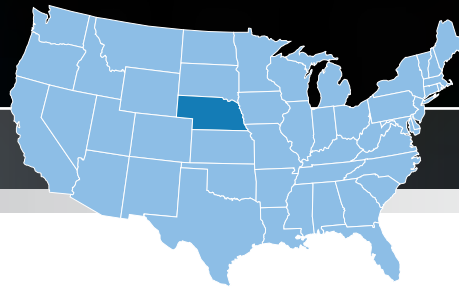


Nebraska Overview

Economic Development

Economic News from
Nebraska Public Power District

Spring 2016



NPPD Now Provides Labor and Economic Data Faster and in Greater Local Detail

Nebraska Public Power District (NPPD) might have found a timely solution to your needs. NPPD's Economic Development team recently began using the services of Economic Modeling Specialists International (EMSI). The information obtained from EMSI has been especially helpful in responding to requests for information about local labor availability and wage rates. Labor market information is pulled from more than 90 sources and is readily available through EMSI. Statistics can be provided at various levels such as zip code, city, county, multiple counties, and circular radii from a specific location.

Ken Lemke, Ph.D., NPPD Economist, states, **"while this type of information is generally available, it typically must be sourced from a variety of websites and databases. We conducted a thorough evaluation of vendors who aggregate this type of data, and based upon that assessment and needs of our customers defined through a survey, NPPD selected EMSI as its provider."**

Dr. Lemke goes on to say, **"we have conducted several webinars for NPPD served communities where we presented not only the data that can be accessed via EMSI, but also provided some examples of how our research team has fulfilled customer research requests by using the service."** Customer feedback from these webinars was very positive with comments such as **"I'm extremely excited to see that this type of material is available"** and **"Your assistance is so valuable, we appreciate your tremendous support. Thank you!"**

In the future, as NPPD begins to fully comprehend the extent of the data available, we will be communicating additional uses and case studies. If you have any questions about EMSI, please contact your NPPD Economic Development Consultant and we can facilitate a meeting and discussion. For direct information, contact the NPPD Economic Development Research Team at econdev@nppd.com.



Nebraska #2 in Top 10 Pro-Business State

"If you're a corporate executive who has never considered Nebraska as a possible location, then you should probably add Nebraska to your list of possibilities," reports the Pollina Corporate Real Estate, Inc. Top 10 Pro-Business State. **"Governor Ricketts, with the support of the legislature 'gets it,' and they are working hard and smart to develop an economy that will work for the benefit of all its corporate partners and Nebraskans alike. For the past seven years Nebraska has become solidly entrenched as a pro-business leader on a national level."**

2015 Top 10 Pro-Business Rankings

1. Utah	6. North Dakota
2. NEBRASKA	7. North Carolina
3. Indiana	8. Wyoming
4. Virginia	9. Missouri
5. Kansas	10. Michigan

Pure Distillers Grains...Pure High Protein

The Nebraska Distillers Products (NDP) plant, located in Valley County, Nebraska, went into production in December 2015. NDP uses licensed patented technology to utilize a raw product of wet, modified, or dried distillers grains and then by using the equipment and processes, converts the raw product (distillers grains) into compressed forms for feeding applications to livestock in the shape of cubes, pellets, and tubs. No other additives or "material binders" are compressed into the end use product resulting in pure, high protein, high energy livestock feed.

NDP's 44,000-square-foot building is located adjacent to the Green Plains Ord, LLC ethanol facility where they lease the land from Valley County Economic Development. To date, nine employees have been hired and that number is expected to grow. **"We are so pleased that NDP's investors allowed us the opportunity to participate in this project and I appreciate the tremendous investment that their company has made in Ord and Valley County,"** said Trevor Lee, Executive Director of Valley County Economic Development.



Nebraska Distillers Products is served by Loup Valleys Rural Public Power District, a wholesale customer of Nebraska Public Power District.

Helping Nebraska Grow

Do you know that Nebraska has a unique marketing assistance program to help small businesses grow and thrive? GROW Nebraska (GROW) is a program of Central Plains Foundation, Inc. GROW's mission is to create sustainable economic development by supporting entrepreneurs and small businesses through promotion, market access, and education.

"As a long-time sponsor, the Nebraska Public Power District (NPPD) has immensely helped GROW Nebraska in our mission to cultivate Nebraska's entrepreneurial ability into thriving businesses," said Janell Anderson Ehrke, CEO and founder of GROW Nebraska. GROW helps Nebraska entrepreneurs become sustainable businesses through training and technical assistance. GROW also facilitates marketing and networking opportunities that help businesses create brand awareness. They provide these services to members at an affordable cost so that all Nebraska businesses have the opportunity to GROW.

In addition to the training opportunities through MarkeTech, regional workshops and the Third Thursday Trainings, the GROW Nebraska stores in Kearney and Grand Island serve as retail training centers and market testing sites. Other services available through GROW include one-on-one training, technology assistance, AdWords, and ecommerce stores on Ebay, Amazon, and Buy Nebraska. They also offer a monthly newsletter and a blog on topics of interest to Nebraska small businesses.

