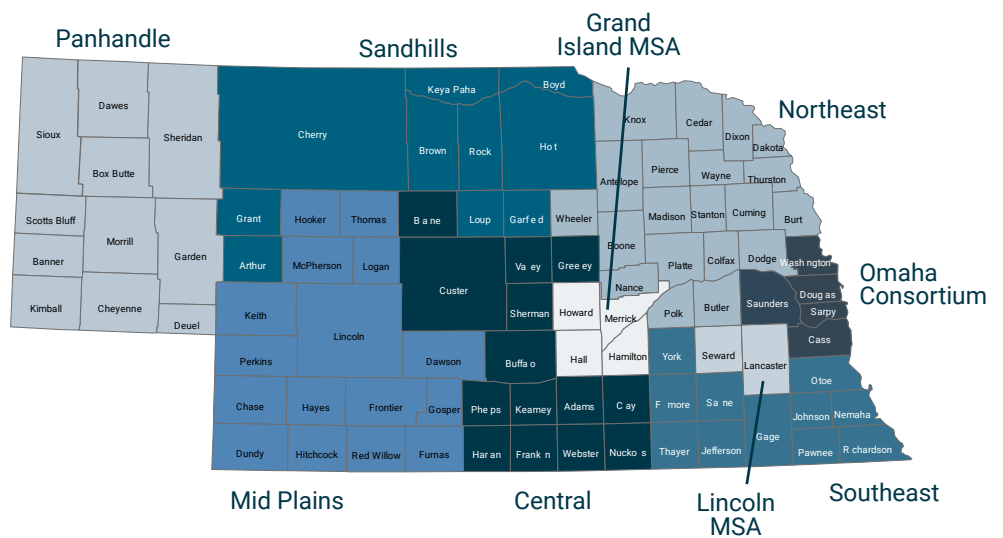
Arts, Entertainment, & Recreation

Byron Lefler and Grace Johnson

The arts, entertainment and recreation industry sector is made up of a wide array of businesses, from racetracks and historical sites to golf courses and fitness and recreational sports centers. In May 2021, 16,120 Nebraskans were employed in these industries. This sector has a bright future in Nebraska, ranking first out of 20 industries for employment growth between 2018 and 2028 (+12.2%).

Arts, Entertainment, and Recreation Industry Sector Overview

According to the North American Industry Classification System (NAICS) the arts, entertainment, and recreation industry sector includes a wide range of employers that operate facilities or provide services to meet varied cultural, entertainment and recreational interests of their patrons. (1)



Average employment, third quarter of 2021:
16,120 (2)

Average establishments, third quarter of 2021:
1,020 (2)

Top five occupations by employment, Q1 2022:

Exercise trainers and group fitness instructors	1,610
Counter and rental clerks	740
Landscaping and groundskeeping workers	710
Waiters and waitresses	690
Amusement and recreation attendants	480

(3)

Top three locations by employment and establishments:

Location	Employment	Establishments
Omaha Consortium	8,150	409
Lincoln Metropolitan Statistical Area	3,369	158
Northeast Economic Region	1,091	101

(2)

Overall Sector Employment Projections

The Nebraska Department of Labor’s long-term projections predict employment in the state’s arts, entertainment and recreation sector growing by 12.2% between 2018 and 2028—the fastest growth of any of the 20 industry sectors. This equates to total employment growth of 1,813.

Occupations projected to employ the most workers in this sector by 2028

Occupation	Proj. 2028	Employment from 2018 2028
Exercise trainers and group fitness instructors	4,842	+22.6%
Landscaping and groundskeeping workers	869	+13.2%
Waiters and waitresses	859	+11.7%
Amusement and recreation attendants	817	+14.6%
Information and record clerks	704	+8.1%

(4; 5)

Arts, Entertainment and Recreation is broken down into three subsectors.

