

SD-11: Economic Development Customer & Public Engagement Committee Report November 2023

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November 14, 2023

SD-11: Economic Development

Economic prosperity is foundational to cultivating the vibrant and thriving communities we serve.

OPPD's strategic leadership and active participation in regional economic

development initiatives will create a favorable environment to attract new business and help existing business customers expand.

Therefore, OPPD exercises leadership and participates in economic development to:



Attract, retain & expand businesses



Serve as a trusted partner

to local leaders on local, regional and statewide initiatives and activities in economic development, including workforce & community need



Offer and promote innovative tools, resources, programs or rates

to educate our business customer owners and support economic growth, sustainability, cost savings or vitality



Assist with site development

to plan or best optimize our energy system by carrying out site due diligence and marketing efforts for businesses and industrial customer-owners

Economic development is the intentional practice of improving a community's economic well-being and quality of life.

Source: International Economic Development Council



Economic Developers are stewards of the ecosystem.

As stewards, they play many roles:



Our focus is driven by our communities' needs and our long-term vision.



Businesses need:

- Access to land, skilled labor, utilities and capital
- Networks and connections that increase competitiveness



Workers need:

- Quality jobs
- Education and training
- Opportunities for advancement



Communities need:

- Funding for basic services
- Quality of life amenities
- Economic diversification and resilience





Attract, retain & expand businesses



“Best in class when it comes to getting things done on behalf of our communities and the businesses we serve.”



OPPD ranks 10th among thousands of utilities in economic development project investment and job creation on a per-capita basis



Attract, retain & expand businesses

Key takeaway:

We serve as a catalyst to bring economic growth to our region

Industries



Biotechnology
& Agricultural
Processing



Data
Processing



Financial
Services

New Jobs



960

Direct Jobs Landed

2,580

Overall Jobs (Total Effect)

\$293M

960 direct jobs bring additional production of goods and services

\$612M

2,580 new jobs bring additional production of goods and services

15,700

new additional jobs due to capital investment (mostly construction)

Return on Investment



\$1.35B

Direct Capital Investment

\$2.47B

Total Economic Impact

Source: University of Nebraska-Omaha 2023 OPPD Economic Impact Analysis



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Partnering by preparing and executing plans for future load growth

- Pipeline of economic development project activity remains strong. **Reliability and affordability** drive more growth.
- New generation plan approved in August 2023 will lead to additional economic benefits and impacts for the region

Near Term Generation Impacts

\$2B	\$1.07B	95	\$163M
OPPD Capital Investment	Economic Impact during Construction	New Direct/Indirect Jobs after Construction	Economic Impact Annually during Operations

University of Nebraska-Lincoln 2023 OPPD New Generation Plan Economic Impact Analysis



Serve as a trusted partner

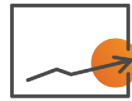
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Comparing ourselves against other metro areas

Omaha-Council Bluffs, NE-IA Metropolitan Statistical Area

Population: 971,637 | One of 57 large metro areas with 500,000–1,000,000 residents

Ranks* ● 1–12 ● 13–23 ● 24–35 ● 36–46 ● 47–57



27 Growth
2011-2021



10 Prosperity
2011-2021



39 Inclusion
2011-2021

35 Change in jobs (%)
+7.2% chart ↗

22 Change in Gross Metropolitan Product (GMP) (%)
+22.3% chart ↗

20 Change in jobs at young firms (%)
+21.2% chart ↗

4 Change in productivity (%)
+14.1% chart ↗

16 Change in average annual wage (%)
+17.2% chart ↗

27 Change in standard of living (%)
+10.2% chart ↗

46 Change in employment rate (% points)
+1.6% chart ↗

37 Change in median earnings (%)
+15.4% chart ↗

28 Change in relative poverty rate (%)
-2.1% chart ↗

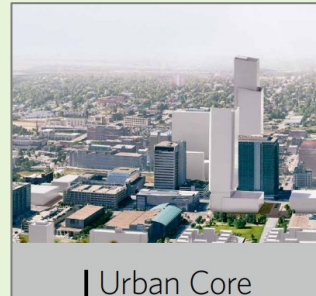
Brookings Institute 2023 – Metro Monitor