Rick Nelsen, Senior Economic Development Consultant with NPPD, said, **"GROW Nebraska has proven to be successful at providing support and assistance to entrepreneurs across the state. NPPD is pleased to partner with GROW Nebraska and helping them have an impact on Nebraska's economy."**



2015 GROW Nebraska Highlights included:

- promoted Nebraska's entrepreneurs and small businesses to more than 8,800 fans on a regular basis on Facebook, with some posts reaching over 20,000 Facebook users in a day
- received more than 145,887 views for Nebraska businesses via Google+ posts
- promoted businesses and entrepreneurs to thousands of other viewers via Twitter, LinkedIn, YouTube, Instagram, Pinterest, Flickr, Tumblr, and their blog
- assisted businesses with press releases, news media connections, websites, video marketing, and more
- provided group trainings to more than 350 businesses and one-on-one training to over 120 businesses
- and continues to employ one full-time and one part-time staff member entirely dedicated to their eCommerce initiative for members

For more information, visit:
www.grownebraska.org

Searching for a location? How about Nebraska?

Whether you are looking for a location to start a new business or have plans to expand your business, why not consider Nebraska?

Nearly 40 Nebraska communities have earned designation as a Nebraska Economic Development Certified Community, exemplifying development readiness.

The Nebraska Economic Development Certified Community (EDCC) program, sponsored by the Nebraska Diplomats, is one of a few nationally that recognize communities' economic development preparedness. The Nebraska Department of Economic Development (DED) administers the application process.

The certification process is ongoing and noncompetitive. Nebraska communities that exhibit the required documented economic development readiness as defined in the program criteria, and approved by a review committee, will earn certification. Each applicant community is evaluated on program standards related to their community's organization, community identified targets and/or markets, community infrastructure, local financing and business assistance, and existing sites and/or building information. Certification is effective for a five-year period, at which time, communities can apply for recertification.

The following 27 Nebraska Economic Development Certified Communities are all served electrically by Nebraska Public Power District (NPPD) or one of its wholesale partners and are ready to help make your business a success in Nebraska:

- | | | |
|------------|----------------|--------------------|
| - Albion | - Gothenburg | - Ogallala |
| - Auburn | - Hartington | - Ord |
| - Aurora | - Holdrege | - Plattsmouth |
| - Beatrice | - Kearney | - Seward |
| - Chadron | - Laurel | - Scottsbluff |
| - Columbus | - Lexington | - Scribner |
| - Cozad | - McCook | - South Sioux City |
| - Elwood | - Norfolk | - Wayne |
| - Geneva | - North Platte | - York |

Contact Mary Plettner, CECD, Economic Development Manager, NPPD, mmplett@nppd.com or 402-563-5534 for confidential assistance regarding your new business or expansion.

Additional information on the Nebraska Economic Development Certified Community program may also be found here, as well as websites to the certified communities mentioned above: <http://www.neded.org/business/why-nebraska/communities/certified-communities>.

Watch for a future issue to learn more Nebraska's Certified Leadership Communities.



RBDG Funding Supports Rural Nebraska

Twin Cities Development (TCD) Association in Scottsbluff, Nebraska, received funding through the Rural Business Development Grant (RBDG) program to create a community commercial kitchen. The \$45,000 grant will be matched with an additional \$16,500 from TCD for a total project of \$61,500. The funding will also provide technical assistance to food-based business entrepreneurs.

The commercial kitchen will allow local food businesses the space to develop their products and access to targeted technical assistance. These businesses will be able to expand beyond the local farmers markets by being able to introduce their products into larger markets such as grocery stores, restaurants, and other retail outlets.

Executive Director of Twin Cities Development Association Rawnda Pierce indicated the commercial kitchen will be constructed in the eCenter at 1620 Broadway, where the TCD offices are housed along with several other entrepreneurial businesses. TCD is working on the planning and layout design of the equipment and space. Construction is anticipated to begin this spring or early summer.

The RBDG funds offer significant opportunities to support the development of small, private business enterprises in rural Nebraska.



Dentlinger Named New NEDED Director

Nebraska's Governor Pete Ricketts named Courtney Dentlinger the new Director of the Department of Economic Development (DED). Dentlinger most recently held the position of Executive Director of the Norfolk Area Economic Development Council in Norfolk, Nebraska.

Brian Vasa, Economic Development Consultant for Nebraska Public Power District (NPPD), will be attending the Fuel Ethanol Workshop in Milwaukee, Wisconsin, June 20–23. NPPD's objective is to build on existing relationships and understand current trends and issues facing the industry. If you would like to visit with Brian while attending this show, please contact him at bkvasa@nppd.com to set up an appointment.

For more information, visit: www.fuelethanolworkshop.com.



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