Performing arts, spectator sports, and related industries subsector:

- Theater companies and dinner theatres
- Racetracks
- Promoters of performing arts, sports, and similar events with facilities
- Agents and managers for artists, athletes, entertainers, and other public figures
- Independent artists, writers, and performers

This subsector is expected to see employment growth of 5.2% from 2018 to 2028, which equates to a total gain of 156 jobs.

Top five occupations by employment, Q1 2022:

General and operations managers	100
Maintenance and repair workers, general	100
Security guards	100
Musicians and singers	90
Office clerks, general	80

(3)

Average employment, third quarter of 2021: **2,622**⁽²⁾

Occupations projected to employ the most workers in this subsector by 2028

Occupation	Proj. 2028	Employment from 2018 2028
Ushers, lobby attendants, and ticket takers	481	+2.8%
Security guards	283	+4.4%
Audio and video equipment technicians	157	+14.6%
Counter attendants, cafeteria, food concession, and coffee shop	138	+9.5%
Laborers and freight, stock, and material movers	127	+9.5%

(4; 5)

Museums, historical sites, and similar institutions subsector:

- Museums, historical sites, zoos and botanical gardens, nature parks, and other similar institutions (1)

Average employment, third quarter of 2021:
1,170 ⁽²⁾

Top five occupations by employment, Q1 2022:

Maintenance and repair workers, general	70
Customer service representatives	60
Curators	60
Fundraisers	30
Tour and travel guides	30

⁽³⁾

Occupations projected to employ the most workers in this subsector by 2028

Occupation	Proj. 2028	Employment from 2018 2028
Cashiers	206	+6.2%
Counter attendants, cafeteria, food concession, and coffee shop	141	+14.6%
Nonfarm animal caretakers	141	+14.6%
Self-enrichment education teachers	90	+12.5%
Museum technicians and conservators	80	+11.1%

^(4; 5)

This subsector is expected to grow by 12.0% between 2018 and 2028, equating to 178 new jobs.

Amusement, gambling, and recreation subsector:

- Amusement parks and arcades, casinos (except casino hotels), golf courses and country clubs, and fitness and recreational sports centers (1)

Average employment, third quarter of 2021:
9,680 ⁽²⁾

Top five occupations by employment, Q1 2022:

Exercise trainers and group fitness instructors	1,610
Counter and rental clerks	730
Waiters and waitresses	670
Landscaping and groundskeeping workers	660
Recreation workers	430

⁽³⁾

Occupations projected to employ the most workers in this subsector by 2028

Occupation	Proj. 2028	Employment from 2018 2028
Exercise trainers and aerobics instructors	1,852	+22.6%
Waiters and waitresses	811	+12.0%
Landscaping and groundskeeping workers	804	+13.2%
Lifeguards, ski patrol, and other recreational protective services	746	+19.4%
Amusement and recreation attendants	695	+15.4%

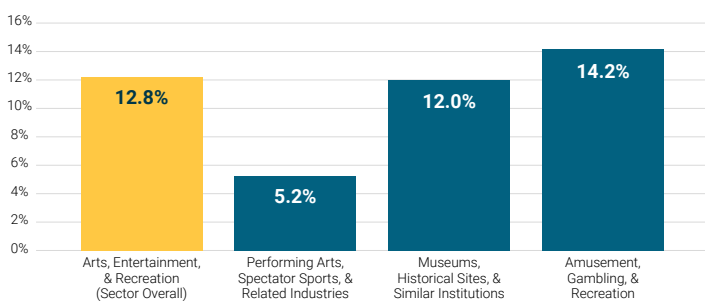
^(4; 5)

This subsector is expected to have a growth rate of 14.2% by 2028, which equates to total employment growth of 1,479.



