



THE POWER OF
PEOPLE



Review of Strategic Directive BP-SD-08 Economic Development

NPPD Board of Directors Meeting
Strategic Session
September 2026

Nicole Sedlacek, Economic Development Manager



Nebraska Public Power District

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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, CEcD
Manager
O'Neill



Brian Vasa
Senior Consultant
Ogallala



Jonathan Jank, CEcD
Consultant
York



Lyndsy Jenness, CEcD
Consultant
Norfolk



Melissa Trueblood, PhD
Economist
Lincoln



Tricia Moyer
Research Specialist
Columbus



Sara Groteluschen
Specialist
Columbus

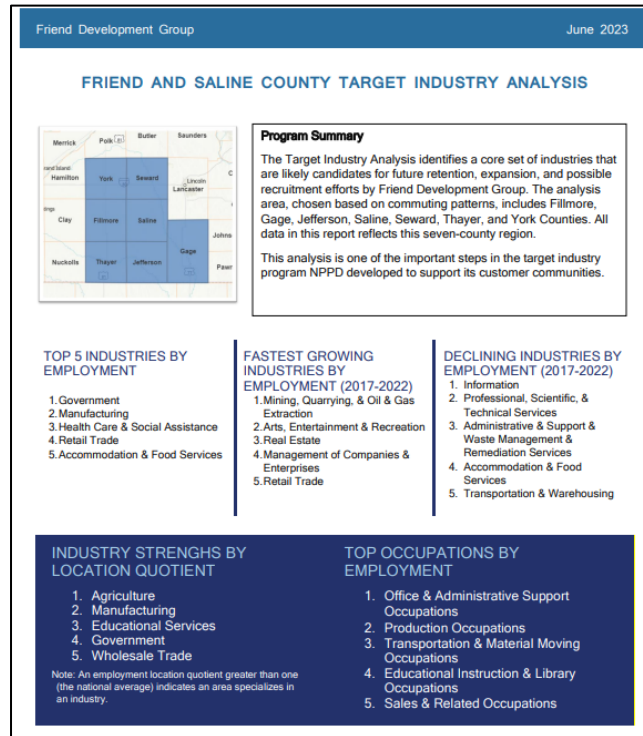


Denon Feagin
Website/Digital
Specialist
Columbus

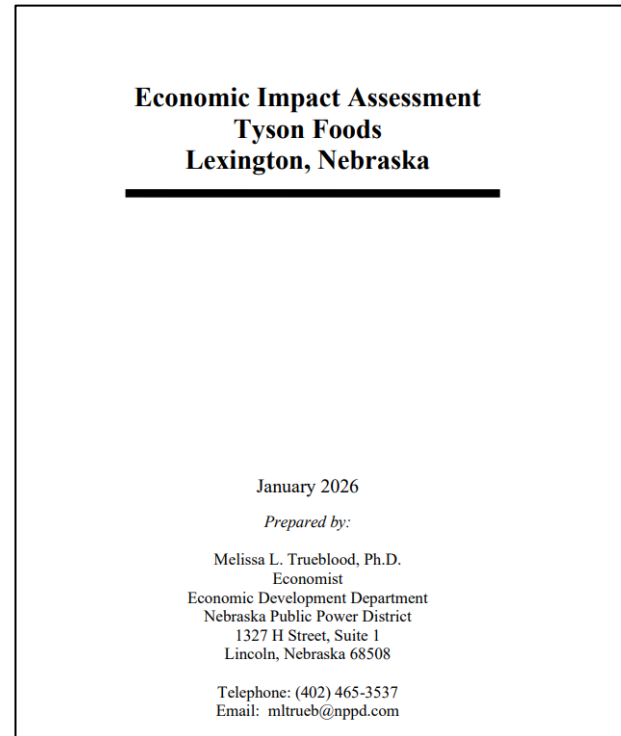
Powering Nebraska's Economy



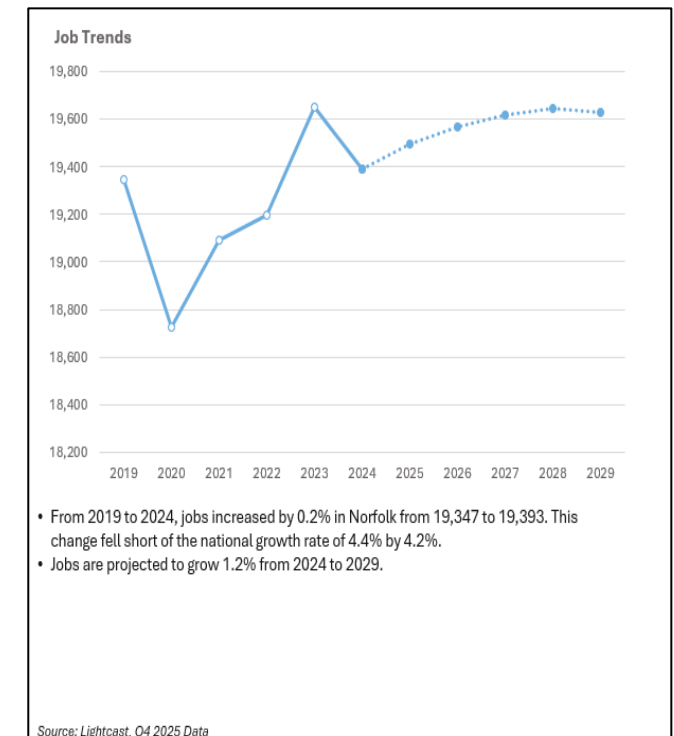
Understanding Economic Development Needs



TARGETED INDUSTRY STUDIES



ECONOMIC IMPACT ANALYSIS



WORKFORCE DATA

Understanding Economic Development Needs

TARGETED INDUSTRY STUDIES

Completed

- Loup City
- Seward
- Aurora

In Progress

- Keith County

BUSINESS RETENTION & EXPANSION VISITS

- Auburn
- Bladen
- Blaine County
- Creighton
- Custer County
- Greeley
- Pawnee City
- St. Paul
- Winnetoon

ECONOMIC IMPACT ANALYSIS

Completed

- Tyson, Lexington
- Knife River, DED
- Curbtender, DED
- Great Plains Health, North Platte
- Project Fly
- Vacant Housing Impact – 6R1NE

In Progress

- North Platte Non-Profit Impact
- PCDC
- Cinco de Schuyler
- Ponca Tribe
- Wahoo Civic Center
- York Child Care

RETAIL LEAKAGE

Completed

- Columbus Retail Pull
- Norfolk Retail Leakage Study

WORKFORCE DATA

RFI Labor Data

- Aurora
- Columbus
- Cozad
- Gibbon
- Lexington
- North Platte
- Plattsmouth
- Seward
- Schuyler
- York

