



THE  
**POWER OF  
PEOPLE**



# Review of Strategic Directive BP-SD-08 Economic Development

NPPD Board of Directors Meeting  
STRATEGIC BUSINESS MATTERS  
September 2024

Nicole Sedlacek, Economic Development Manager



Nebraska Public Power District

*Always there when you need us*

# 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.

# Powering Nebraska's Economy



# Economic Development Team



**Nicole Sedlacek, CEcD**  
**Manager**  
O'Neill



**Rick Nelsen, CEcD**  
**Senior Consultant**  
Lincoln



**Brian Vasa**  
**Senior Consultant**  
Ogallala



**Lyndsy Jenness**  
**Consultant**  
Norfolk



**Melissa Trueblood, PhD**  
**Economist**  
Lincoln



**Tricia Moyer**  
**Research Specialist**  
Columbus

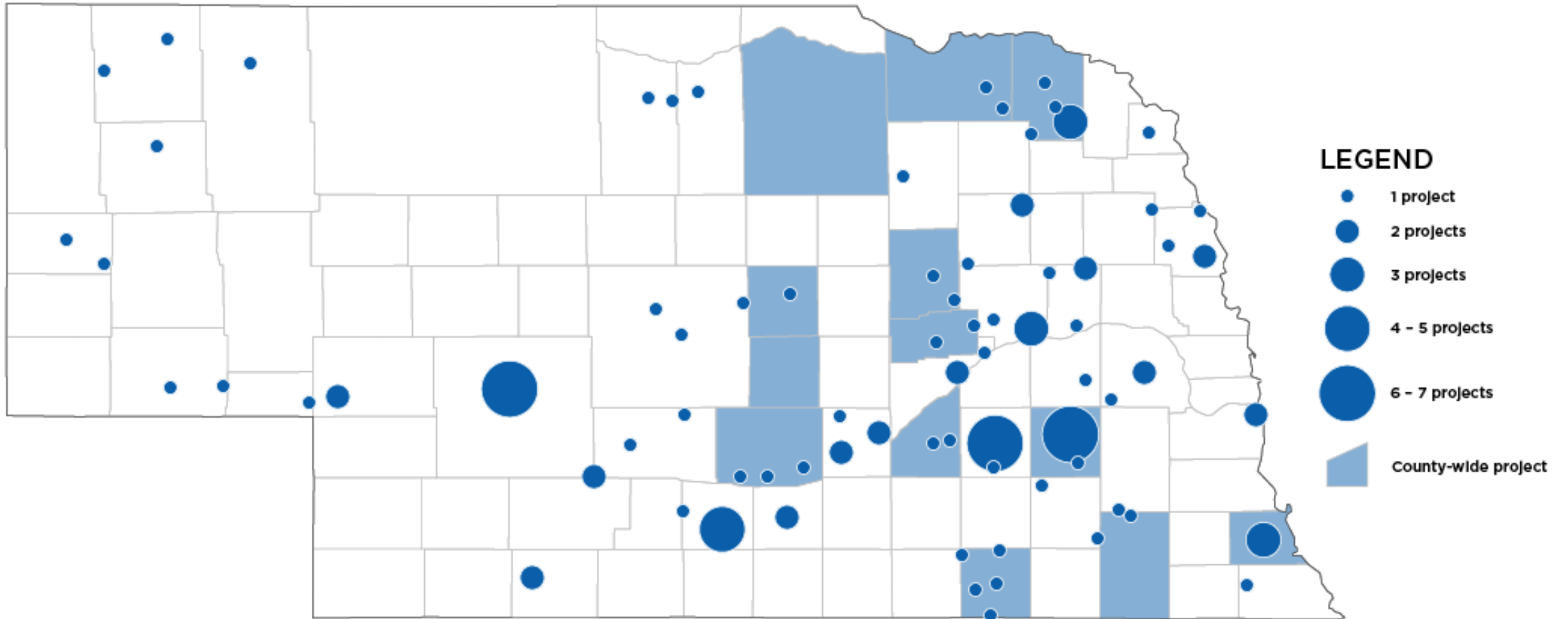


**Sara Groteluschen**  
**Specialist**  
Columbus



**Denon Feagin**  
**Website/Digital Specialist**  
Columbus

# Understanding Economic Development Needs



Projects and services provided  
September 1, 2023 – August 31, 2024

# Understanding Economic Development Needs



## IMMEDIATE PRIORITIES



HOUSING



