



THE POWER OF PEOPLE



Review of Strategic Directive BP-SD-08 Economic Development

NPPD Board of Directors Meeting
September 2023

Nicole Sedlacek, Economic Development Manager

Board Policy BP-SD-08

BOARD POLICY
STRATEGIC DIRECTIVE

Policy No. BP-SD-08
Effective Date 12-13-18
Page 1 of 1

ECONOMIC DEVELOPMENT

Nebraska Public Power District (NPPD) is committed to promoting economic development in the region to increase the productivity of economic resources; create and enhance employment opportunities; retain, grow, and attract businesses with desirable loads and load profiles; and increase the level of income and quality of life for our customers.

NPPD will support our wholesale/retail customers, and be a leader in regional economic development by:

- Continually striving to know and understand the economic development needs and job creation prospects in our service territory.
- Aligning economic development activities with regional and state-level development initiatives.
- Assisting with site development by identifying and marketing sites for large business and industrial customer-owners.
- Working to retain, grow, and recruit commercial and industrial customers.
- Promoting innovation and job creation by offering economic development rates and other incentives.

ECONOMIC DEVELOPMENT TEAM



Nicole Sedlacek
Manager
O'Neill



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Senior Consultant
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Brian Vasa
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Account Manager
Ogallala



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Specialist
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Specialist
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Denon Feagin
Website/Digital
Specialist
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Continually striving to know and understand the economic development needs and job creation prospects in our service territory

Friend Development Group June 2023

FRIEND AND SALINE COUNTY TARGET INDUSTRY ANALYSIS



Program Summary

The Target Industry Analysis identifies a core set of industries that are likely candidates for future retention, expansion, and possible recruitment efforts by Friend Development Group. The analysis area, chosen based on commuting patterns, includes Fillmore, Gage, Jefferson, Saline, Seward, Thayer, and York Counties. All data in this report reflects this seven-county region.

This analysis is one of the important steps in the target industry program NPPD developed to support its customer communities.

TOP 5 INDUSTRIES BY EMPLOYMENT	FASTEST GROWING INDUSTRIES BY EMPLOYMENT (2017-2022)	DECLINING INDUSTRIES BY EMPLOYMENT (2017-2022)
<ol style="list-style-type: none"> Government Manufacturing Health Care & Social Assistance Retail Trade Accommodation & Food Services 	<ol style="list-style-type: none"> Mining, Quarrying, & Oil & Gas Extraction Arts, Entertainment & Recreation Real Estate Management of Companies & Enterprises Retail Trade 	<ol style="list-style-type: none"> Information Professional, Scientific, & Technical Services Administrative & Support & Waste Management & Remediation Services Accommodation & Food Services Transportation & Warehousing

INDUSTRY STRENGTHS BY LOCATION QUOTIENT	TOP OCCUPATIONS BY EMPLOYMENT
<ol style="list-style-type: none"> Agriculture Manufacturing Educational Services Government Wholesale Trade <p>Note: An employment location quotient greater than one (the national average) indicates an area specializes in an industry.</p>	<ol style="list-style-type: none"> Office & Administrative Support Occupations Production Occupations Transportation & Material Moving Occupations Educational Instruction & Library Occupations Sales & Related Occupations

TARGETED INDUSTRY ANALYSIS

FEBRUARY 2022 STUDY

Nebraska Public Power District
Always there when you need us

ECONOMIC AND DEMOGRAPHIC TRENDS

Creighton, Knox County and the Surrounding Area



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TREND STUDY

COMMUNITY GUIDE


Columbus

NEBRASKA



The Community Building, home of the Public Library, Columbus Area Arts Council, Columbus Area Children's Museum and City Hall.

Hard at work building our future!

