

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

+10,344 new jobs to the region during construction phase (direct, indirect and induced)



\$721 million direct capital investment

\$1.8 billion total economic impact to region

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

amazon.com

WE DON'T COAST[®]
SARPY COUNTY

You're invited to a virtual press conference announcing the ground-breaking of a major economic development project in Sarpy County

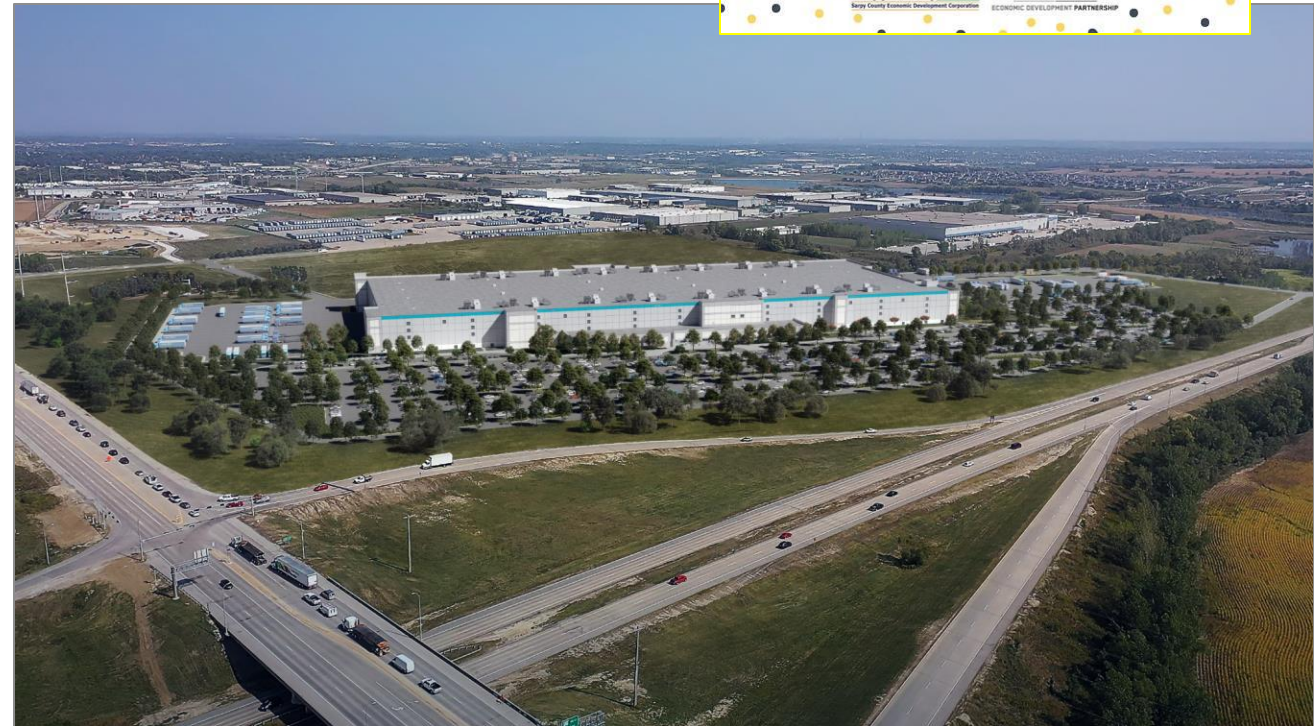
Oct. 27 • 3:30 PM
Have your celebration box* with you and join us on Facebook Live
<https://www.facebook.com/sarpycountyedc>

Be sure to like our Facebook page in advance and follow these steps:

1. Click the three dots on the top, right-hand side of the page
2. Click Follow Settings
3. Click Live Video under notifications
4. Select All Notifications

*This celebration box is valued at \$10 in conformance with the gift rule.



