



THE POWER OF PEOPLE



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

NPPD Board of Directors Meeting  
STRATEGIC SESSION  
September 11, 2025

Nicole Sedlacek, Economic Development Manager



Nebraska Public Power District

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## 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, CEcD**  
Manager  
O'Neill



**Rick Nelsen, CEcD**  
Senior Consultant  
Lincoln



**Brian Vasa**  
Senior Consultant  
Ogallala



**Lyndsy Jenness, CEcD**  
Consultant  
Norfolk



**Melissa Trueblood, PhD**  
Economist  
Lincoln



**Tricia Moyer**  
Research Specialist  
Columbus



**Sara Groteluschen**  
Specialist  
Columbus



**Denon Feagin**  
Website /  
Digital Specialist  
Columbus



# Powering Nebraska's Economy



# Understanding Economic Development Needs

Exploring Priorities Together Through Facilitated Dialogue



'NO IDEA IS TOO GRAND'

**York library patrons 'dream big' at community focus sessions**

**R.J. Post**

Mar 26, 2025



Nicole Sedlacek, economic development manager for Nebraska Public Power District, facilitates a Community Focus Group session Tuesday at the Kilgore Memorial Library in York.

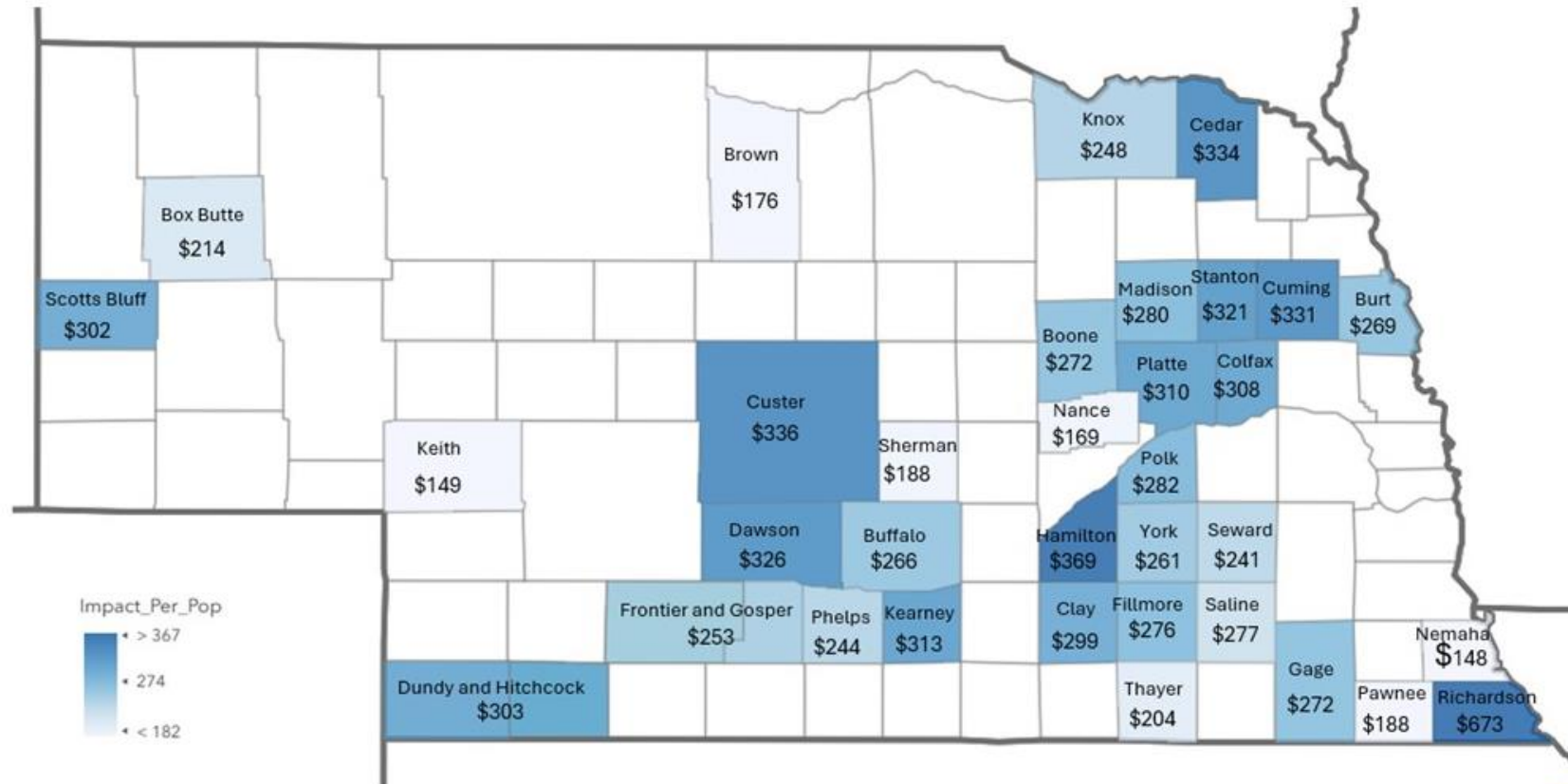
**Courtesy of York News-Times**

# Understanding Economic Development Needs

Turning Data into Insight for Stronger Communities

## Childcare Studies – A Tool For Community Growth

### Per Capita Impact of Inadequate Childcare



Average Per Capita Impact: \$275

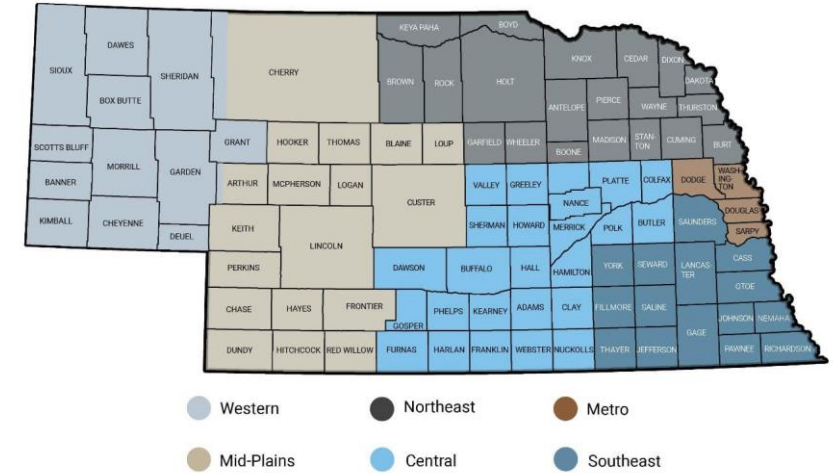
Per Capita Impact: Combined Economic Impact to Families and Businesses Divided by Total Population



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# Alignment with Regional and State Initiatives



## Five Nebraska Communities Selected for Revitalize and Thrive Initiative

August 28, 2025