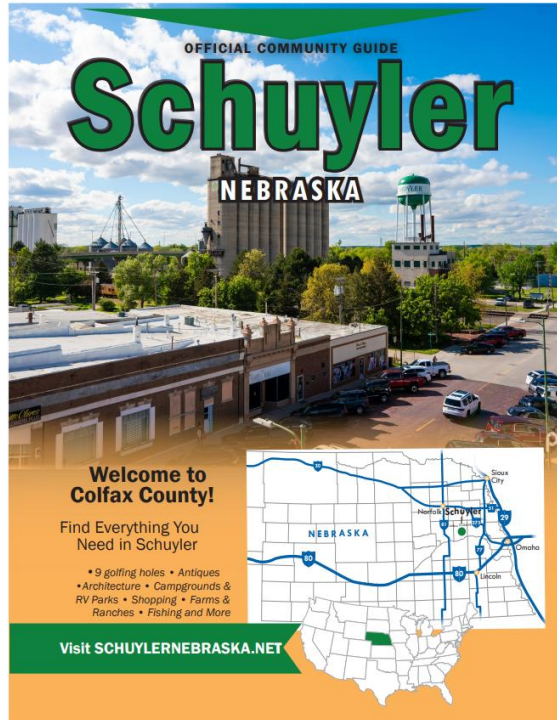
Labor Study - Completed

- Seward

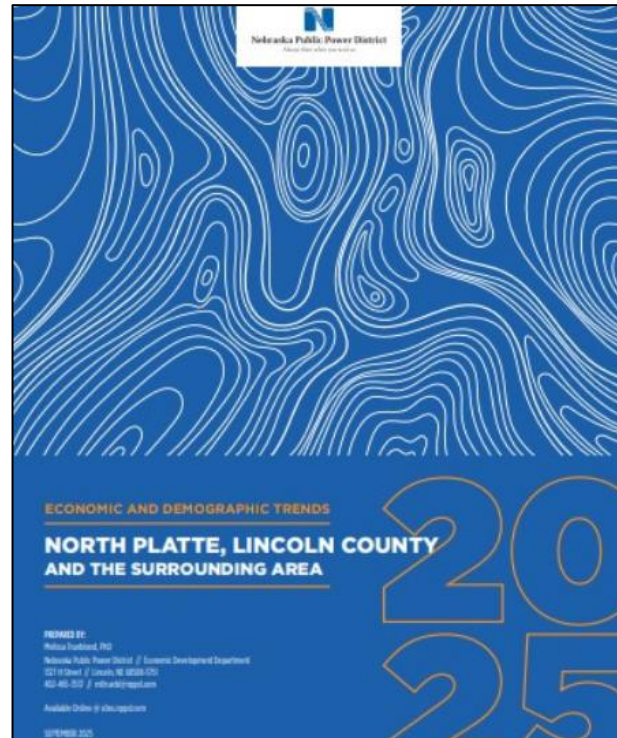
Labor Study - In Progress

- Cozad
- Fullerton
- Schuyler

Community Positioning



COMMUNITY GUIDE



TREND STUDY



STRATEGIC PLANNING

Community Positioning – Updated Economic & Demographic Trends Report

Commuting

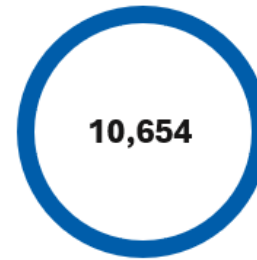
- Approximately 45% of Madison County residents leave the county for work. This suggests that Madison County is a net importer of workers

Top Counties where Madison County Workers Live (2022)

County	Count	Share
Madison County, NE	10,654	62.7%
Douglas County, NE	1,155	6.8%
Platte County, NE	663	3.9%
Dakota County, NE	539	3.2%
Lancaster County, NE	499	2.9%
Stanton County, NE	475	2.8%
Pierce County, NE	311	1.8%
Wayne County, NE	263	1.5%
Sarpy County, NE	213	1.3%
Dodge County, NE	172	1.0%
All Other Locations	2,036	12.0%
Total	16,980	100%

**Work in
Madison
County, Live
Elsewhere**

8,707



**Live and Work
in Madison
County**

**Live in
Madison
County, Work
Elsewhere**

6,326

Top Counties where Madison County Residents Work (2022)

County	Count	Share
Madison County, NE	10,654	55.0%
Stanton County, NE	1,171	6.0%
Pierce County, NE	1,096	5.7%
Platte County, NE	661	3.4%
Wayne County, NE	538	2.8%
Lancaster County, NE	523	2.7%
Douglas County, NE	461	2.4%
Antelope County, NE	410	2.1%
Hall County, NE	245	1.3%
Dakota County, NE	213	1.1%
All Other Locations	3,389	17.5%
Total	19,361	100%

Community Positioning

COMMUNITY GUIDE

Completed

- Seward County

In Progress

- Auburn
- Bloomfield
- Creighton
- Ewing
- Gordon
- Gage County
- Holdrege
- Leigh
- Lindsay
- Newman Grove
- North Platte
- Plattsmouth
- Ravenna
- Wahoo
- York
- Randolph

TREND STUDY

Completed

- Colfax County
- Custer County
- Humbolt (Richardson County)
- Loup City (Sherman County)
- North Platte (Lincoln County)
- York (York County)

STRATEGIC PLANNING

Facilitated Sessions

- Beemer
- Central City Chamber of Commerce
- Hemingford
- Knox County Economic Development
- Loup City
- City of Norfolk
- Northeast Economic Development District
- Schuyler
- Seward County
- City of York
- York County Development Corporation

Alignment with Regional and State Initiatives



**THE ECONOMIC IMPACT OF A NEW
FAMILY IN NEBRASKA**

6 REGIONS
One Nebraska

If your community struggles to attract or keep residents, the reason may be simpler than you think: housing. When there isn't enough affordable, decent housing, families choose to live and spend elsewhere. That means your community misses out on real economic dollars.

