

Powering Economic Development

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Why does it matter?



Strategic Directive 11:
Promoting economic growth and vitality through the production of affordable, reliable, and environmentally sensitive energy is key to the success of OPPD. Therefore, OPPD shall exercise strategic leadership and actively participate in regional economic development.

Changing Landscape



Transformation Drivers

- Customers are changing their expectations
 - Purchase decisions most often driven by economics
 - Projected load flattening
 - Technology costs are declining rapidly (solar, storage, EV)
 - Opportunities exist to expand products and services
- *OPPD is in a **position of strength** with high overall customer satisfaction, high reliability and the continued trajectory of cost competitive rates.*

What's our role?



OPPD's Approach

- Streamline economic development process
- Partnerships: Chambers, State, and stakeholders
- Packaging products and solutions
- Innovative rates
 - 261m: market-based rate
- Working with communities and customers to find the right fit

What's the impact?



BY THE NUMBERS

75-100 **\$8.4 million** **800+**

Number of new-to-market proposals that come to the area in a year

Amount of revenue generated by OPPD's economic development team since 2012

Number of new and retained jobs associated with that revenue

INFORMATION OPPD IS ASKED

- ▶ Past history of circuit reliability
- ▶ Dual-feeds from separate substations or same substation
- ▶ Special rates
- ▶ Estimated annual energy costs
- ▶ Average cents per kilowatt-hour
- ▶ Generation mix
- ▶ Carbon footprint
- ▶ Percentage of renewable energy sources
- ▶ Electric service cost estimates
- ▶ Historical and future rates
- ▶ Other unique requests

CREDIT: Laura King-Homan

SOURCES: OPPD subject-matter experts; www.123rf.com stock photo icons

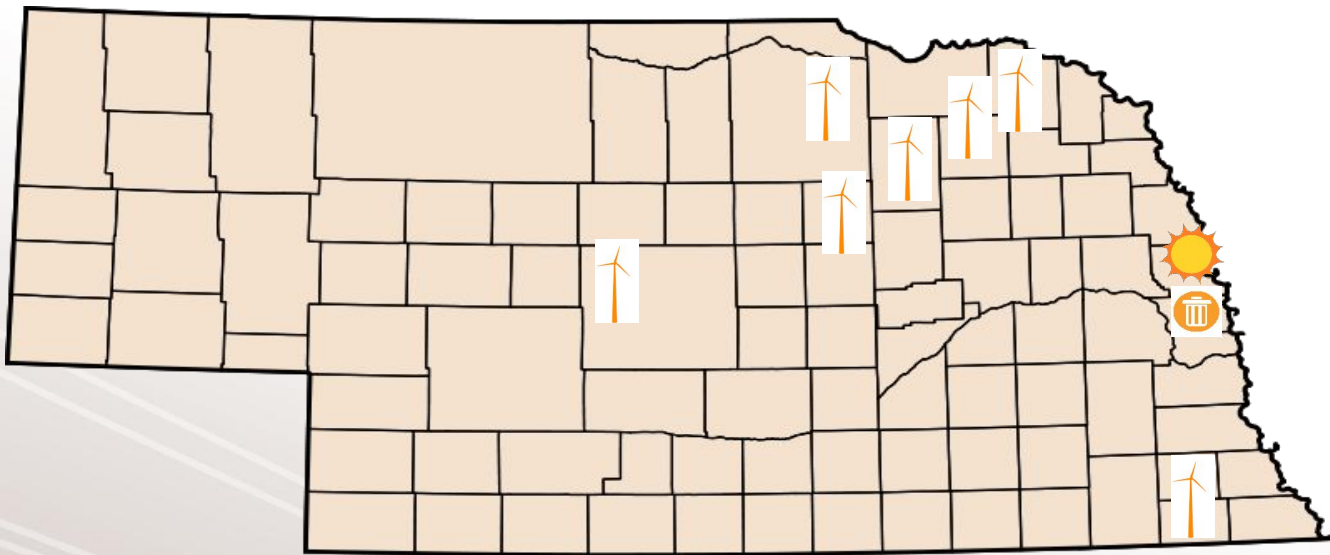


Facebook Impacts



- Data center and wind farm impact urban and rural communities in Nebraska
- By the numbers:
 - \$1B+ data center
 - \$430M wind farm
 - \$80M in property tax & landowner payments over next 20 yrs
- Job growth:
 - Hundreds of data center operations positions (permanent)
 - 12+ wind farm jobs (permanent)
 - Thousands of data center construction jobs
 - 300 wind farm construction jobs

Statewide Impacts



Questions



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