INDUSTRIAL PARK



FIRE STATION

## OTHER PRIORITIES



ECONOMIC DEVELOPMENT

1. Infrastructure at interstate
2. Business growth north of town
3. Industrial park growth



PUBLIC BUILDINGS

1. Library
2. Use of Fire Station
3. Police staff and vehicles



QUALITY OF LIFE

1. Trail bathrooms
2. Ampitheatre
3. Pickleball courts
4. Trail expansion to Recharge



ENTRANCE IMPROVEMENTS

1. 3rd & Grant
2. I-80
3. Bypass

# Understanding Economic Development Needs

## Housing Profile for Ravenna, NE

Sources: US Census Bureau ACS 5-year 2017-2021



**60%**  
of Housing Units  
Owner Occupied



**40%**  
of Housing Units  
Renter Occupied



**\$738**  
Median Rent  
Ravenna, NE



**\$538**  
One Bedroom  
Median Rent



**\$806**  
Two Bedroom  
Median Rent



**\$900**  
Three Bedroom  
Median Rent

# Alignment with Regional and State Initiatives

## NEBRASKA GOVERNOR'S — NEW VENTURE COMPETITION



1<sup>ST</sup> PLACE – PRIVY AI



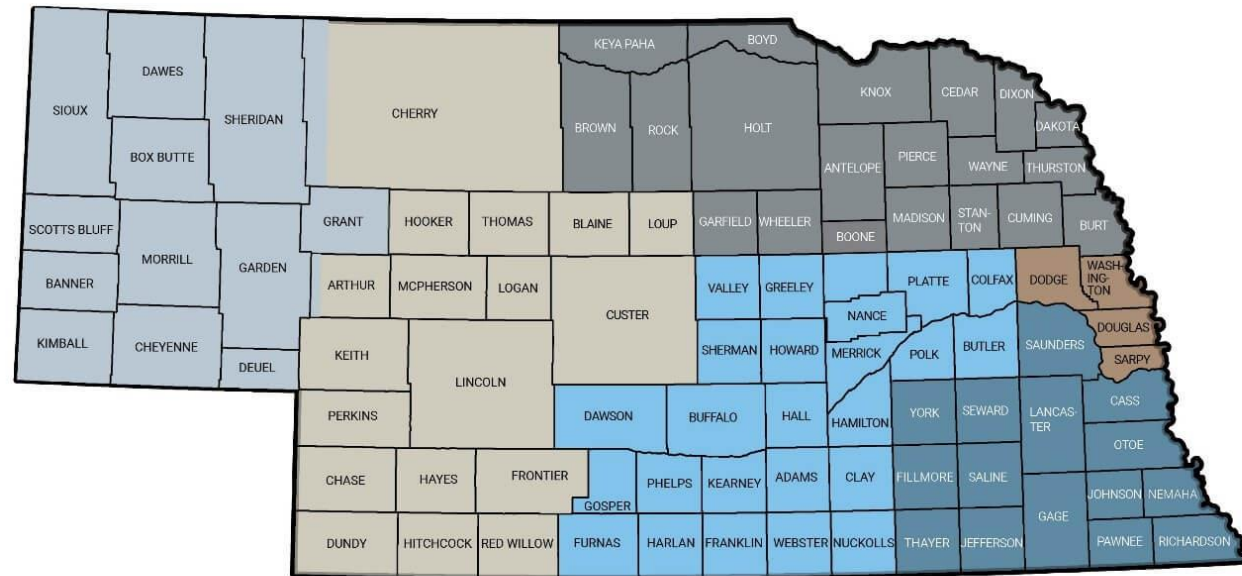
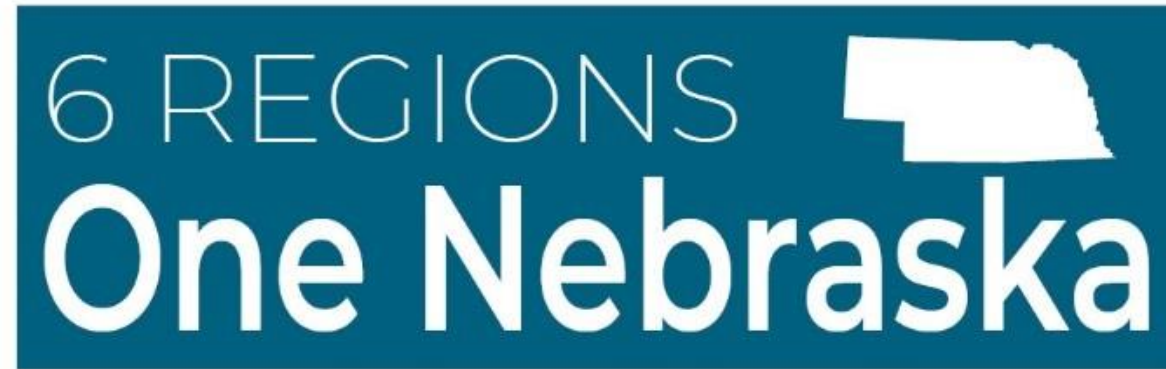
2<sup>ND</sup> PLACE – CATTLE KETTLE



