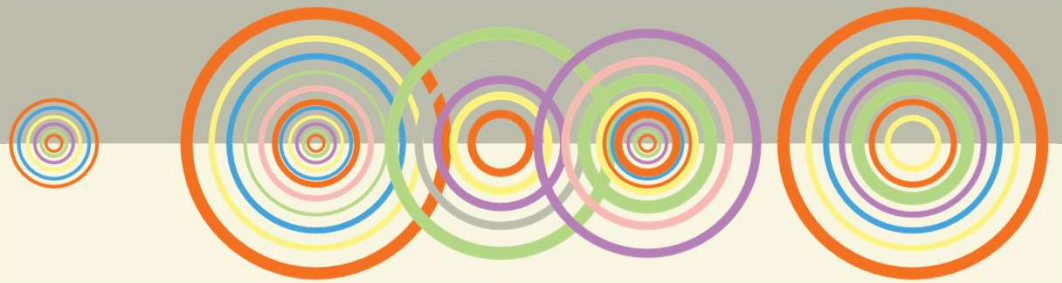
SD-11: ECONOMIC DEVELOPMENT

11.17.26



Tim McAreavey
Vice President, External Relations and
Chief Customer & Public Engagement Officer

OPPD
Omaha Public Power District

SD-11: ECONOMIC DEVELOPMENT

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 & 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



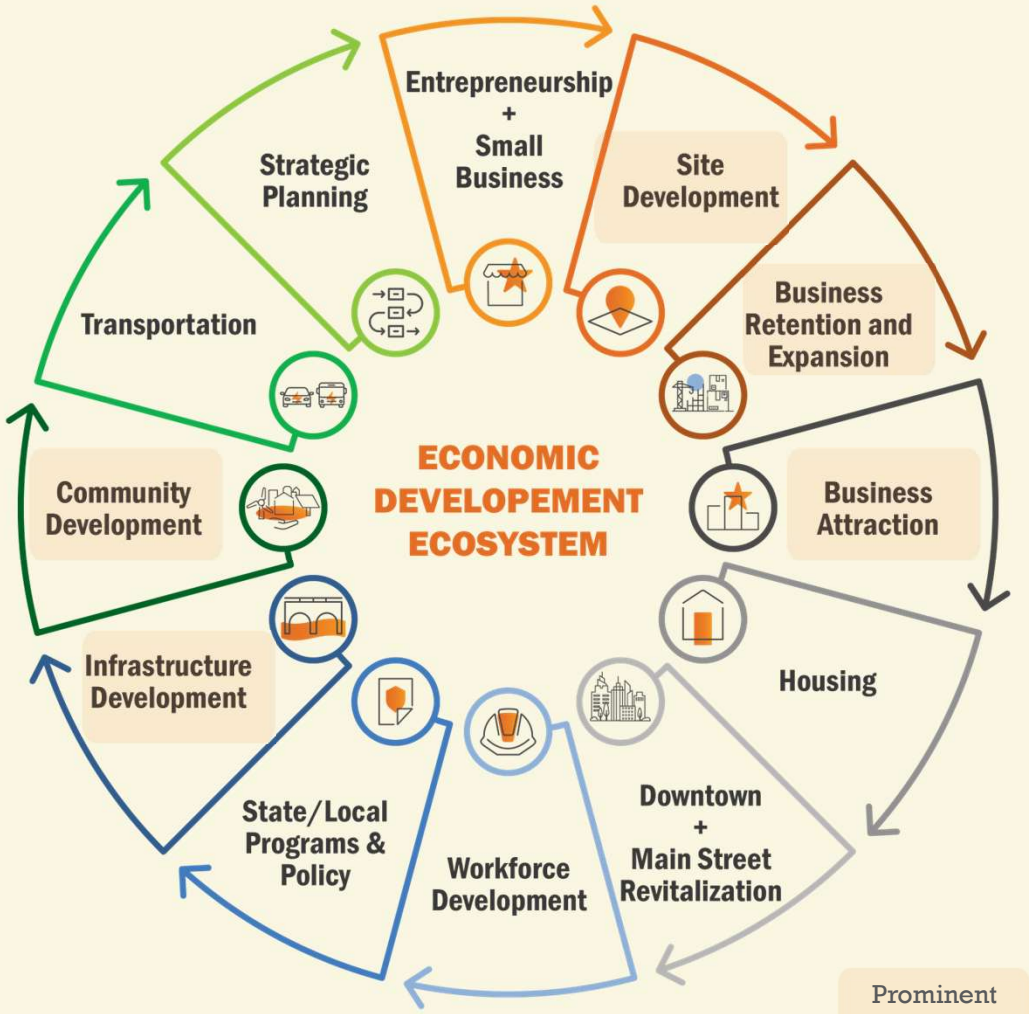
Offer and promote effective tools, resources, programs, products, services and rates to educate our business customer owners and support economic growth, sustainability, cost savings and/or vitality



Assist with site development and marketing to plan or best optimize our energy system for businesses and industrial customer-owners

ECONOMIC DEVELOPMENT IS THE INTENTIONAL PRACTICE OF IMPROVING A COMMUNITY'S ECONOMIC WELL-BEING AND QUALITY OF LIFE.