The Revitalize and Thrive initiative has announced the selection of five Nebraska communities – Southeast Omaha, Cozad, Auburn, McCook, and Seward to participate in an innovative partnership focused on community revitalization and youth retention.

These communities will collaborate with nationally recognized revitalization strategist Jeff Siegler, along with regional leaders and student interns, to develop strategies that strengthen local identity, foster economic vibrancy, and create a more compelling reason for young people to stay, return or relocate to their hometowns.

### Tackling Nebraska's Brain Drain

The Revitalize and Thrive program addresses one of Nebraska's longstanding challenges: brain drain, the outmigration of young talent from rural and urban areas alike. Through a blend of creative placemaking, local leadership development and community engagement, the initiative empowers communities to write their own "revival stories."

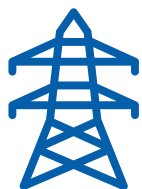


# Educational Opportunities



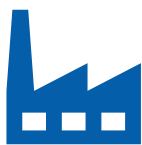
## **Civic Pride & Civic Apathy Workshops – October 8 & 9, 2024**

**Civic Pride & Civic Apathy Webinars – December 5 & 6, 2024:** These workshops and webinars helped attendees learn tips on how to foster a sense of civic pride, bring people together, restore beauty, foster affection and give people more meaning in their communities.



## **Powering Progress: Strategies for Sustainable Economic Growth – May 6, 2025:**

This webinar explored the challenges and opportunities in childcare, housing, workforce development, and the changing energy landscape. Attendees were able to learn about tools available to you and practical, community-focused strategies that support sustainable growth and improve quality of life for all.