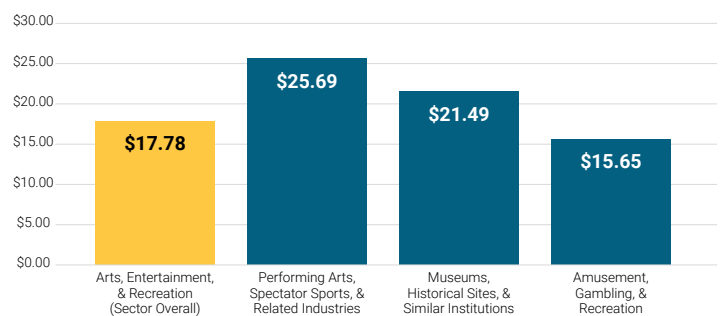
Image by nd3000 from 123rf

Projected 10-Year employment growth in Nebraska's Arts, Entertainment, and Recreation sector by industry subsector, 2018 - 2028



Source: Long-Term Industry Employment Projections, 2018-2028. [Online] July 2020. <https://neworks.nebraska.gov>.

Average hourly wage for Nebraska Arts, Entertainment, and Recreation workers by industry subsector, Q1 2022



Source: Nebraska Department of Labor. Occupational Employment and Wage Statistics (OEWS). Q1 2022. <https://neworks.nebraska.gov>

Sources:

1. United States Office of Management and Budget (OMB). North American Industry Classification System (NAICS) Manual. [Online] 2022. https://www.census.gov/naics/reference_files_tools/2022_NAICS_Manual.pdf.
2. Nebraska Department of Labor. Quarterly Census of Employment and Wages (QCEW). NEworks. [Online] Q3 2021. <https://neworks.nebraska.gov>.
3. Occupational Wage and Employment Statistics (OEWS). NEworks. [Online] Q1 2022. <https://neworks.nebraska.gov>.
4. Long-Term Industry Employment Projections, 2018-2028. [Online] July 2020. <https://neworks.nebraska.gov>.
5. Long-Term Occupational Employment Projections, 2018-2028. [Online] July 2020. <https://neworks.nebraska.gov>.

Occupational Profile: Coaches and Scouts

Marc Bettis, Research Analyst

Duties:

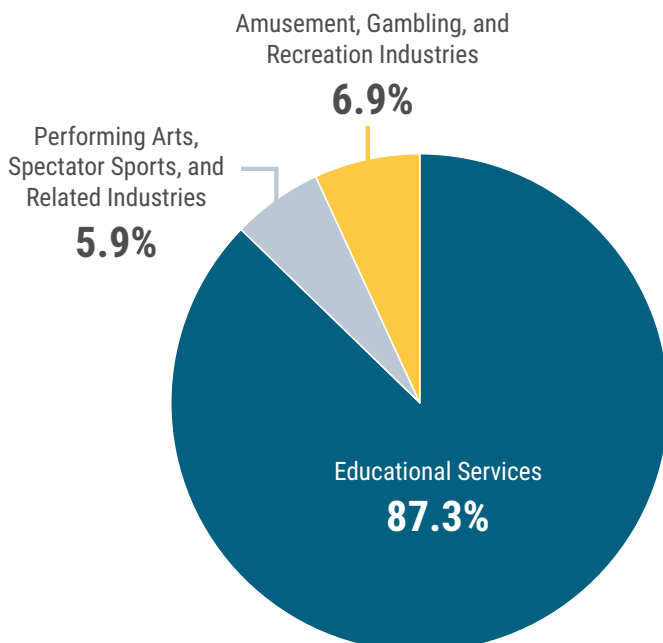
According to the U.S. Bureau of Labor Statistics (BLS), typical duties for coaches and scouts include (1):

- planning, organizing, and conducting practice sessions;
- analyzing the strengths and weaknesses of individual athletes and opposing teams;
- planning strategies and choosing team members for each game;
- calling plays and making decisions about strategy and player substitutions during games;
- planning and directing physical conditioning programs that enable athletes to achieve maximum performance;
- instructing athletes on proper techniques, game strategies, sportsmanship, and the rules of the sport;
- identifying and recruiting potential athletes

Industry of Employment:

The top industry of employment for Nebraska's coaches and scouts as of fourth-quarter 2021 data was educational services (87.3%). **Performing arts, spectator sports, and related industries (5.9%) and amusement, gambling, and recreation industries (6.9%) were also major employers of workers in this occupation.**

Nebraska Industry of Employment for Coaches and Scouts, Q1 2022*



Source: Nebraska Department of Labor. Occupational Employment and Wage Statistics (OEWS). Q1 2022. [works.nebraska.gov](https://www.works.nebraska.gov).