This report answers a straightforward question: What is the economic value of one new family choosing your community? A single household doesn't just pay property taxes—it supports local jobs, boosts retail spending and creates a ripple effect throughout the local economy.

By understanding this impact, community leaders can make the case for investing in housing, either by new construction or rehabbing vacant housing, and show residents and decision-makers exactly what's at stake.

Site Development & Featured

Featured Properties



Aurora Mission Critical

68 ACRES

This central Nebraska site is located in the middle of everywhere. With east/west Interstate 80 less than 1.5 miles away and north/south Highway 14 running along the property line access is readily available. Water runs past the site (only a connection required), fiber is complete, natural gas and electricity utilities are within close proximity. This large site allows prospects to choose



Bradford Business Park

180 ACRES

The Bradford Business Park began as a 108-acres parcel located at the northeast intersection of South 37th Street and West Omaha Avenue. The business park is owned by the Greater Norfolk Economic Development Foundation and was master planned by Olsson. The park offers a variety of different sized parcels and infrastructure well-suited for heavy commercial and light industrial



Columbus Energy Triangle

60 ACRES

Various parcel sizes that are zoned for local business (B-2); paved streets; direct access to Lost Creek Parkway; egress/ingress access; 2 - 4 acre platted lot sizes to the north of 45th Street, with a 60+/- acre site to the south that can be subdivided; level site with less than 2 percent slope; soils are Muir silt loam (Mx), sandy substratum; Lawet silt loam (Ld); Gibbon silt loam (Gk)

Featured Properties Criteria

The site must be served either directly by NPPD or through a NPPD Wholesale Partner. The site must also be optioned, controlled or owned by the local economic development organization, municipality or electric provider.

- Minimum of five acres.
- Property listed on Location One Information System (LOIS) with a completion of at least 80% and updated within the last six months.
- Current capabilities have been identified for electric load, natural gas, telecom, water, and wastewater usage. (MW, MCF, gallons per day, etc.)
- Any three of the due diligence items must be completed:
 - Alta Survey
 - Title Commitment
 - Phase 1 Environmental
 - Geotechnical Investigation
 - Natural Features/Wetlands
 - Endangered Species
 - Property Maps
 - Other, as required for the site: ex. - additional engineering, rail study, survey work to get to LOMA and conceptual master planning

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

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News

Sites & Buildings

15

LOIS Workforce Reports

The screenshot displays the LOIS Workforce Reports interface. On the left, a sidebar shows a list of properties under the 'SITES' tab. The main panel displays a detailed report for the 'Tech oNE Crossing-Data Center Site - Kearney, NE'.

Property Location:
Latitude: 40.725620 Longitude: -99.042610

Property Name:
Tech oNE Crossing-Data Center Site - Kearney, NE

Subtitle:
5401 Antelope Avenue, Kearney, NE

Analysis Boundary Type:
☒ Drive Time (minutes) ☐ Drive Distance (miles)

Drive Times (1-90 minutes):
3 5 8
Enter up to 3 values between 1 and 90 minutes.

Report Format:
☒ PDF ☐ Excel

GENERATE WORKFORCE REPORT

Property List (Left Sidebar):

- LLC Property (109 acres)
York, NE
109.11 Acres
- Norfolk, NE: 108 Acres - Bradford Business Park
Norfolk, NE
108 Acres
- 107 Acres
Holdrege, NE
107 Acres
- Tech oNE Crossing-Data Center Site - Kearney, NE
Kearney, NE
107 Acres
- Norfolk, NE: 106 Acres (1015 Magnet Dr)
Norfolk, NE
105.96 Acres

Demographics (Right Panel):