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



SOURCE
LINK®



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

NET ZERO
CARBON PRODUCTION
BY 2050

16.3%
BELOW THE NATIONAL
AVERAGE RATES

100%
RENEWABLE ENERGY
STRUCTURE OPPORTUNITY
FOR LARGE CUSTOMERS

**JUST RIGHT.
FOR THE FOURTH
YEAR IN A ROW.**

Site Selection Magazine has named
Omaha Public Power District a Top Utility

We take pride in our balance of innovative rates, comprehensive renewables, some of the nation's best reliability, and the strong relationships that can get your project across the finish line. We're always ready to work with you to find sustainable, innovative solutions that are just right for your business today and well into the future.

Reach out to our Manager of Economic Development,
Brook Allen, CEO, today to learn more about our available sites:
beaker@oppd.com | 531-226-3728

oppd.com/economy

OPPD
Omaha Public Power District

2020
TOP UTILITIES

Frontier Cooperative Case Study.

In 2014, Frontier Cooperative, formerly Midwest Farmers Cooperative, needed a new location.

The marketing cooperative had over 100 years of history in the area and was expanding globally. They wanted a new location to support their ongoing growth, a site within their service area with an efficient, well-maintained transportation route for customers to deliver grain, as well as convenient and well-maintained highway and interstate access. OPPD went to work preparing a site that would fit all of these needs, working internally to find a way to make their own Arbor that line accessible to an industrial user for the first time. Through extensive negotiations and intensive problem-solving, the OPPD economic development team recognized that there are no limits when it comes to finding and preparing the perfect sites for their partner companies.

Frontier hadn't even considered the Arbor Line, but OPPD recognized the line could provide a competitive advantage, via dual rail access.

This would not only solve Frontier's problem, but it would also provide the access for future multi-modal companies and enhance economic opportunities within OPPD's 13-county service area.

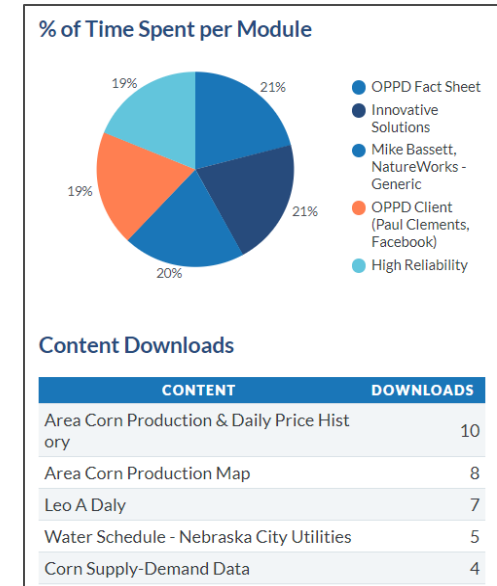
Giving Frontier access to the line was the result of dedicated negotiation and strategic planning led by the economic development team.

OPPQ needed to be flexible with the team also wanted access for the region going forward—creating more space for future customers to do the same thing. Thanks to their efforts, sites with dual shipment corridors are available along the line today.

1. Omaha Public Power District Frontier Cooperative Case Study

4. Omaha Public Power District Frontier Cooperative Case Study

5. Omaha Public Power District Frontier Cooperative Case Study



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

Awards and Recognition

SITE SELECTION MAGAZINE'S

2020
TOP UTILITIES



4th year in a row
OPPD awarded
designation

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
Eversource (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