*Publishable data only.

Nebraska Wages:

The median annual wage for coaches and scouts in Nebraska was \$39,939 as of the first quarter of 2022. This was lower than the median wage for all occupations, which was \$40,352. (2)

Nebraska Industry of Employment for Coaches and Scouts, Q1 2022*

Coaches and Scouts	\$39,939
All Occupations	\$40,352

Nebraska Wages by Top Industries of Employment for Coaches and Scouts, Q1 2022

Educational Services	890	\$40,440
Performing Arts, Spectator Sports, and Related Industries	60	\$32,176
Amusement, Gambling, and Recreation Industries	70	\$40,155

Source: Nebraska Department of Labor. Occupational Employment and Wage Statistics (OEWS). Q1 2022. [works.nebraska.gov](https://www.works.nebraska.gov).

Sources:

1. U.S. Bureau of Labor Statistics. Occupational Outlook Handbook. Coaches and Scouts. [Online] 2021. <https://www.bls.gov/ooh/entertainment-and-sports/coaches-and-scouts.htm>.
2. Nebraska Department of Labor. Occupational Employment and Wage Statistics. [Online] Q1 2022. [works.nebraska.gov](https://www.works.nebraska.gov).

FAST FACTS: NEBRASKA TOURISM

Rachel Eckloff, Research Analyst

13.1 Million

Number of tourists who visit Omaha each year. (1)

40,375

Number of jobs directly supported by tourism to Nebraska in 2019, including purchases made by travelers during trips, lodging, and applicable state and local taxes. (2)

\$770 Million

Total 2019 earnings (wages and salaries, earned benefits, and proprietor income) of Nebraska workers and business-owners attributable to tourism spending. (2)

4.6%

Employment growth projected for entertainers, performers, athletes, and related workers in Nebraska from 2018 to 2028. (3)

#4

Nebraska ranked #4 among all states for growth in compensation paid to arts and cultural production workers (including wages, salaries, and employer contributions to benefits) in 2020. Compensation for Nebraska arts and cultural production employees increased by 2.6% from 2019 to 2020, compared to a nationwide average decline of 0.2% during this period. (4)

\$2.2 Billion

Total value added to Nebraska's economy by outdoor recreation activities in 2020—that was 1.6% of state GDP. Nebraska ranked #7 nationwide in terms of value-added growth driven by outdoor recreation. (5)

1,948,321

Total visitors to Lake McConaughy and Lake Ogallala State Recreation Areas in 2018—the most of any Nebraska destination that year. Approximately 86% of these visitors came from out-of-state. Omaha's Henry Doorly Zoo and Aquarium had Nebraska's second-highest number of total visitors in 2018, at **1,694,954**. (6)

Sources:

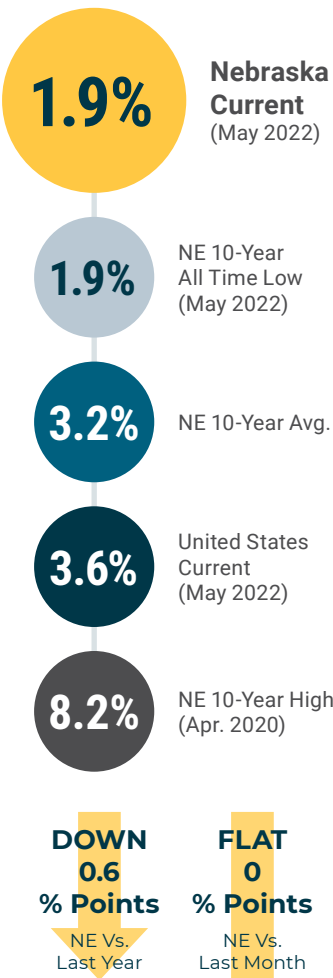
1. Visit Omaha. What Omaha Tourism Looks Like. [Online] <https://www.visitomaha.com/industry/wtll/>.
2. Nebraska Tourism Commission. Travel Impacts Dashboard. [Online] 2021. <https://www.travelstats.com/dashboard/nebraska>.
3. Long-Term Occupation Employment Projections (Statewide). [Online] July 2020. [neworks.nebraska.gov/gsipub/index.asp?docid=440](https://newworks.nebraska.gov/gsipub/index.asp?docid=440).
4. Arts and Cultural Production Satellite Account (ACPSA). 2020-- Nebraska. [Online] March 2022. <https://apps.bea.gov/data/special-topics/arts-and-culture/summary-sheets/Arts%20-%20Nebraska.pdf>.
5. U.S. Bureau of Economic Analysis. Outdoor Recreation Satellite Account (ORSA). 2020-- Nebraska. [Online] November 2021. <https://apps.bea.gov/data/special-topics/orsa/summary-sheets/ORSA%20-%20Nebraska.pdf>.
6. 2018 Attraction Attendance. [Online] 2019. <https://visitnebraska.com/sites/default/files/2019-09/2018%20Nebraska%20Attraction%20Attendance%20Counts%20Updated.pdf>.

Economic Indicators

Kermit Spade, Research Analyst

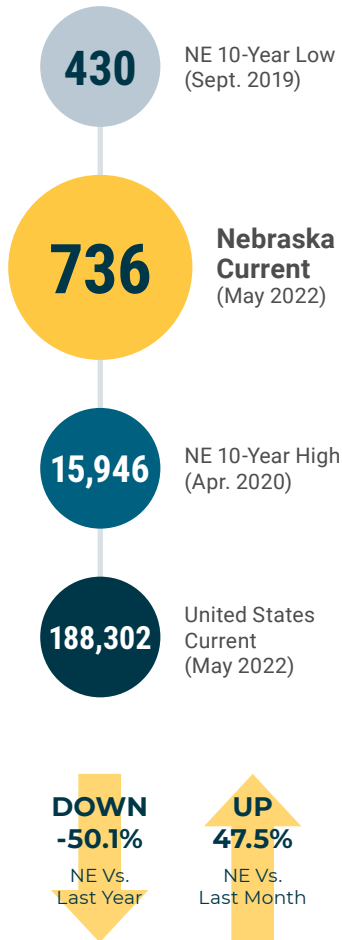
Unemployment Rate

Seasonally Adjusted



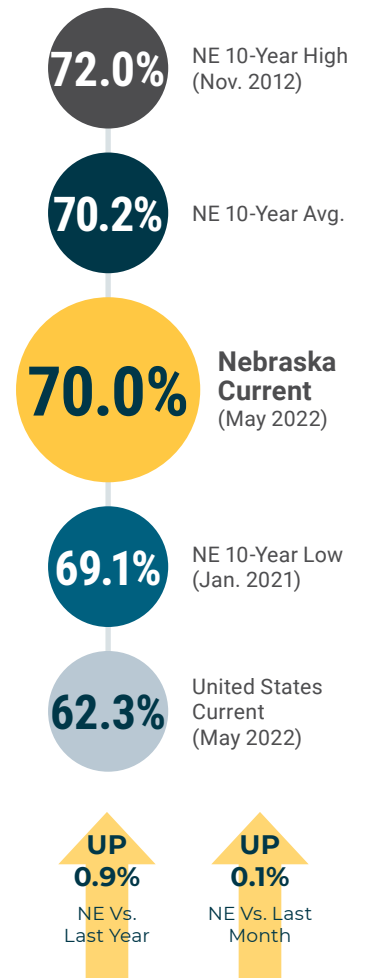
Initial Unemployment Claims

Monthly Avg. Number of Claims per Week



Labor Force Participation Rate

Seasonally Adjusted



The unemployment rate represents the number of unemployed persons as a share of the labor force. Unemployed persons are those ages 16 years and older who had no work during the reference period, but who were available for and actively seeking work.

