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

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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.
**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

Key takeaway:
We serve as a catalyst to bring economic growth to our region.

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
<th>Source</th>
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</thead>
<tbody>
<tr>
<td>OPPD Capital Investment</td>
<td>$2B</td>
<td>University of Nebraska-Lincoln 2023 OPPD New Generation Plan Economic Impact Analysis</td>
</tr>
<tr>
<td>Economic Impact during Construction</td>
<td>$1.07B</td>
<td></td>
</tr>
<tr>
<td>New Direct/Indirect Jobs after Construction</td>
<td>95</td>
<td></td>
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<tr>
<td>Economic Impact Annually during Operations</td>
<td>$163M</td>
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</table>
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

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<tbody>
<tr>
<td>35</td>
<td>Change in jobs (%) +7.2% chart</td>
<td>Change in productivity (%) +14.1% chart</td>
<td>Change in employment rate (% points) +1.6% chart</td>
</tr>
<tr>
<td>22</td>
<td>Change in Gross Metropolitan Product (GMP) (%) +22.3% chart</td>
<td>Change in average annual wage (%) +17.2% chart</td>
<td>Change in median earnings (%) +15.4% chart</td>
</tr>
<tr>
<td>20</td>
<td>Change in jobs at young firms (%) +21.2% chart</td>
<td>Change in standard of living (%) +10.2% chart</td>
<td>Change in relative poverty rate (%) -2.1% chart</td>
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Brookings Institute 2023 – Metro Monitor
Serve as a trusted partner to local leaders on local, regional and statewide initiatives and activities in economic development, including workforce & community need.

Leading and partnering on economic & community development planning

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

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.

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

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

Fremont Inland Port Authority

Objective:
- Bring vitality to North Omaha through redevelopment partnership opportunities

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

North Omaha Business Park

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

Outcomes:
- Inland port legislation passed in 2021
- Fremont designation awarded in 2023
- Partnering on planning process for future industry for the region
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
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.
Any reflections on what has been accomplished, challenges and/or strategic implications?