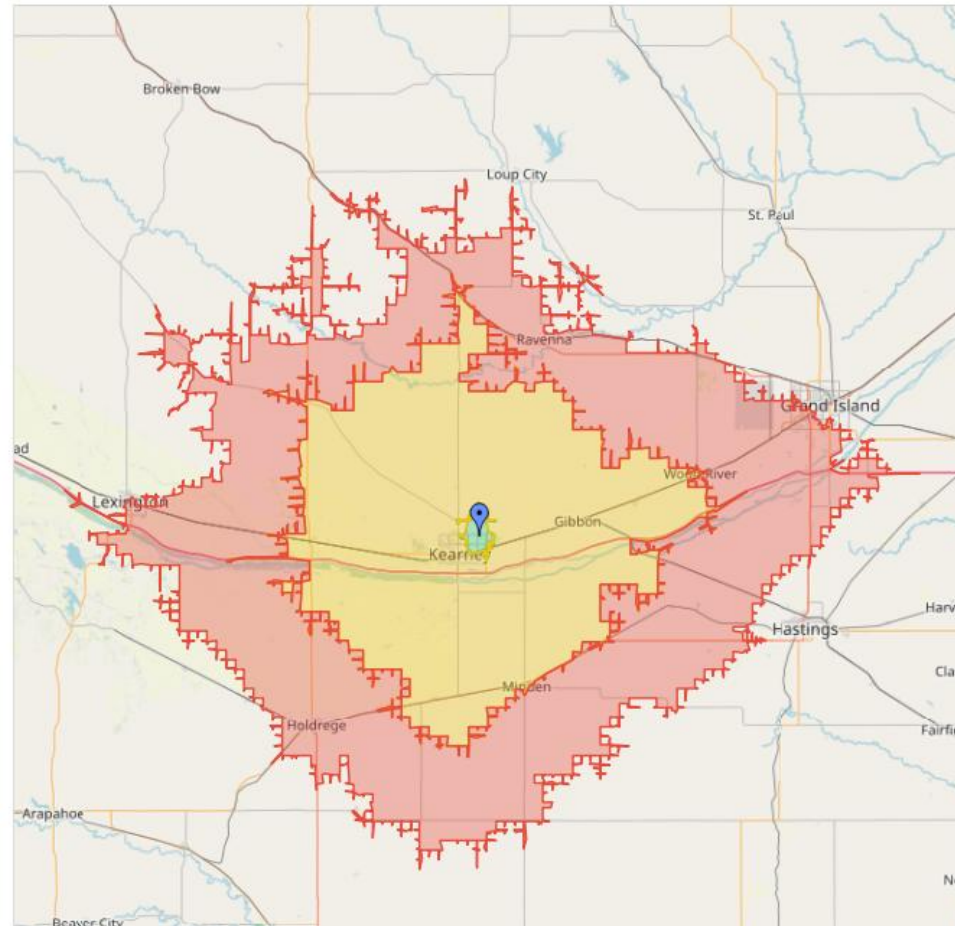
Radius	Population
1 Mile Radius	5,401
30 Mile Radius	74,814
1 Mile Radius	2,112
30 Mile Radius	30,044

Demographics Source: ESRI®, 2025

LOIS Workforce Reports

Workforce Profile

Tech ONE Crossing-Data Center Site - Kearney, NE
5401 Antelope Avenue, Kearney, NE
Lat 40.725620 / Lng -99.042610



LOIS Workforce Reports

Workforce Profile

Tech oNE Crossing-Data Center Site - Kearney, NE
5401 Antelope Avenue, Kearney, NE
Lat 40.725620 / Lng -99.042610
5 Minutes