(For more on defining 'labor force,' see Labor Force Participation Rate.)²

NE- Nebraska Department of Labor. Local Area Unemployment Statistics (LAUS). Unemployment Rate (%). NEworks. <https://networks.nebraska.gov>.
 U.S.- U.S. Bureau of Labor Statistics. Labor Force Statistics from the Current Population Survey. (Seas) Unemployment Rate. Series ID LNS14000000. <https://data.bls.gov/PDQWeb/ce>

An initial claim is a request for determination of UI program eligibility filed by an unemployed individual following a separation from an employer. It can serve as an indicator of emerging labor market conditions in the area.¹

NE- U.S. Employment & Training Administration. Initial Claims in Nebraska (NEICLAIMS). Retrieved from Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org/series/NEICLAIMS>.
 U.S.- U.S. Employment & Training Administration. Initial Claims (ICNSA). Retrieved from Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org/series/ICNSA>.

The labor force participation rate measures the labor force (people working or looking for work) as a percentage of the total civilian, noninstitutionalized population, age 16 and over.³

NE- U.S. Bureau of Labor Statistics. Labor Force Participation Rate for Nebraska (LBSSA31). Retrieved from Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org/series/LBSSA31>.
 U.S.- U.S. Bureau of Labor Statistics. Civilian Labor Force Participation Rate (CIVPART). Retrieved from Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org/series/CIVPART>.

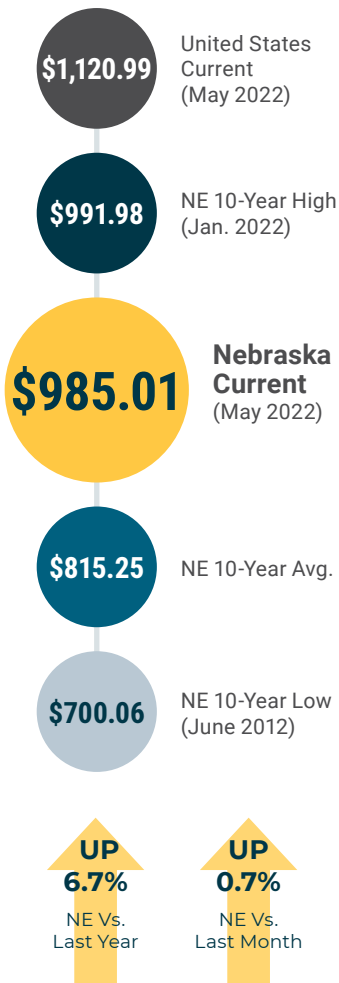
Data Sources: [Retrieved: June 2022.]