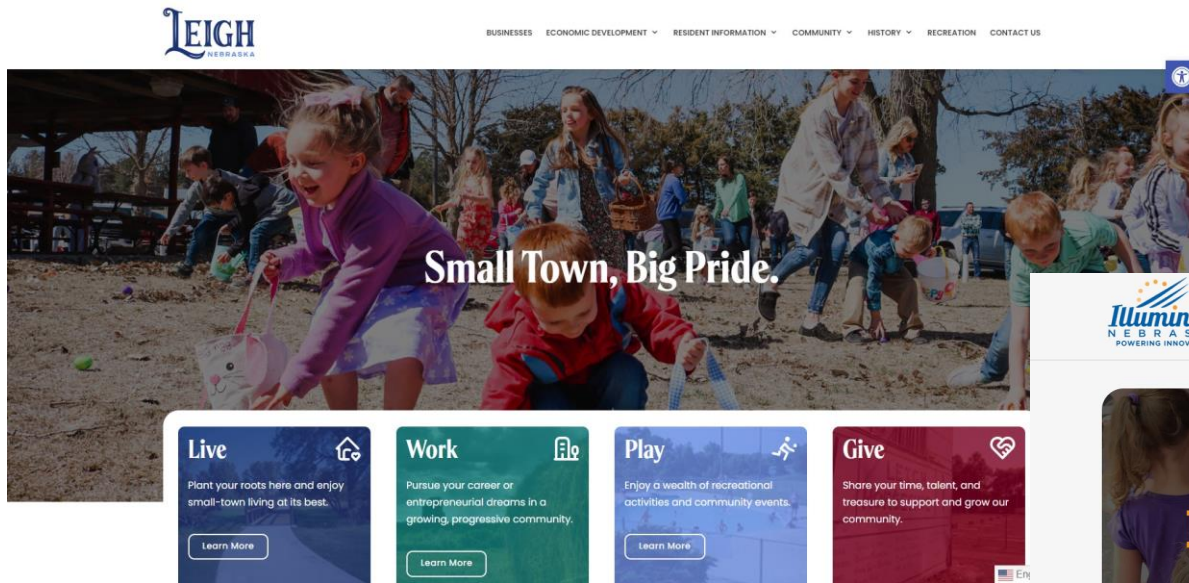


www.loup.com
www.columbusne.us
www.thecolumbuspage.com

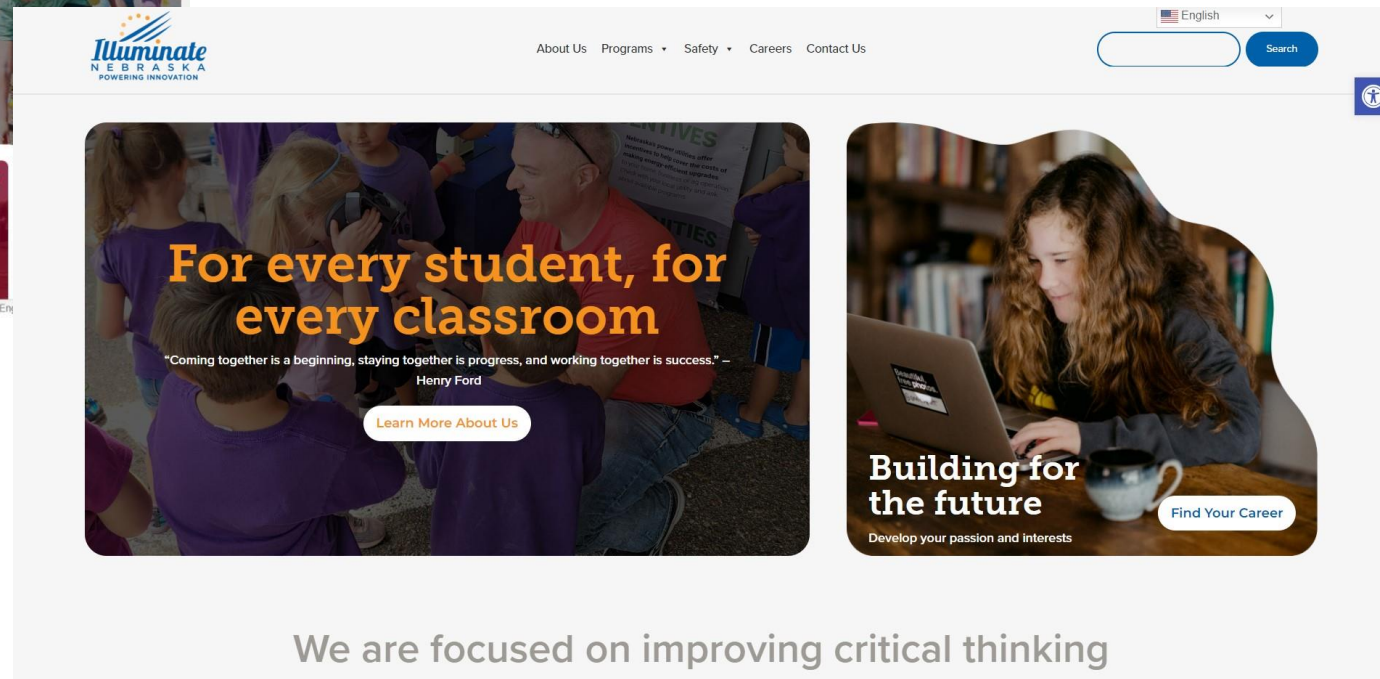
NEBRASKA
ECONOMIC DEVELOPMENT
CERTIFIED COMMUNITY

COMMUNITY GUIDE

Continually striving to know and understand the economic development needs and job creation prospects in our service territory, cont.



WEBSITE DEVELOPMENT



Continually striving to know and understand the economic development needs and job creation prospects in our service territory, cont.

STRATEGIC PLANNING & COMMUNITY SURVEYS



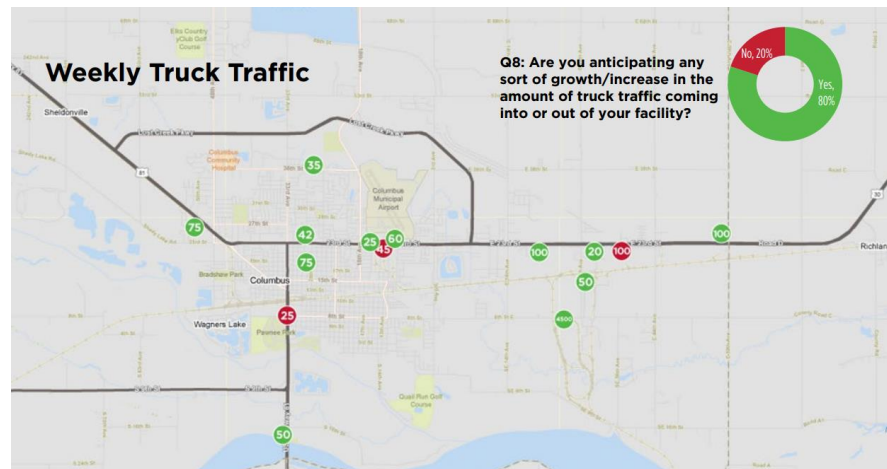
Greater Norfolk Economic Development Foundation

Continually striving to know and understand the economic development needs and job creation prospects in our service territory, cont.

SPECIAL RESEARCH REQUESTS



HIGHWAY 30/64 CONNECTOR



Name	Lost Creek Parkway
Location	Columbus/Platte County
Length	6.2 Miles
AADT	8,000
Cost	\$18 million (2006 dollars) \$27.0 million (2022 dollars)
Date Started	2006
Date Completed	2011
Sources: NDOT, Columbus Telegram	

Aligning economic development activities with regional and state-level development initiatives

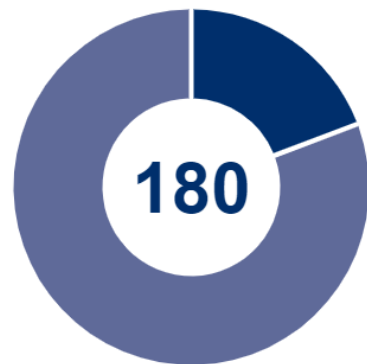


Assisting with site development by identifying and marketing sites for large business and industrial customer-owners

- Assist and train new economic developers and city officials with entering local sites and buildings in Location One Information System (LOIS)
- National online location analysis tool designed to promote available site and building inventory

