



Howard/Olson

**RESOLUTION NO. 6607**

**WHEREAS**, the Board of Directors has determined it is in the best interest of the District, its employees, and its customer-owners to establish written policies that describe and document OPPD's corporate governance principles and procedures; and

**WHEREAS**, each policy was evaluated and assigned to the appropriate Board Committee for oversight of the monitoring process; and

**WHEREAS**, the Board's Customer and Public Engagement Committee (the "Committee") is responsible for evaluating Board Policy SD-11: Economic Development on an annual basis. The Committee has reviewed the 2023 SD-11: Economic Development Monitoring Report and finds OPPD to be sufficiently in compliance with the policy as stated.

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Directors of Omaha Public Power District accepts the 2023 SD-11: Economic Development Monitoring Report, in the form as set forth on Exhibit A attached hereto and made a part hereof, and finds OPPD to be sufficiently in compliance with the policy as stated.

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

Lisa Olson - Vice President, Public Affairs

Devin Meisinger – Manager, Economic Development

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



## Serve as a trusted partner

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

## 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

<b>\$2B</b>	<b>\$1.07B</b>	<b>95</b>	<b>\$163M</b>
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

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

# 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 ↗

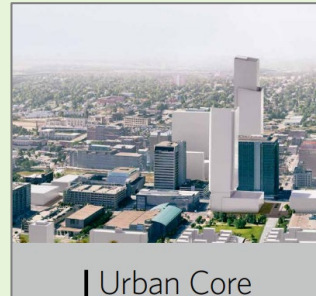
Brookings Institute 2023 – Metro Monitor

# Leading and partnering on economic & community development planning



## Serve as a trusted partner

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



Urban Core

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



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

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

# 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

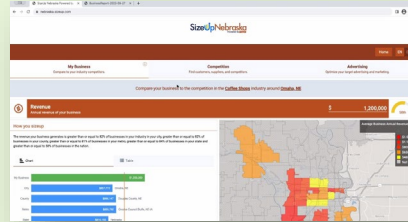
- **Education**  
(STEM, mentoring, workforce development)
- **Basic Needs**
- **Sustainability & Community Betterment**
- **Diversity, Equity & Inclusion**



## Offer and promote innovative tools, resources, programs or rates

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

# 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



## Offer and promote innovative tools, resources, programs or rates

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

## 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

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

# 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

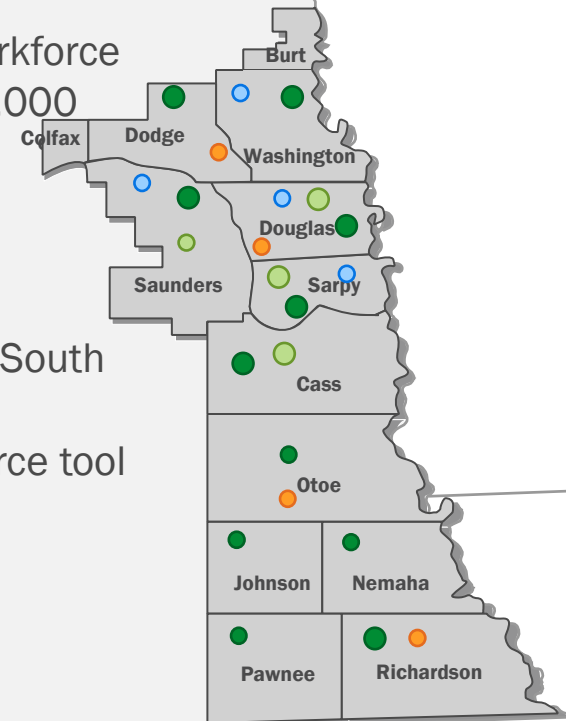
### KEY EXAMPLES AND HIGHLIGHTS:

- 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.





# Board Action

## BOARD OF DIRECTORS

November 14, 2023

### ITEM

SD-11: Economic Development Monitoring Report

### PURPOSE

To ensure full Board review, discussion and acceptance of SD-11: Economic Development Monitoring Report.

### FACTS

- a. The first set of Board policies was approved by the Board on July 16, 2015. A second set of Board policies was approved by the Board on October 15, 2015.
- b. Each policy was evaluated and assigned to the appropriate Board Committee for oversight of the monitoring process.
- c. The Customer and Public Engagement Committee is responsible for evaluating Board Policy SD-11: Economic Development.
- d. The Customer and Public Engagement Committee has reviewed the SD-11: Economic Development Monitoring Report, as outlined on Exhibit A, and is recommending that OPPD be found to be sufficiently in compliance with the policy as stated.

### ACTION

The Customer and Public Engagement Committee recommends Board approval of the 2023 SD-11: Economic Development Monitoring Report.

#### RECOMMENDED:

DocuSigned by:

*Lisa A. Olson*

Lisa A. Olson

Vice President – Public Affairs

#### APPROVED FOR BOARD CONSIDERATION:

DocuSigned by:

*L. Javier Fernandez*

L. Javier Fernandez

President and Chief Executive Officer

#### Attachments:

Exhibit A – Monitoring Report  
Resolution