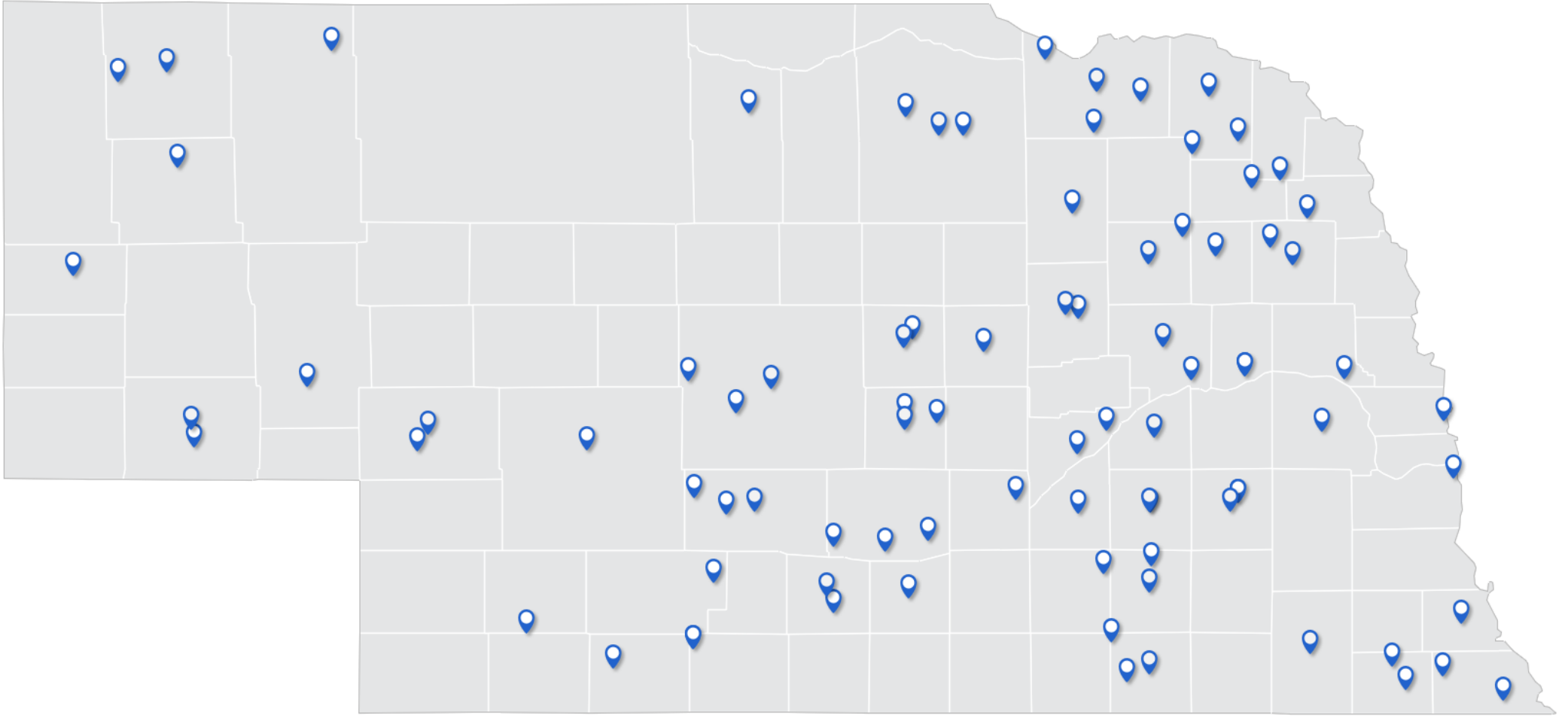


**Site Readiness Assistance Program Webinar – September 17, 2025:** When competing for project, communities often focus on what can make them stand out to the prospective business. While this is important and can be what ultimately lands the project, equally as important is ensuring that your site can check the boxes to meet the needs of that prospective business.