OPPD supports the ecosystem in all facets through a power lens while delivering essential infrastructure and services – the lifeblood that powers thriving communities.



Source: International Economic Development Council

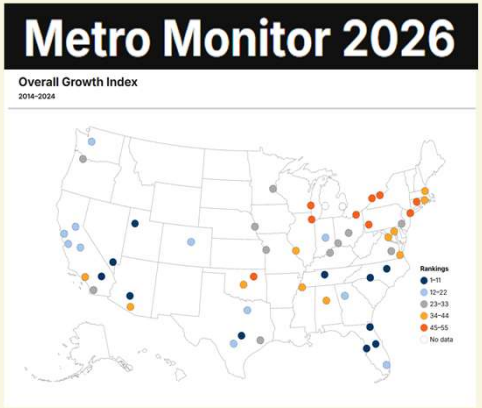
COMPARING OURSELVES AGAINST OTHER AREAS: CHALLENGES + OPPORTUNITIES

Key Economic Development Challenges

- Site development, including infrastructure readiness, utility constraints (power included) and availability of sites for development
- Workforce availability
- Competition from peer states

Key Economic Development Opportunities

- OPPD is increasingly viewed as a critical regional economic development partner - site readiness and infrastructure planning are becoming competitive advantages
- Increasing workforce competitiveness to support long-term regional prosperity
- Future growth will require enhanced planning, policy and modernizing economic development tools









Attract, retain & expand businesses



CAPITAL INVESTMENT FROM INDUSTRY CREATES COMMUNITY IMPACT

Facilitated outcomes among business community to bring:

$272M
Direct Capital Investment

$445M
Total Economic Impact

NEW OPPORTUNITIES IN COMMUNITY

537
Direct Jobs Landed

1,368
Overall Jobs (Total Effect)

$267M
537 direct jobs bring additional production of goods and services

$455M
1,368 overall new jobs bring additional production of goods and services

1,719
new additional jobs due to capital investment

Source: University of Nebraska-Omaha 2026 OPPD Economic Impact Analysis

Attract, retain & expand businesses

WE'RE SERVING CUSTOMER GROWTH AND NEED TO SERVE MUCH MORE

- Macro trends continue to drive unprecedented demand, including for OPPD
- Rising demand requires significant near- and long-term planning
  - Active project requests continue to signal substantial future load growth across multiple sectors
  - Regional corridors and target industry focus are putting upward pressure on near- and mid-term needs (i.e. inland ports, AgWorks, etc.)
- Businesses and communities seeking answers and continuous solutions
- OPPD committed to delivering solutions that keep the region competitive, resilient and future-ready
- We are growing while keeping to our mission of reliability and affordability

Reliability

2nd

Ranked in the nation

18% **Commercial Rates**

25% **Industrial Rates**

Below national average

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

LEADING AND PARTNERING ON ECONOMIC & COMMUNITY DEVELOPMENT PLANNING



Leading and serving on dozens of boards and key partner on community initiatives. Supported strategic planning efforts as Chair of Grow Sarpy and Chair of Nebraska City Area Economic Development Corporation. Co-facilitated Nebraska Chamber's Go Big Future Momentum Forum and participated in task force for development of Omaha Competes with Greater Omaha Chamber.

We Make Omaha



Serving on steering, economic development and land use committees to shape City of Omaha's We Make Omaha comprehensive plan. Supported comprehensive plans for City of Yutan, Sarpy County, Nemaha County and City of Bellevue.

Nebraska Association of County Officials

6 REGIONS One Nebraska

Serving on the Nebraska Association of County Officials (NACO) Land Use Committee to provide information, planning tools and regulatory considerations that support local decisions reflecting community priorities, applicable laws and sound planning practices. Supporting 6 Regions One Nebraska and facilitating discussion on challenges communities face with infrastructure, including water and waste-water systems.

CONNECTING ENTREPRENEURIAL COMMUNITIES



Presenting at Connecting Entrepreneurial Communities through Rural Prosperity Nebraska's conference that showcases rural innovation with practical strategies to foster entrepreneurship, support small businesses, and drive long term economic growth. Partnering with MAPA and local leaders to learn best practices from other metro regions to further community and economic development planning.