Industry · 5 Minutes

NAICS Code	Name	Jobs	Avg. Annual	Avg. Hourly
11	Agriculture, Forestry, Fishing & Hunting	367	\$ 52,845.00	\$ 25.41
21	Mining, Quarrying & Oil / Gas Extraction	30	\$ 52,400.00	\$ 25.19
22	Utilities	45	\$ 115,144.00	\$ 55.36
23	Construction	1,508	\$ 60,414.00	\$ 29.05
31	Manufacturing	2,854	\$ 63,494.00	\$ 30.53
42	Wholesale Trade	973	\$ 68,754.00	\$ 33.05
44	Retail Trade	3,285	\$ 34,317.00	\$ 16.50
48	Transportation & Warehousing	754	\$ 61,322.00	\$ 29.48
51	Information	149	\$ 46,738.00	\$ 22.47
52	Finance & Insurance	602	\$ 79,120.00	\$ 38.04
53	Real Estate & Rental & Leasing	253	\$ 55,024.00	\$ 26.45
54	Professional, Scientific & Tech. Svcs.	991	\$ 66,073.00	\$ 31.77
55	Management of Companies & Enterprises	681	\$ 93,796.00	\$ 45.09
56	Administrative & Waste Svcs.	967	\$ 38,258.00	\$ 18.39
61	Educational Services	155	\$ 25,328.00	\$ 12.18
62	Health Care & Social Assistance	4,711	\$ 64,801.00	\$ 31.15
71	Arts, Entertainment & Recreation	369	\$ 20,487.00	\$ 9.85
72	Accommodation & Food Services	3,048	\$ 21,715.00	\$ 10.44
81	Other Services (ex. Public Admin.)	934	\$ 29,958.00	\$ 14.40
90	Government	1,571	\$ 51,229.00	\$ 24.63

Workforce Profile

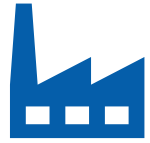
Tech oNE Crossing-Data Center Site - Kearney, NE
5401 Antelope Avenue, Kearney, NE
Lat 40.725620 / Lng -99.042610
5 Minutes



Occupation · 5 Minutes

SOC Code	Name	Jobs	Avg. Annual	Avg. Hourly
11	Management	1,663	\$ 78,651.00	\$ 37.81
13	Business & Financial	833	\$ 66,211.00	\$ 31.83
15	Computer & Mathematical	204	\$ 75,507.00	\$ 36.30
17	Architecture & Engineering	306	\$ 76,681.00	\$ 36.87
19	Life, Physical & Social Science	182	\$ 66,066.00	\$ 31.76
21	Community & Social Services	399	\$ 50,897.00	\$ 24.47
23	Legal	69	\$ 75,759.00	\$ 36.42
25	Education, Training & Library	858	\$ 56,723.00	\$ 27.27
27	Arts, Design, Entertainment, Sports & Media	263	\$ 45,665.00	\$ 21.95
29	Healthcare Practitioners & Technical	2,138	\$ 98,778.00	\$ 47.49
31	Healthcare Support	1,101	\$ 37,739.00	\$ 18.14
33	Protective Service	186	\$ 52,540.00	\$ 25.26
35	Food Preparation & Serving	2,906	\$ 31,859.00	\$ 15.32
37	Building & Grounds Cleaning / Maintenance	1,021	\$ 36,843.00	\$ 17.71
39	Personal Care & Service	614	\$ 30,242.00	\$ 14.54
41	Sales & Related	2,448	\$ 40,214.00	\$ 19.33
43	Office & Administrative Support	2,552	\$ 42,787.00	\$ 20.57
45	Farming, Fishing & Forestry	156	\$ 37,391.00	\$ 17.98
47	Construction & Extraction	1,104	\$ 50,416.00	\$ 24.24
49	Installation, Maintenance & Repair	995	\$ 54,621.00	\$ 26.26
51	Production	2,020	\$ 47,597.00	\$ 22.88
53	Transportation & Material Moving	2,148	\$ 44,643.00	\$ 21.46

Educational Opportunities



Site Readiness Assistance Program Webinar – September 17, 2025: When competing for a 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.



Location Strategy & Data Tools Webinar – March 18, 2026: Webinar designed to help communities market their available sites and buildings more effectively. Also demonstrated the newly added Lightcast Workforce Reports and NPPD Featured Properties program.



Electricity 101– July 22, 2026: Webinar designed to help understand the energy side of economic development. Ken Curry walked attendees through how the essentials of electricity support community and business growth across Nebraska.

2026 Projects Announced / Won

9 Projects

139 Direct Jobs

\$422 Million

New Investment

Industries

- Ag Processing
- Ethanol
- Food Processing
- Manufacturing



Dari Processing broke ground in Seward for a \$165 million dairy processing plant in June 2025.



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Questions

Stay connected with us.



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