Economic Indicators

Kermit Spade, Research Analyst

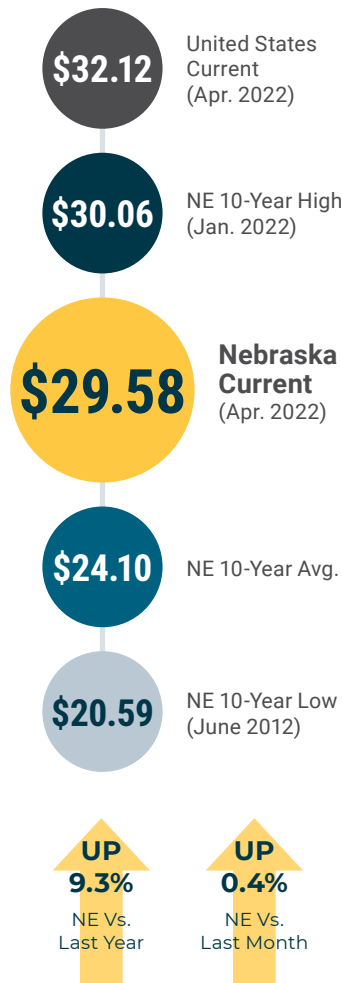
Avg. Weekly Earnings

All Private Employees
Not Seasonally Adjusted



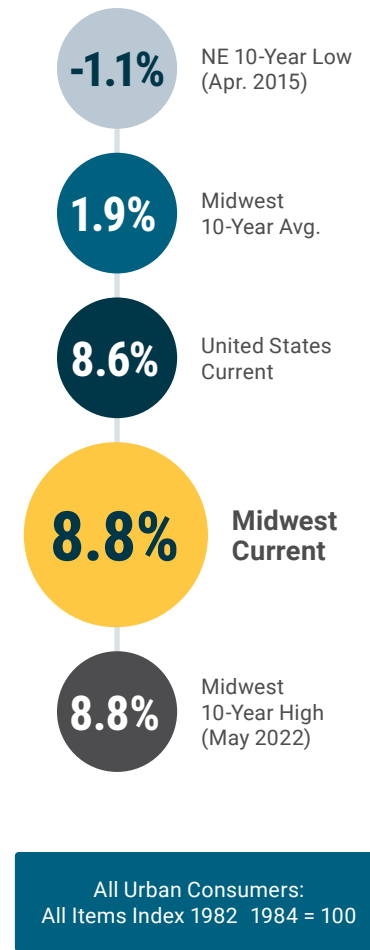
Avg. Hourly Earnings

All Private Employees
Not Seasonally Adjusted



Consumer Price Index

12-Month % Change
Not Seasonally Adjusted



Average weekly earnings represents the mean pay received by workers for services performed over the course of one week.⁴

NE- U.S. Bureau of Labor Statistics. State and Area Employment, Hours, & Earnings. Average Weekly Earnings of All Employees, In Dollars. Nebraska (Statewide): Total Private, Not Seasonally Adjusted. Series ID SMU31000000500000011.

<https://data.bls.gov/PDQWeb/sm>.

U.S.- U.S. Bureau of Labor Statistics. Employment, Hours, & Earnings from the Current Employment Statistics Survey (National). Average Weekly Earnings of All Employees: Total Private, Not Seasonally Adjusted. Series ID CES0500000011.

<https://data.bls.gov/PDQWeb/ce>.

Average hourly earnings represents the mean pay received by workers for services performed during one hour of work.⁵

NE- U.S. Bureau of Labor Statistics. State and Area Employment, Hours, & Earnings. Average Hourly Earnings of All Employees, In Dollars. Nebraska (Statewide): Total Private, Not Seasonally Adjusted. Series ID SMU31000000500000003.

<https://data.bls.gov/PDQWeb/sm>.

U.S.- U.S. Bureau of Labor Statistics. Employment, Hours, & Earnings from the Current Employment Statistics Survey (National). Average Hourly Earnings of All Employees: Total Private, Not Seasonally Adjusted. Series ID CEU0500000003.

<https://data.bls.gov/PDQWeb/ce>

The consumer price index (CPI) is a measure of the average change over time in the prices paid by consumers for goods and services. It is used to determine the real purchasing power of consumers' dollars, and as a measure of inflation.⁶

NE- U.S. Bureau of Labor Statistics. Consumer Price Index for All Urban Consumers: All Items in Midwest (CUUR0200SA0). Retrieved from Federal Reserve Bank of St. Louis.

<https://fred.stlouisfed.org/series/CUUR0200SA0#0>.

U.S.- U.S. Bureau of Labor Statistics. Consumer Price Index for All Urban Consumers: All Items (CPIAUCNS). Retrieved from Federal Reserve Bank of St. Louis.

<https://fred.stlouisfed.org/series/CPIAUCNS>.

Data Sources: [Retrieved: April 2022.]

Labor Market Information Publications



Monthly Employment Data

Dol.nebraska.gov/infolink

Get the unemployment rate, labor force statistics, regional data and county data.

Nebraska Labor Availability Studies

Labor availability describes how many people within a given area are available and willing to take a new job. Reports are available for various regions and cities across the state, as well as Nebraska as a whole. Survey data covers important factors when accepting a job, obstacles to new employment, business hiring trends and more.