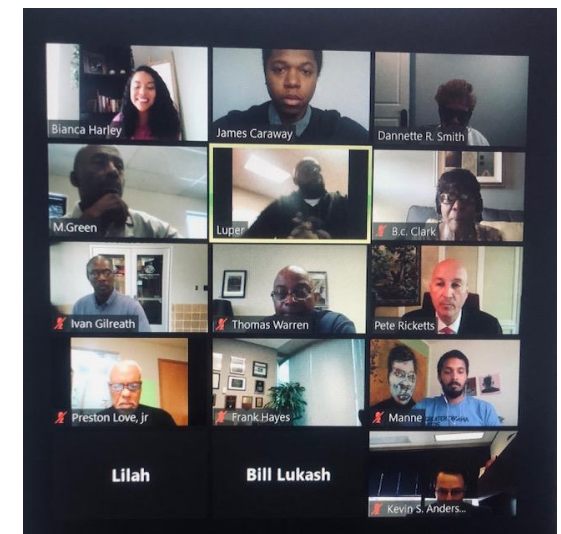
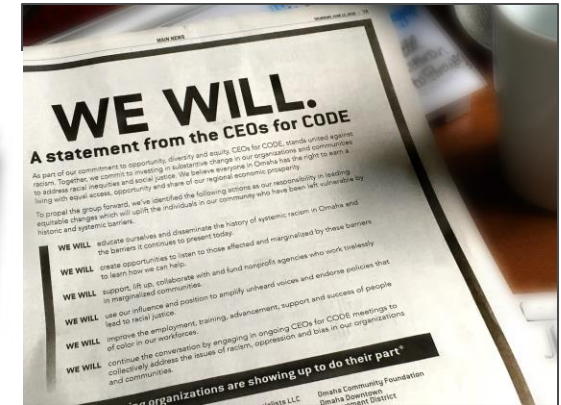
Greater Omaha
recognized as *Site
Selection's* Top
Metros for number
of Projects
(with 200,000 – 1
Million Population)



2nd year in a row
Nebraska recognized for
Area Development's
Silver Shovel Award

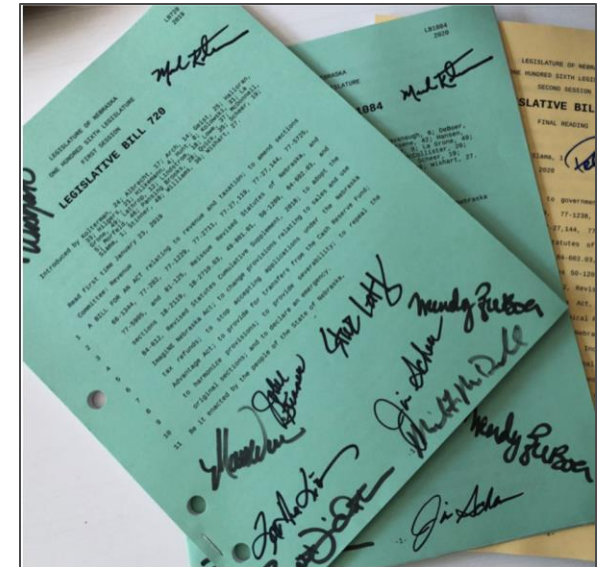
Regional and Statewide Initiative Leadership

