Monitoring Report
SD-11: Economic Development
Public Information Committee

November 10, 2020
Lisa Olson, Vice President - Public Affairs
SD-11: Economic Development

Promoting economic growth and vitality through the production of affordable, reliable and environmentally sensitive energy is key to the success of OPPD. Therefore, OPPD shall exercise strategic leadership and actively participate in regional economic development. Specifically, OPPD shall:

✓ Create and retain revenue for the District through the attraction of new business, the retention and expansion of existing business, and by fostering economic growth in our communities.

✓ Align and maintain leadership in economic development activities with local, regional and statewide initiatives.

✓ Promote innovation while maintaining rate affordability, aligning with SD-2, by offering economic programs or rates.

✓ Assist with site development by carrying out site due diligence and marketing efforts for large businesses and industrial customer-owners.

✓ Give periodic updates to the Board on economic development projects.
Since last report...

✔ Progress
  • Changes to our team, new projects, expansions, investment in our region, broadening business reach

✔ Benchmarking into action

✔ Planning
  • Messaging, site development, economic development outreach platform

✔ OPPD is leading the way
Create and retain revenue for the District through the attraction of new business, the retention and expansion of existing business, and by fostering economic growth in our communities.
Landed since last report...

2,547 new direct jobs

1,881 new indirect + induced jobs

4,428 new total jobs to the region

$721 million direct capital investment

$1.8 billion total economic impact to region

+10,344 new jobs to the region during construction phase (direct, indirect and induced)
New Fulfillment Center in Papillion

• Amazon announcement on 10/27/20
• 700,000+ square feet
• 1,000+ direct jobs
• $150+ million capital investment
• Operational by Q4 2021
Business Customer Relationships & Support

- Collaboration among Customer Service & Sales, Economic Development and other business units
- Proactive economic development focus among current customers
- Enhanced small business support
Refined Business Attraction Strategy

• Building on pitchbooks, benchmarked best practices on recruiting
  – Interviewed customers and consultants to update platform and messaging

• Increased focus on business and consultant outreach and analytics
  – Media placement, case study development and digital platform
  – Reach out to more businesses through LinkedIn, webinars and industry opportunities
  – Ensure awareness of region, including through engagement and website hits
Align and maintain leadership in economic development activities with local, regional and statewide initiatives.
Awards and Recognition

**SITE SELECTION MAGAZINE’S 2020 TOP UTILITIES**

**Top 20 Among 3,300+ Utilities**

- Alabama Power, Birmingham, Alabama
- Alliant Energy, Madison, Wisconsin
- Ameren, St. Louis, Missouri
- American Electric Power, Columbus, Ohio
- Arizona Public Service, Phoenix, Arizona
- Consumers Energy, Jackson, Michigan
- Dominion Energy, Richmond, Virginia
- Duke Energy, Charlotte, North Carolina
- Entergy, New Orleans, Louisiana
- Evergy (formerly KCP&L), Kansas City, Missouri
- FirstEnergy, Akron, Ohio
- Georgia Power, Atlanta, Georgia
- Hoosier Energy, Bloomington, Indiana
- LG&E/KU Energy LLC, Louisville, Kentucky
- NextEra Energy, Juno Beach, Florida
- Omaha Public Power District, Omaha, Nebraska
- PECO- An Exelon Company, Philadelphia, Pennsylvania
- Salt River Project, Phoenix, Arizona
- South Carolina Power Team, Columbia, South Carolina
- Tennessee Valley Authority, Nashville, Tennessee

4th year in a row OPPD awarded designation

**Greater Omaha recognized as Site Selection’s Top Metros for number of Projects (with 200,000 – 1 Million Population)**

2nd year in a row Nebraska recognized for Area Development's Silver Shovel Award
Regional and Statewide Initiative Leadership

• Commitment to Opportunity, Diversity and Equity (CODE)
  – Leading Employer and Council Member

• We Rise Taskforce
  – Executive Council
  – Economic Recovery Plan shared with customers

• Economic Inclusion Committee
  – Recruitment of Talent and Business Committee
  – Focused on closing the gap in Economic Opportunity and Building Wealth through Capacity Building for Black Businesses in North Omaha
Key Board and Policy Leadership

• Chair of Omaha Chamber of Commerce
  – Campaign Leader of Prosper Omaha campaign, raising more than $30M for a transformative 5-year economic development campaign dedicated toward Greater Omaha’s 2040 vision focused on people, place and prosperity

• Actively leading in policy and advocacy for economic development
  – 4-year journey creating, updating and passing the ImagiNE Act
  – Advocating for primary business and industry community

• President of Nebraska Economic Developers Association
  – 200+ economic developers across the state focused on advocacy, policy, programs and education
Board and Organizational Leadership

• Building foundation for the future:
  – Actively led and supported 75+ new projects since last report
  – Securing millions in community development grants for projects
  – Offering collaborative rural workforce housing fund
Promote innovation while maintaining rate affordability, aligning with SD-2, by offering economic programs or rates.
Benchmarking and Trends

• Researched and interviewed other utilities and economic development organizations

• Through benchmarking and customer interviews, continuing to share evolving needs for prospects and existing business customers
Customer Focus and Promotion

• Identifying programs and offerings through customer focus and industry trends
• Promoting innovative offerings and programs to customers and prospects
Assist with site development by carrying out site due diligence and marketing efforts for large businesses and industrial customer-owners.
Site Preparedness and Promotion

• Leading site identification, due diligence, promotion and marketing of multiple sites within territory and in coordination with economic development partners

• Key partner of Greater Omaha Site Target Advisory Group

• Supporting and providing leadership on local county economic development site committees
Give periodic updates to the Board on economic development projects.
Economic Development Updates

- Directors Update
- OPPDtheWire.com
- Economic Development website
- Social Media
Recommendation

- The Public Information Committee has reviewed and accepted this Monitoring Report for SD-11 and recommends that the Board find OPPD to be sufficiently in compliance with Board Policy SD-11.