3<sup>RD</sup> PLACE – DYSLEXICO



# Alignment with Regional and State Initiatives



- Western
- Northeast
- Metro
- Mid-Plains
- Central
- Southeast

# Facilitating Site Development

- Site Readiness Assistance Program (SRAP)  
Launched as pilot program in 2019
- Purpose was to assist with helping to identify more shovel-ready sites in rural Nebraska
- Since 2019 we have funded 24 grants
  - ✓ 17 different communities
  - ✓ From Ogallala to Auburn and from Hartington to Seward
  - ✓ Sites have ranged from 11 to 300 acres



# Site Readiness Assistance Program



Map with locations where we have granted dollars

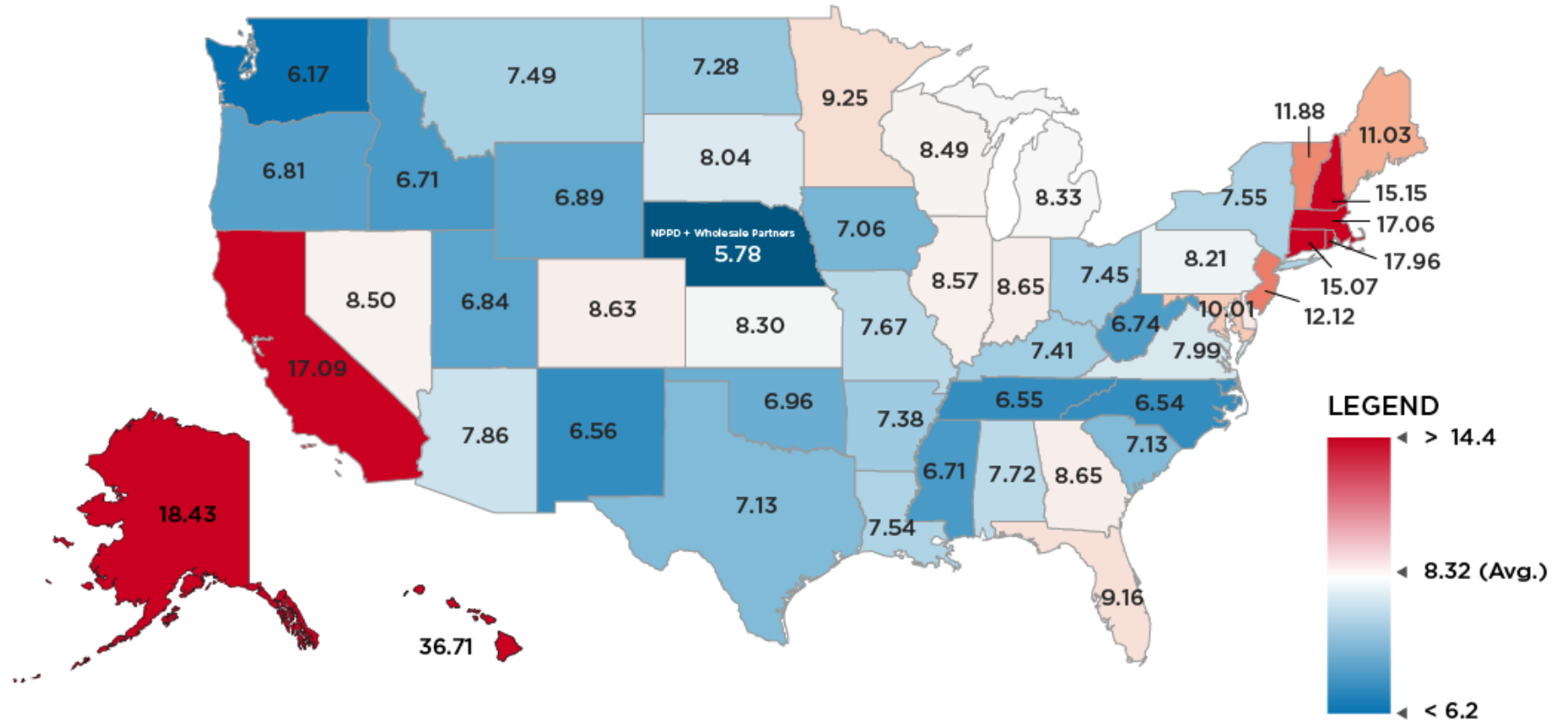
# Supporting Business Growth

2022 Industrial Average Retail Price (cents/kWh)  
U.S. Average = 8.32

2023

181

Projects Assisted



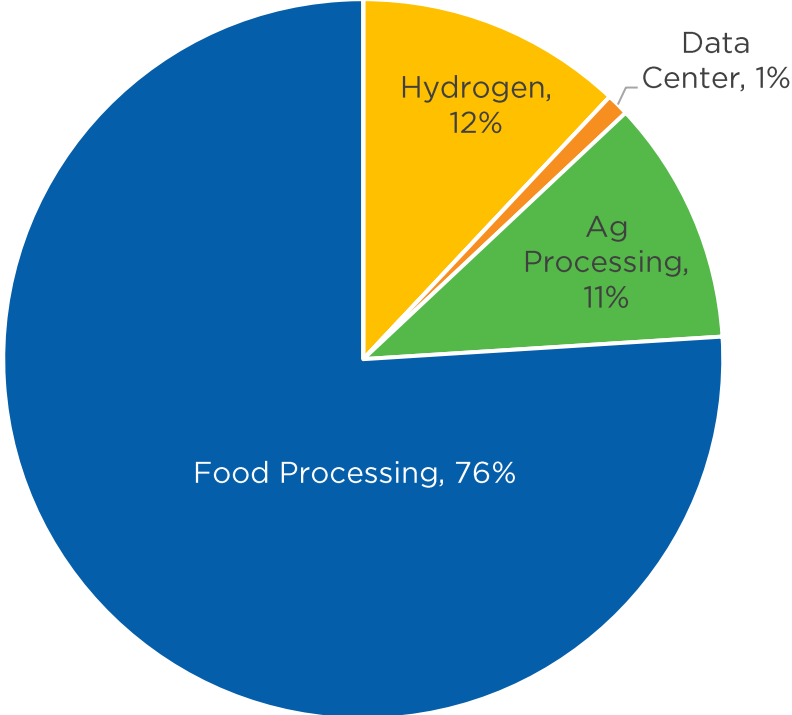
SOURCE: U.S. Energy Information Administration, 2022