- 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



President



Board Member



Past-President



Vice President



Board Member



Board Member



Board Member



Board Member

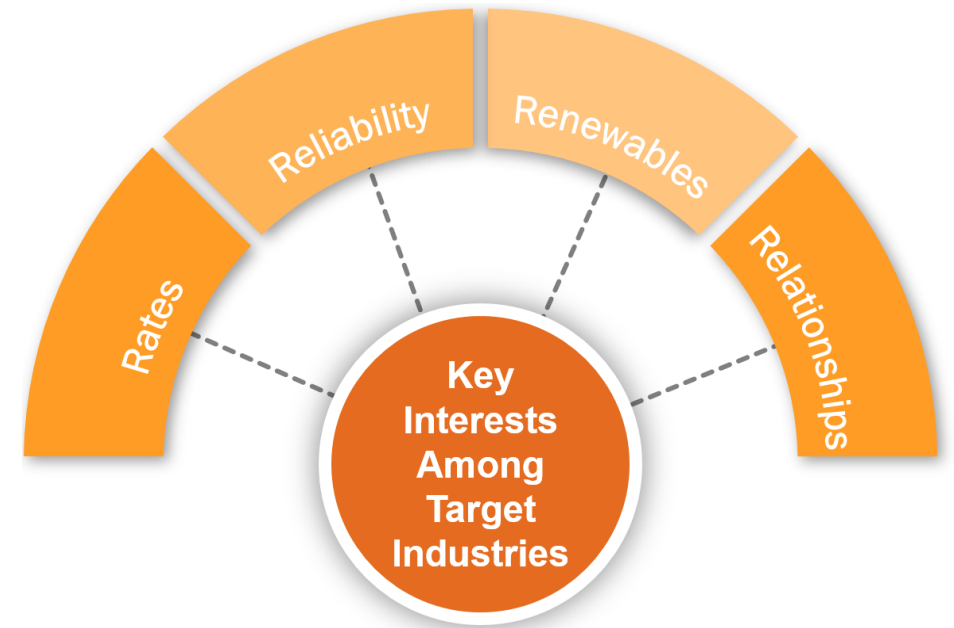
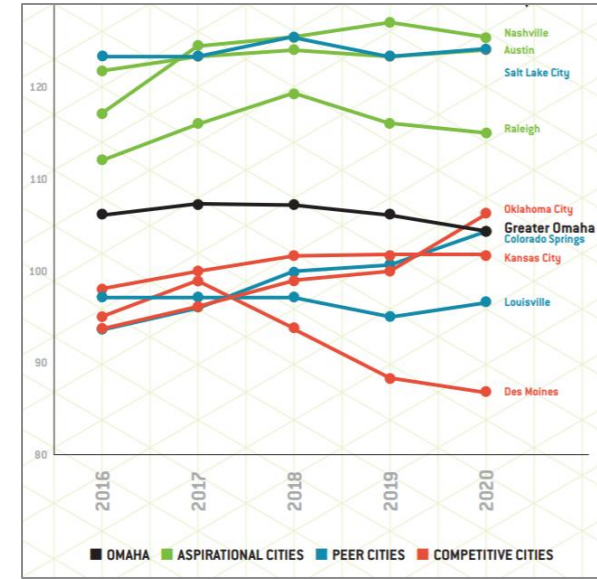