# Online & In-Person Events

September 2024-August 2025



# 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, 26 grants have been awarded
  - 15 different communities
  - From Ogallala to Auburn and from Hartington to Gage County
  - Sites have ranged from 11 to 300 acres



# Site Readiness Assistance Program

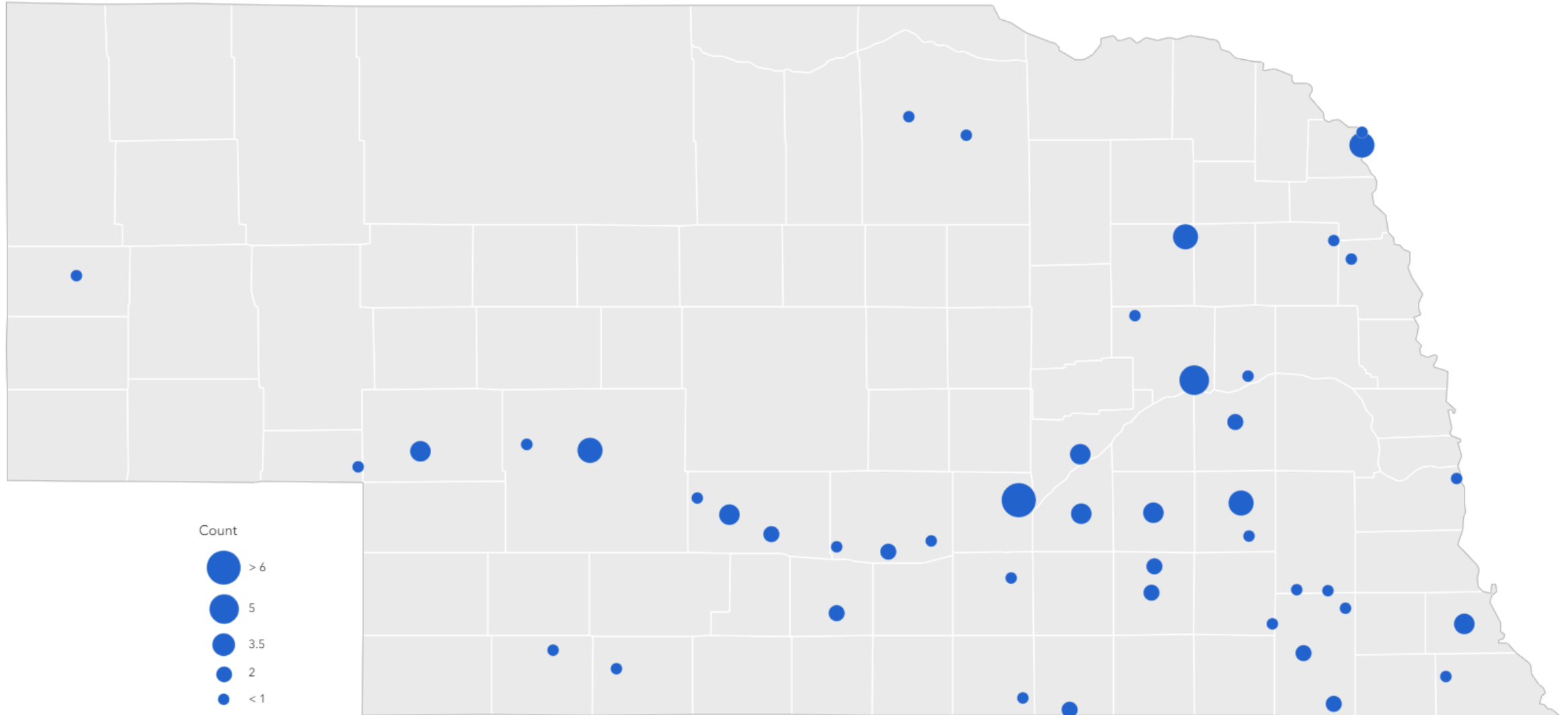


Map with locations where grant awards have been made.