Leading and partnering on economic & community development planning



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Urban Core

Leading and serving as key partner on community initiatives, including chair of Urban Core Committee



COUNCIL OF OFFICIALS
WEDNESDAY, JUNE 14TH, 2023
NORTHERN LIGHTS VENUE 310 North 14th Street, Fort Calhoun, 68023
STARTING AT 11 a.m.
CATERING BY BBQ BROTHERS \$15 PER PERSON BUFFET STYLE

Featured Speaker: BROOK AKEN
Brook Aken is the Director of Economic Development and External Relations at the Omaha Public Power District (OPPD) where she leads a team focused on business attraction, business retention and expansion, and community development throughout the 13 counties served by OPPD. At this meeting, Brook will be presenting on "Powering the Future in Washington County and Beyond - OPPD Growth and Plans."

Before joining OPPD, Brook was an Economic Development Consultant at the Nebraska Department of Economic Development. Brook served on regional and state boards including BioNebraska, Southeast Nebraska Development District and Cass County Economic Development Council. Brook also served as President of the Nebraska Economic Developers Association and was named Professional of the Year in 2020.

Providing thought leadership and best practices to local leaders and elected officials on growth and planning



Recognition for role in economic development ecosystem, including Friend in Economic Development Award from Ashland Area Economic Development Council



Facilitating multi-year economic development strategy at Greater Omaha Economic Development Partnership with 70+ regional stakeholders



Serve as a trusted partner

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Leading, advocating and partnering on workforce and community needs

Partnerships



Awards & recognition

United Way
of the Midlands



Corporate Partner of the Year



LIFT UP
SARPY COUNTY

Shining
Star Award

OPPD community focus

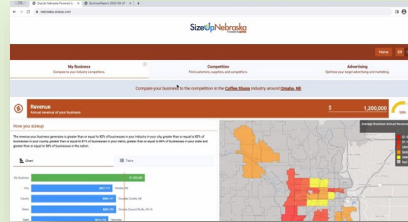
- **Education**
(STEM, mentoring, workforce development)
- **Basic Needs**
- **Sustainability & Community Betterment**
- **Diversity, Equity & Inclusion**



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Promoting tools and resources to support economic growth and vitality



SizeUp Leader

Objective:

Provide tools and resources to educate small business customers

Outcomes:

- 65,000 reports for business owners and entrepreneurs
- Entrepreneurial ecosystem leaders support tool and looking at more partnerships to amplify exposure



SourceLink

Objective:

Connect businesses and entrepreneurs with resources to support economic growth

Outcomes:

- 399 businesses received direct assistance; 4,147 direct referrals to resource partners
- Small businesses growth in service territory
- Partnership with Heartland Workforce Solutions for North and South Omaha
- Collaboration of the Year Award



Local Business Event Collaborator

Objective:

Create positive impact by planning and promoting business fair for civil and electrical construction to support economic growth and vitality

Outcomes:

- Local business connections and providing services to support Platteview Solar.
- Supports Saunders county economic impact benefits



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Providing offerings to support cost savings & sustainability



Commercial & Industrial Energy Efficiency Technology Pilot

Objective:

Help customers achieve cost savings by focusing on summer peak demand and energy efficiency

Outcomes:

- 16 projects, rural & urban (quick serve restaurants, convenience stores, restaurants, office buildings)
- Pilot runs through Q3 2024



Greener Together Program

Objective:

Support sustainability and cost savings by promoting and funding community-focused projects to customers

Outcomes:

Current Projects

- Florence Futures – \$59,430
- No More Empty Pots – \$85,102

Past Funded Projects

- Habitat for Humanity – \$80,000
- Sustainable Edible Orchard – \$5,410
- Whispering Roots – \$50,000



Assist with site development

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Supporting site development partnerships



Fremont Inland Port Authority

Objective:
Identify new tools and partner on planning process for transformational projects in our region

- Outcomes:**
- Inland port legislation passed in 2021
 - Fremont designation awarded in 2023
 - Partnering on planning process for future industry for the region



North Omaha Business Park

Objective:
Bring vitality to North Omaha through redevelopment partnership opportunities

- Outcomes:**
- Key stakeholder in multi-year planning effort of masterplan & visioning process
 - Omaha Chamber & Omaha Economic Development Corp awarded \$400K in 2023 with potential for \$60+M to be a catalyst for change and growth



Falls City Industrial Site

Objective:
Partner with Falls City on a masterplan to support economic development and bring electric system benefit to area

- Outcomes:**
- Ongoing partnership with Falls City and the state to maximize state grant benefit
 - A 2023 master plan of a new industrial site that offers rail service

OPPD BEYOND THE TERRITORY

Statewide, Midwest & National Leadership

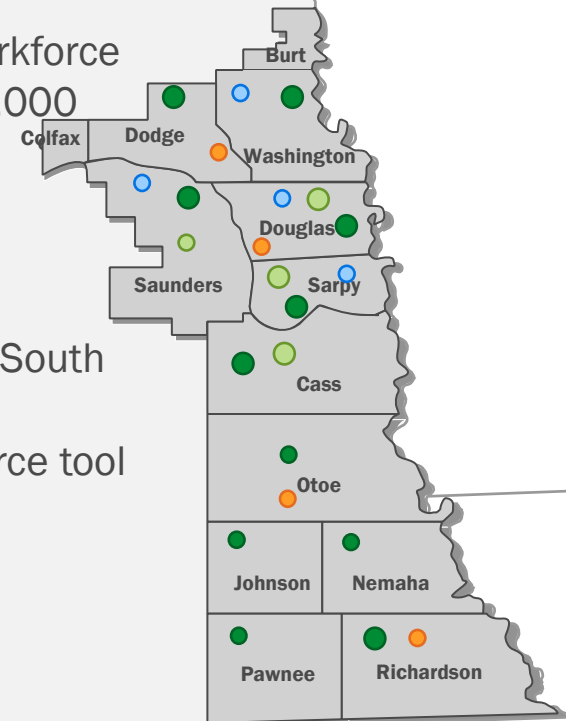
KEY EXAMPLES AND HIGHLIGHTS:

- Policy planning on transformational site development with multiple chambers and state chamber and serve on Economic Development Policy Council
- Partner on statewide New Venture Competition Preparation With the Nebraska Center for Entrepreneurship
- Speak and share best practices at multi-state and national events involving utility preparedness and economic development and serving on Mid-America Economic Development Council
- Partner of Innovate Nebraska event for bioeconomy and med-tech businesses and industry

- Nebraska Workforce Consortium partnership to build sustainable talent pipeline
- Founding partner on SourceLink Nebraska
- Key partner of Entrepreneurs Education Collaborative

A PREVIEW OF EFFORTS UNDERWAY:

- Create disaster recovery and mitigation partnership with Metropolitan Area Planning Agency to prepare our communities, region and beyond
- Partner on State Chamber workforce study initiative to focus on 30,000 positions
- Develop community needs assessment pilot partnership
- Launch site development and planning partnership focus in South Omaha
- Expand OPPD business resource tool statewide



Business Impacts



Trusted Partner



Innovative Tools, Resources & Programs



Site Development

Recommendation

The Customer and Public Engagement Committee has reviewed and accepted this Monitoring Report for SD-11: Economic Development and recommends that the Board finds OPPD to be sufficiently in compliance with Board Policy SD-11.