Board Member

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

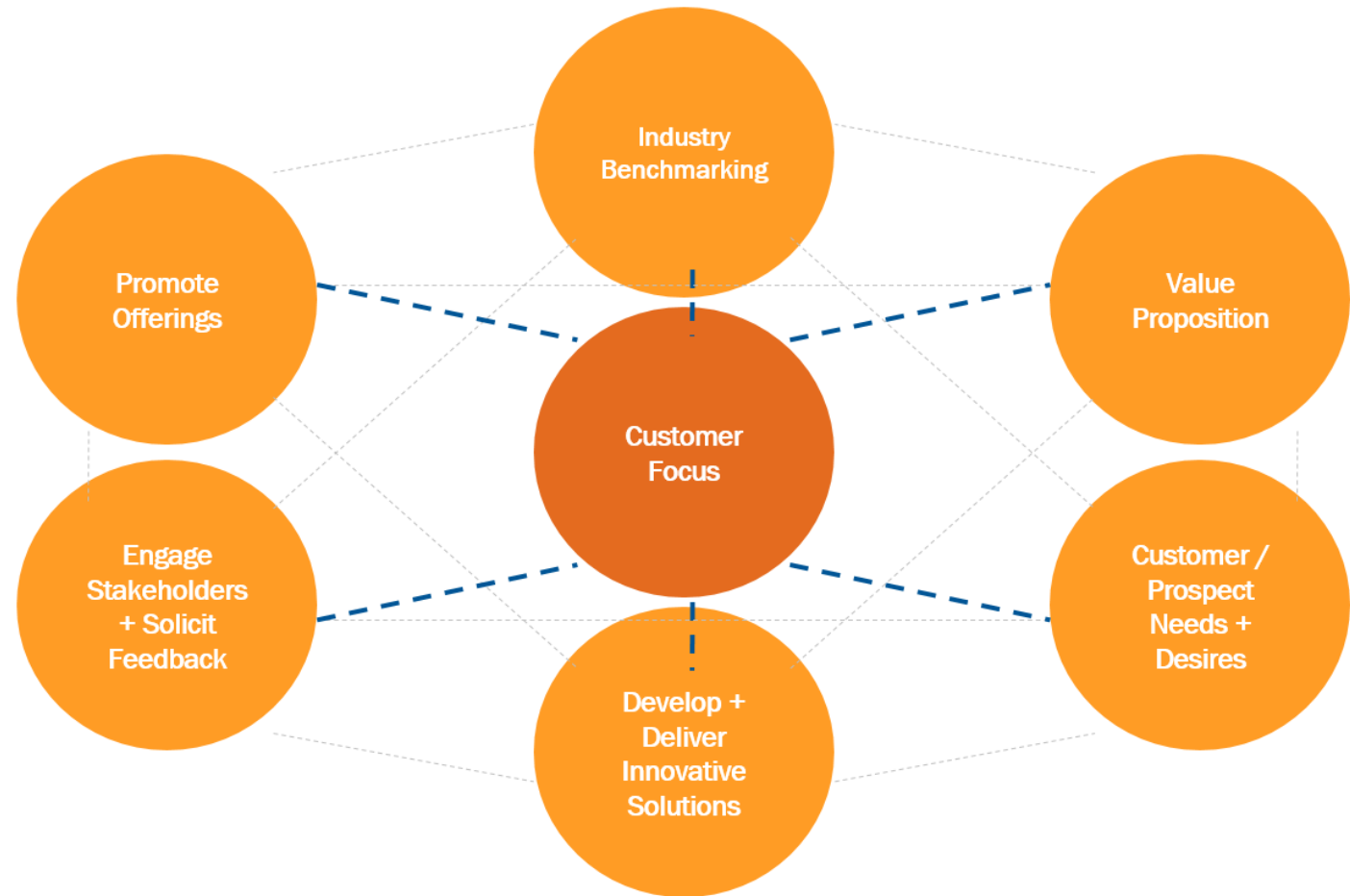
Benchmarking and Trends

- 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

INSIGHTS
Regional boards benefit from OPPD leadership
 OPPD economic development team members sit on nearly a dozen boards, supporting community economic development initiatives all across the service territory.
[READ MORE >](#)
[Like](#)

GENERAL
Syracuse rail partnership reaches milestone
 Using OPPD's Arbor Line, Frontier Cooperative's Syracuse facility sends grain across the country.
[READ MORE >](#)
[Like](#)

PROFILES
Moving from the gridiron to the power grid
 James Caraway, the newest member of OPPD's Economic Development team, brings his enthusiasm and past successes to the utility.
[READ MORE >](#)
[Like](#)

The screenshot shows a property listing for Syracuse, NE, with details such as 92.8 Acres, Sale Price: \$1,763,200 | \$19,000 per acre, and 152 South of Syracuse. It also features a social media post from Jason Esser, CEcD, EDFF, ABPA, with the text: "Scott Asmus at NBDC can help you create a plan for your business." Below the post is a link to the Nebraska Business Development Center.



The screenshot displays a 'Workspace' section with team members Chris Schastok and Devin Meisinger. It also shows an 'OPP Introduction' section with a banner that says "GROW YOUR BUSINESS HERE" and a testimonial: "At OPPD, we're committed to providing you reliable, affordable power that keeps your business running smoothly and efficiently." At the bottom, it states "Best in U.S. ECONOMIC DEVELOPMENT PROJECTS PER CAPITA" and "Ranks #1 POWER GRID RELIABILITY".

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.