Skills Gap Reports produced by the University of Nebraska-Lincoln Bureau of Business Research are available for selected areas.

Nebraska Workforce Trends

A monthly online magazine containing information about the Nebraska economy, with feature articles covering job and employment trends.

To subscribe, send your name and email address to LMI_NE@nebraska.gov.

High Wage, Skill, Demand (H3)

The High Wage, Skill, Demand (H3) publications highlight the Top 10 H3 occupations for Nebraska and each region. Each handout features annual openings, wages, and typical educational requirements for each occupation.

Areas Covered: Nebraska Statewide, Omaha, Lincoln, Grand Island, Central Nebraska, Mid Plains, Northeast, Panhandle, Sandhills, Southeast.

Science, Technology, Engineering, and Math (STEM) Occupations Poster

This poster highlights select Science, Technology, Engineering, and Math (STEM) Occupations in Nebraska. Annual openings, wages, and typical educational requirement data is provided for each occupation.

Nebraska Economic Insight & Outlook

An overview of the statewide labor market, including demographic reviews, educational attainment, labor force data, employment by industry and occupation, and employment projections.

Career Ladder Posters

Career Ladder posters demonstrate a career path that could be pursued to acquire a high-skill, high-paying occupation with growth potential in Nebraska. Each poster focuses on 12 in-demand occupations within a specific career cluster. Posters are available in two sizes, tabloid (11" x 17") and letter (8.5" x 11").

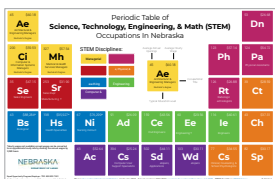
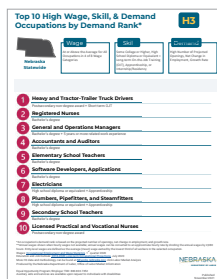
Career Clusters include: Business, Marketing & Management; Communication & Information Systems; Agricultural, Food & Natural Resources; Health Sciences; Human Sciences & Education; and Skilled & Technical Sciences.

Licensed Occupations in Nebraska

Over 180 occupations requiring licensing or certification in Nebraska. This directory includes a description of each occupation, contact information for the licensing authority, licensing requirements and fees.

These products are available for download or print on the Labor Market Information website at NEworks.nebraska.gov/analyzer. Click the Publications button at the top right of the page.

Not sure when new data will be released? Check out the LMI Publications Calendar, including a monthly schedule of press releases, data updates and LMI publications for the current year. Content descriptions included for each topic.



1,033,486

Total Nonfarm Employment (filled jobs)

Not Seasonally Adjusted

for May 2022

Nonfarm employment, a count of filled jobs, was 1,033,486 in May, up 4,693 over the month and up 21,829 over the year. Private industries with the most growth month to month were leisure and hospitality (up 1,647); education and health services (up 1,080); and mining and construction (up 641). Private industries with the most growth year to year were education and health services (up 5,096); trade, transportation, and utilities (up 4,848); and leisure and hospitality (up 4,154).

Data Source:

NE- Nebraska Department of Labor. Current Employment Statistics. NEworks. networks.nebraska.gov/ces.

54,196

Job count on NEworks as of

June 23, 2022

97,013

Total job count on NEworks for the month of May 2022

This number reflects the number of job openings advertised online in Nebraska as of May 2022. It is de-duplicated for statistical analysis.

Data Source:

NE- Nebraska Department of Labor. Online advertised jobs data. NEworks. networks.nebraska.gov.

Labor market information is updated continuously. For the latest data, visit networks.nebraska.gov or contact us at 800-876-1377 or email Imi_ne@nebraska.gov.

Nebraska Workforce Trends is published by the Nebraska Department of Labor in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics.

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.

Helpful Links

[Labor Market Publications](#)

[Previous Issues](#)

NEworks.nebraska.gov



Equal Opportunity Employer/Program.
TDD: 1.800.833.7352

Auxiliary aids and services are available upon request to individuals with disabilities.