# Supporting Business Growth

RFI Responses by Community  
September 2024-August 2025



## 2024 Projects Announced/Won

# 12 Projects

## 1,064 Direct Jobs

## \$1 Billion New Investment

### Industries

- Ag Processing
- Data Center
- Ethanol
- Food Processing
- Manufacturing



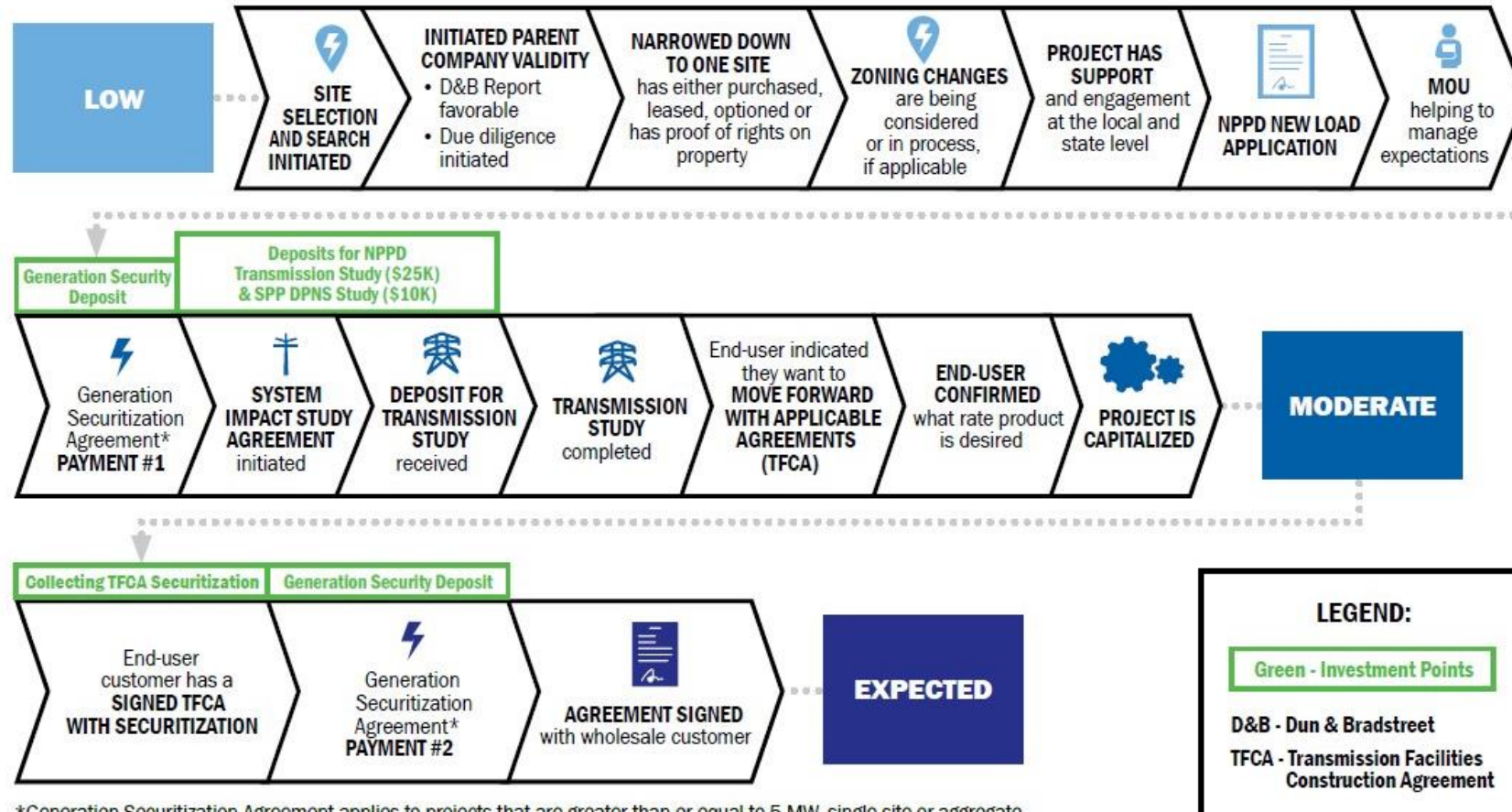
# 2025 Top Utilities in Economic Development

- Alabama Power Company
- Alliant Energy
- American Electric Power
- Arizona Public Service
- CLECO
- ComEd, an Exelon Company
- Consumers Energy
- Dominion Energy
- Duke Energy
- Entergy Corporation
- Florida Power & Light
- Georgia Power
- Kentucky's Touchstone Energy Cooperatives
- LG&E and KU Energy LLC
- Mississippi Power
- Nebraska Public Power District
- Omaha Public Power District
- PECO, an Exelon Company
- PowerSouth
- Salt River Project
- Southeast Gas
- Tennessee Valley Authority





# NEW LOAD PROCESS



\*Generation Securitization Agreement applies to projects that are greater than or equal to 5 MW, single site or aggregate.

**“The illustration of the New Load Process is extremely useful and easy to follow/understand.”**  
**-New Load Prospect**



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**(877) ASK-NPPD**



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## Questions

Stay connected with us.



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