Serve as a community leader and trusted partner











LEAD, ADVOCATE AND PARTNER ON WORKFORCE + COMMUNITY NEEDS

Education

Supporting Career Fairs and Partnering on STEM Events

- ~50 events; engage with 5000+ students
- Marshmallow Challenge and Girls in Engineering

Continuing Connect the Dots and Mentoring Opportunities

- 4 rural area events; partnered with University of Nebraska Extension to engage 500+ students
- ~20 employees active mentors with ACE, Big Brothers Big Sisters, and TeamMates

Supporting workforce development through regional and statewide plans

Basic Needs & Community Betterment

Leading and Partnering with Community Organizations

- Raised more than $500K through Walk for Warmth, Month of Giving and Swigart events to support Greener Together Program, EAP (serving 600+ households) and provide scholarships
- Employees volunteer for Shine Bright (pack hygiene kits) and Day of Caring

ZL1

Co-hosting Community Resource Fairs

- Partnered with 31 non-profits in North Omaha, Louisville and LaVista to serve ~2500 households with ~$825K in bill relief

Leading and Partnering with Habitat

- Rock the Block in North Omaha + Otoe County
- New OPPD led partnership helps fast track homes for those in need - 40 lots in North Omaha neighborhoods

PROMOTING TOOLS AND RESOURCES TO SUPPORT ECONOMIC GROWTH AND VITALITY

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

SizeUp

Objective:

Provide tools and resources to educate small business customers

Outcomes:

- Provided 10,802 reports for business owners and entrepreneurs with almost 566 unique user visits
- Entrepreneurial ecosystem leaders leverage tool for small and emerging businesses
- Hosted a training session with eight small business development partner organizations.



SourceLink

Objective:

Connect businesses and entrepreneurs with resources to support economic growth

Outcomes:

- Cumulation of services: Website utilization totals 44,617 visits, resulting in 1,169 Personal Action Plans created and 14,868 direct referrals to partner organizations
- The Resource Navigator tool generated 8,181 searches and more than 695,752 total online referrals, with a total of 4,740 statewide events posted to the ecosystem calendar since OPPD became a partner

PROVIDING OFFERINGS TO SUPPORT COST SAVINGS & SUSTAINABILITY

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

NEBRASKA
DEPT. OF ECONOMIC DEVELOPMENT

SELECT GREATER OMAHA

Business Retention + Expansion Program

Objective:
Partner with economic development organizations to conduct business visits to identify opportunities to support customers

.

Outcomes:

- Completed 11 energy audits helping businesses identify cost savings and efficiencies
- Identified 9 business expansion project opportunities and connected companies with support services and resources



Greener Together Program

Objective:
Promote sustainability and savings through funding community projects (energy efficiency and renewable projects)

Outcomes:

- Over the next 12 months, Google has pledged $6 million to OPPD and the United Way
  - $875,000 has been designated to support Greener Together projects

PLANNING WITH COMMUNITIES FOR SITE READINESS AND FUTURE GROWTH

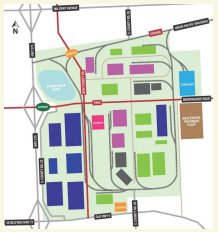
Assist with site development and marketing

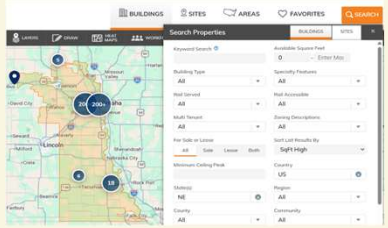
to plan or best optimize our energy system for businesses and industrial customer-owners



GREATER OMAHA CHAMBER

GREATER OMAHA CHAMBER AWARDED $480,000 EDA GRANT TO PREPARE SITES FOR MAJOR EMPLOYERS





Site Readiness

Objective:

Assess site readiness on sites statewide, including infrastructure capacities, and provide expertise to advance site readiness

Outcome:

Partnering with state and local leaders to advance site readiness efforts such as LB644, Greater Omaha Economic Development Partnership GO Ready Site Program, including support of U.S. Economic Development Administration Grant

Planning Long-Term Growth

Objective:

Identify and assess sites to plan for long-term key growth areas with external partners and create opportunity for future business and industry

Outcome:

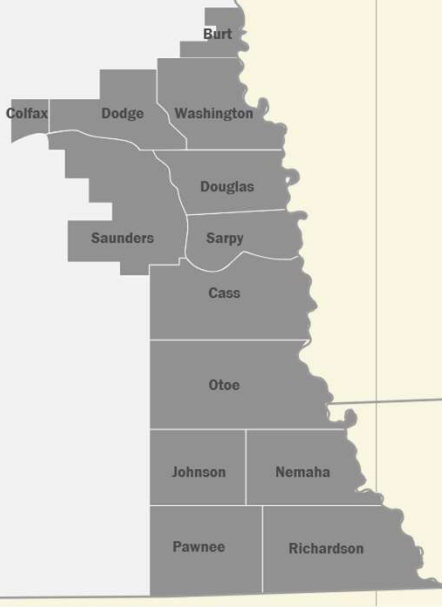
Bridging the gap between internal planning teams and external stakeholders to develop long term infrastructure strategy for industrial sites. Serve on Nebraska Chamber's site readiness working group to formalize policy and planning strategy

PLANNING FOR TOMORROW STARTS TODAY

OPPD
Omaha Public Power District

Leader, partner and stakeholder of policy and planning today to further economic growth of the region and in turn ensuring our communities can thrive and prosper

- Statewide energy studies
- Local regulations education and advocacy toward common goals for zoning and siting
- Site development and readiness
- Nuclear siting study and consortium
- Economic development programming and planning



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 emerging stakeholder expectations or trends, if any, could impact our strategic direction?