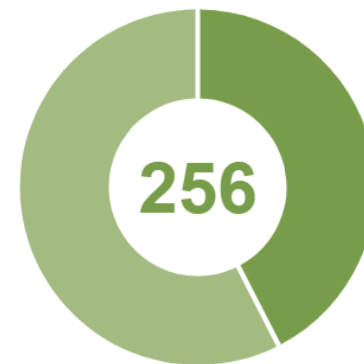
LOIS

Buildings



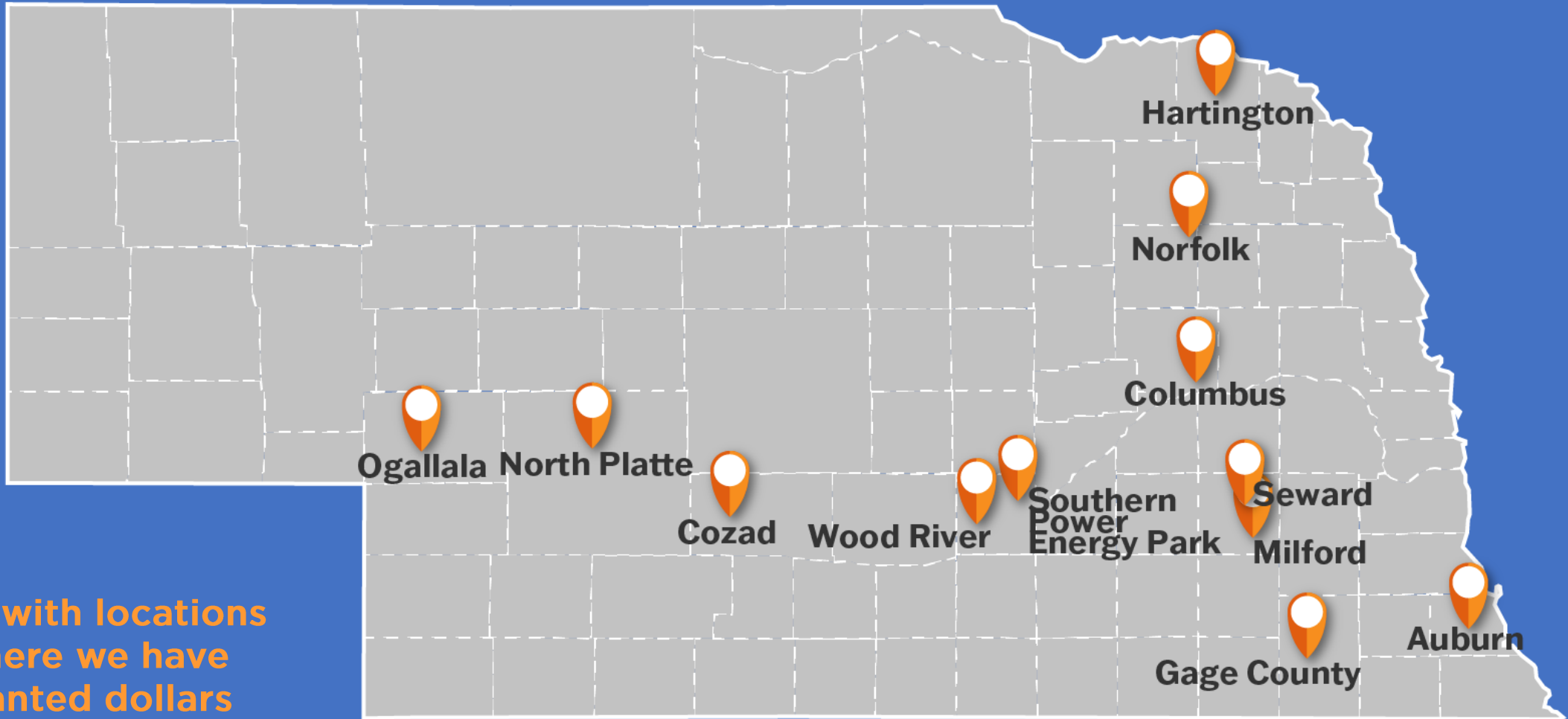
180 Buildings On the Market

Sites



256 Sites On the Market

SITE READINESS ASSISTANCE PROGRAM



Map with locations where we have granted dollars

Working to retain, grow, and recruit commercial and industrial customers

PROJECT ASSISTANCE

PROJECT MOVE

PROJECTED ANNUAL ECONOMIC IMPACTS SEWARD, NEBRASKA

INTRODUCTION

The economic impacts associated with the operation of the proposed Project Move plant in Seward, Nebraska, have been calculated utilizing a Micro IMPLAN input output model for the Seward Area Economy. For this analysis, the Seward Study Area is defined as Seward County, Nebraska. Information on plant employment, 47 (Phase 1) and 82 (Phase 2), local investment, \$60.0 million, and payroll of \$2.1 million (Phase 1) and \$3.7 million (Phase 2)¹, are from project description. Information on other economic effects associated with the facility are from the Seward County, IMPLAN input-output model. These impacts are summarized in Tables One through Three on the following pages.

Direct effects are employment and spending that is directly attributable to the construction and operation of the plant. **Indirect effects** are business-to-business purchases in the supply chain taking place in the City of Seward study area due to expenditures by the proposed plant. **Induced effects** are purchases associated with households spending their incomes, after removal of taxes, savings, and commuter income. These induced effects are generated by the spending of both plant employees and employees within the business' supply chain and include purchases at retail stores, restaurants, medical and other personal services businesses.

¹ Payroll estimated by Melissa L. Trueblood, PhD using average annual wages from company.


\$20M
EMPLOYEE
COMPENSATION EFFECT


