



*Mollhoff/Olson*


**RESOLUTION NO. 6513**

**WHEREAS**, in May 2022, the Public Information Committee (the "Committee") proposed, and the Board of Directors reviewed, a recommendation to revise Board Policy SD-11: Economic Development; and

**WHEREAS**, the proposed revisions were posted on OPPDCommunityConnect.com for public comment between May 19, 2022 and June 12, 2022, and the Board reviewed the public comments that were received.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Directors of the Omaha Public Power District that the revised Board Policy SD-11: Economic Development be and hereby is approved, effective June 16, 2022, as set forth on the Exhibit A, attached hereto.

## Exhibit A - Proposed SD-11 Policy

	<b>OMAHA PUBLIC POWER DISTRICT Board Policy</b>	<b>Category:</b>	Strategic Direction
	<b>Policy No. and Name:</b>  <span style="color: orange;">SD-11: Economic Development</span>	<b>Monitoring Method:</b>	Public Information Committee Board Report
		<b>Frequency:</b>	Annually
	<b>Date of Approval:</b>	July 16, 2015 June 16, 2022 [tentative]	<b>Resolution No.:</b>

Economic prosperity is foundational to cultivating 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 to expand and support workforce and community needs. OPPD’s economic development strategy will adapt and change to maximize value for the region as the utility and the region’s advantages and opportunities evolve.

Therefore, OPPD shall exercise leadership and participate in economic development to:

- Attract, retain and expand businesses
- Serve as a community leader and trusted partner to organizations and leaders on local, regional and statewide initiatives and activities in economic development, including workforce and community needs
- Offer and promote effective tools, resources, programs, products, services and rates to educate our business customer owners and support economic growth, sustainability, cost savings and/or vitality
- Assist with site development and marketing to plan or best optimize our energy system for businesses and industrial customer-owners



# Board Action

June 14, 2022

## ITEM

Revisions to SD-11: Economic Development Policy

## PURPOSE

To ensure full board review, discussion and acceptance of SD-11: Economic Development policy revisions.

## FACTS

- a. The Public Information Committee is responsible for evaluating and monitoring Board Policy SD-11: Economic Development.
- b. The Public Information Committee proposed revisions for Board consideration and public feedback on May 17, 2022. Public comments were accepted on OPPDCommunityConnect.com from May 19 to June 12, 2022.
- c. The Public Information Committee is recommending to the Board that Board Policy SD-11: Economic Development be revised as outlined on Exhibit A.

## ACTION

Board of Directors approval of the revisions to SD-11: Economic Development.

RECOMMENDED:

APPROVED FOR BOARD CONSIDERATION:

DocuSigned by:  
*Lisa A. Olson*  
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Lisa A. Olson  
Vice President – Public Affairs

DocuSigned by:  
*L. Javier Fernandez*  
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L. Javier Fernandez  
President and Chief Executive Officer

LAO:mfh

Attachments:


Exhibit A – Proposed SD-11: Economic Development Policy Resolution

# **SD-11: Economic Development Board Policy Refinement Discussion**

Lisa Olson

Vice President – Public Affairs

June 14, 2022

	<b>OMAHA PUBLIC POWER DISTRICT Board Policy</b>	<b>Category:</b>	Strategic Direction
	<b>Policy No. and Name:</b>  <b>SD-11: Economic Development</b>	<b>Monitoring Method:</b>	Public Information Committee Board Report
		<b>Frequency:</b>	Annually
	<b>Date of Approval:</b> July 16, 2015	<b>Resolution No.:</b>	6070

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.

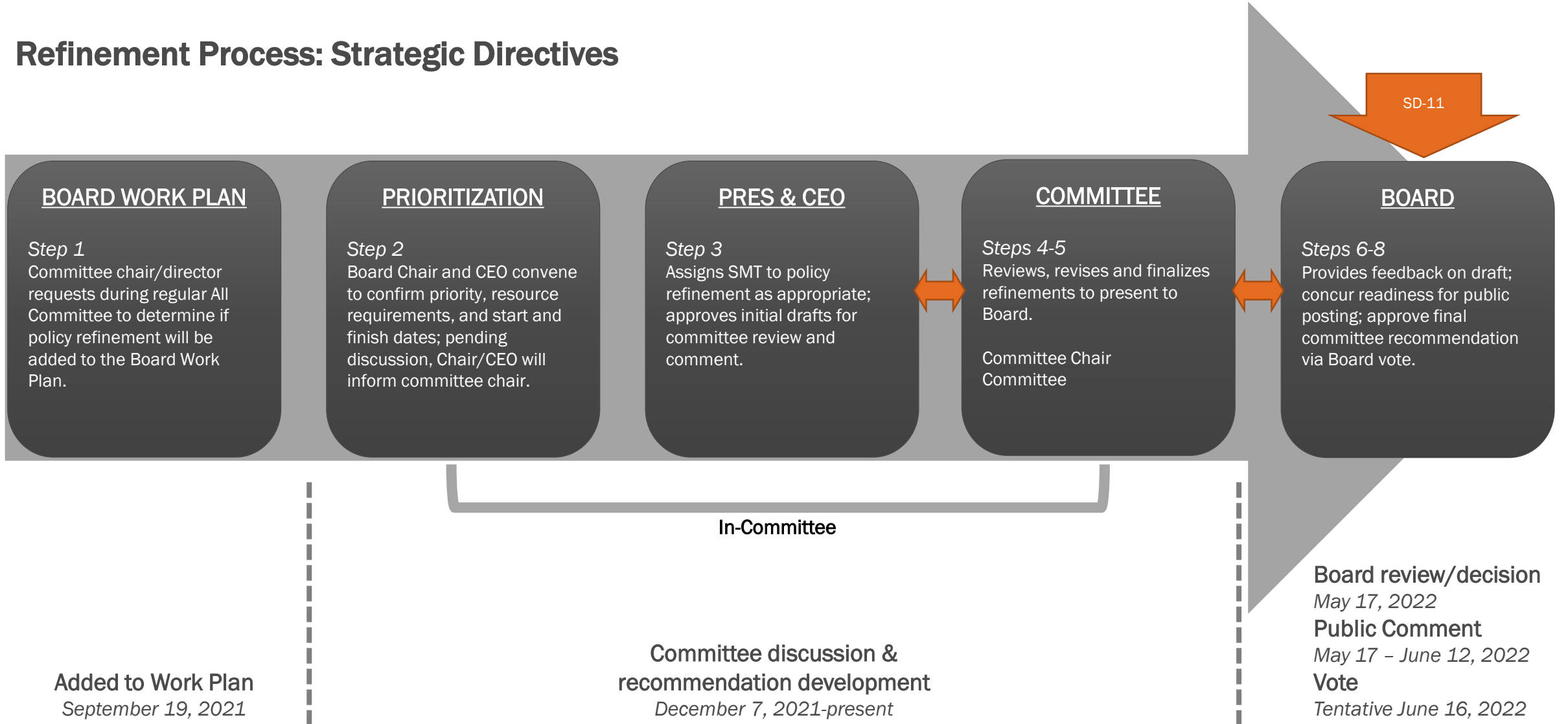
Specifically, OPPD shall:

- 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 with regards to economic development activities with local, regional, and statewide initiatives.
- Promote innovation while maintaining rate affordability, aligned 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.

“Governance exists in order to translate the wishes of an organization’s owners into organizational performance.”  
 - John Carver



## Refinement Process: Strategic Directives




# All Committee Review: May 17, 2022

Is there anything that requires further clarification?

Is there anything you especially like?


Is there anything that you'd like the Committee to consider before moving this forward for public review and comment?

	<b>OMAHA PUBLIC POWER DISTRICT Board Policy</b>	<b>Category:</b> Strategic Direction	
	<b>Policy No. and Name:</b> <b>SD-11: Economic Development</b>	<b>Monitoring Method:</b> Public Information Committee Board Report	
		<b>Frequency:</b> Annually	
	<b>Date of Approval:</b> July 16, 2015 <small>[insert date]</small>	<b>Resolution No.:</b> 6070 65xx	

Economic prosperity is foundational to cultivating 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 to expand.

Therefore, OPPD shall exercise leadership and participate in economic development to:

- Attract, retain and expand businesses
- Serve as a trusted partner to local leaders on local, regional and statewide initiatives and activities in economic development, including workforce and community needs
- 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

	<b>OMAHA PUBLIC POWER DISTRICT Board Policy</b>	<b>Category:</b> Strategic Direction	
	<b>Policy No. and Name:</b> <b>SD-11: Economic Development</b>	<b>Monitoring Method:</b> Public Information Committee Board Report	
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Economic prosperity is foundational to cultivating 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 to expand. 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.

SpecificallyTherefore, OPPD shall exercise leadership and participate in economic development to:

~~Exercise leadership and participate in economic development to cultivate the growth.~~

- ~~Attract, retain and expand business to generate~~ Create and retain revenue for in the District through the attraction of new business and the retention and expansion of existing business es, and by fostering economic growth in our communities.
- ~~Align and maintain leadership with regards to economic development activities with local, regional, and statewide initiatives.~~
- ~~Serve as a trusted partner to local leaders by providing leadership on local, regional and statewide initiatives and activities in economic development, including workforce and community needs~~
- ~~Promote innovation while maintaining rate affordability, aligned with SD-2, by offering economic programs or rates.~~
- ~~Offer, educate and promote innovative tools, resources, programs or rates to educate our business customer owners and that 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 large businesses and industrial customer-owners.
- Give periodic updates to the Board on economic development projects.

# Feedback & Outreach – May 17 to June 12, 2022

## Board Feedback

- Key themes from All Committee Review on May 17, 2022
  - No major revisions, suggested clean-up language
  - Highlight OPPD being a leader in the community
  - Adding in language involving products and services
  - With time, OPPD and the region's strengths change, and OPPD's economic development strategy should adapt and change accordingly to focus on advantages and maximize value for the region

## Outreach Effort

- Posted on OPPD Community Connect May 19<sup>th</sup>
  - 7 public comments received
- Proactive outreach for awareness to organizations
  - Chambers
  - Regional and statewide organizations
  - Service providers



# Today's Discussion

Is there any feedback that would warrant further changes to the policies or any additional actions?

Are you ready to move the recommendation to Board for a vote?

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- Offer and promote ~~innovative-effective~~ tools, resources, programs, products, services and-or rates to educate our business customer owners and support economic growth, sustainability, cost savings and/or vitality
- Assist with site development and marketing to plan or best optimize our energy system ~~by carrying out site due diligence and marketing efforts~~ for businesses and industrial customer-owners

# Next Step

- Option 1: Board Resolution & Vote

OR

- Option 2: Additional Committee Deliberation