# Driving Innovation & Job Creation

## 47 Expected Load Projects

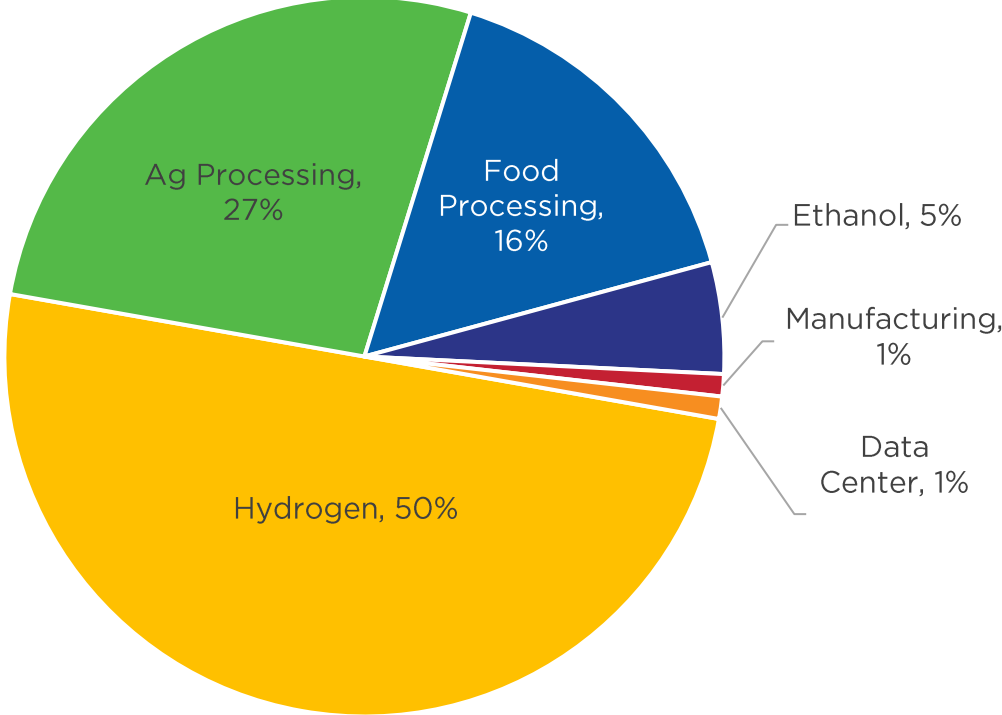
### 1,372 Jobs\*

% of Jobs by Industry



### \$3.6 Billion New Investment\*

% of Investment by Industry

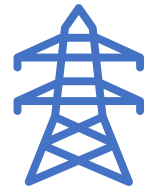


\*Some projects have not reported job and investment numbers

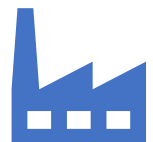
# Educational Opportunities



**Retail Trends Webinar – February 26, 2024:** The retail world has undergone significant changes in the past five years, and the question is: how does this affect our communities? This webinar explored the impact of retail, both nationally and locally, and its role in the Nebraska economy.



**Navigating the Changing Energy Landscape Webinar – July 17, 2024:** This webinar covered national trends, developments in Nebraska, and how NPPD is responding to the increase in the number of energy-intensive loads we are seeing.



**Site Readiness Assistance Program Webinar – September 18, 2024:** When competing for project, communities often focus on what can make them stand out to the prospective business. While this is important and can be what ultimately lands the project, equally as important is ensuring that your site can check the boxes to meet the needs of that prospective business.

# Upcoming Workshop

- **Audience:** Wholesale and retail customers, economic developers and community leaders
- **Themes:** How to foster a sense of civic pride, bring people together, restore beauty, foster affection and give people more meaning
- **Presenter:** Jeff Siegler, author and civic pride consultant, who has helped hundreds of communities with their revitalization, economic sustainability and community development



*The only way to counteract civic APATHY is to cultivate civic PRIDE.*

**North Platte**

October 8 at 9:00 a.m.

**Norfolk**

October 9 at 9:00 a.m.



# THE POWER OF PEOPLE



## Questions

Stay connected with us.



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