458
JOBS


\$1.9M
ANNUAL TAX REVENUE
(LOCAL SALES AND PROPERTY TAXES)


\$2.8M
TOTAL RETAIL SALES

MEASURING ECONOMIC IMPACT



DIRECT EFFECTS
Investments in construction and expenditures for operations



INDIRECT EFFECTS
Inter-industry supply chain spending



INDUCED EFFECTS
Household income spending in local economy

ECONOMIC IMPACT ASSESSMENT | 1

IMPACT REPORTS

Selected Demographic & Employment Data

For Areas within 60 Minute ZIP Drive Time Radius of North Platte, Nebraska

Demographics	60 Minute Radius
Population (2022)	53,918
Projected Population (2027)	52,654
Jobs (2022)	(2%)
Current Average Earnings	\$57,997
COL Index	99.5

Industry Data: Animal Production	60 Minute Radius
Jobs (2022)	657
Earnings (2022)	\$57,895
Wages, Salaries, & Proprietor Earnings (2022)	\$48,404
Jobs LQ (2022)	16.03

WORKFORCE DATA

Working to retain, grow, and recruit commercial and industrial customers



1,315 New Jobs



\$860M Direct Capital Investment



Manufacturing



Data Center



Food Processing

Success Story – WCR Inc. - Seward

- An industry leader in heat exchanger parts and service
- NPPD's Role:
 - NPPD first met company in 2004
 - Economic Development team worked with company leadership over the years to build and foster the relationship and led site visits when ready to look at Nebraska communities
- \$6 million investment
- 20 new jobs



Promoting innovation and job creation by offering competitive rates

NPPD FIRM WHOLESALE AND RETAIL RATE ADJUSTMENTS

Year	Wholesale Base Rate	Wholesale PCA	Wholesale Rate with PCA *	Retail Base Rate	Retail PCA
2013	3.75%		3.75%	3.75%	
2014	(0.2)%		(0.2)%	0%	
2015	0.5%		0.5%	0%	
2016	0.6%		0.6%	0%	
2017	0.6%		0.6%	0%	
2018	0.0%		0.0%	0%	
2019	0.0%	\$26.8M	(3.6)%	0%	0**
2020	0.0%	\$46.1M	(2.7)%	0%	\$7.5M**
2021	0.0%	\$73.2M	(4.3)%	0%	\$7.5M**
2022	0.0%	\$74.2M	0.0%	0%	\$7.5M**
2023	0.0%	\$33.9M	6.1%	0%	\$5.0M**

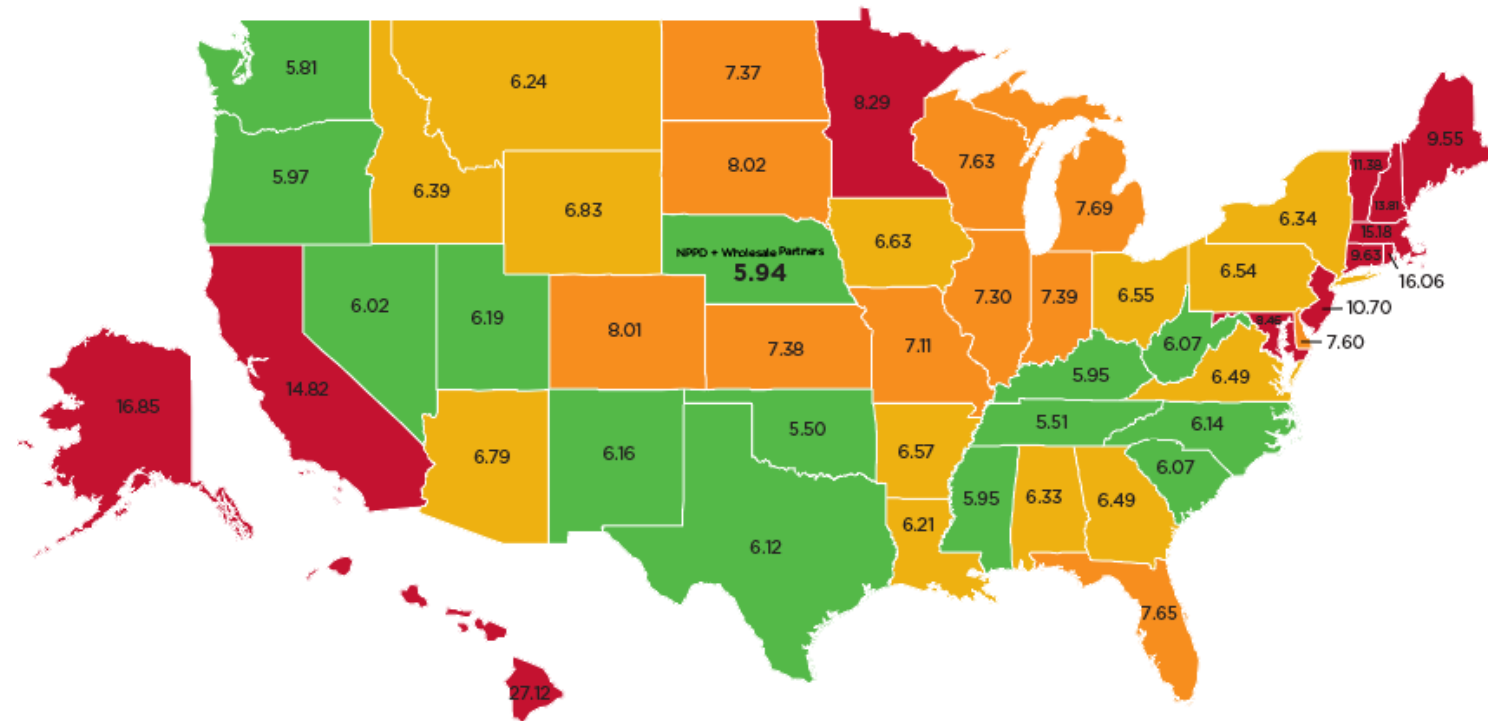
* Reflects adjustment relative to prior year

** Excludes Large Industrial Service PCA

Promoting innovation and job creation by offering competitive rates

Rate Products

- Interruptible Market-Based
- Demand Response
- Market-Based Rate
- Interruptible Rate



SOURCE: U.S. Energy Information Administration, 2021



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Questions

Stay connected with us.



Nebraska Public Power District

Always there when you need us