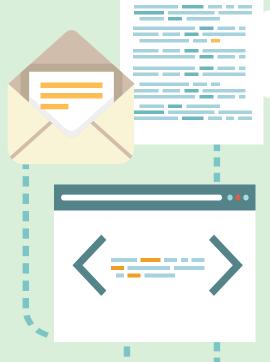
# FROM CODE NAME TO GROUNDBREAKING

OPPD's economic development team plays a critical role in attracting new businesses to the utility's service territory. A business location is selected based on a variety of factors, including shovel-readiness, competitive electric rates and innovative business solutions. In addition to selecting the right site, location decisions involve months of analysis. OPPD's service territory often competes with other communities, both in the United

States and globally. Below, what a

typical project may look like.











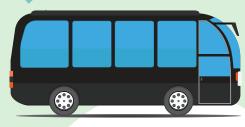
#### **PHASE TWO**

Interested businesses submit requests for proposals (RFPs) that provide project highlights. For example, an RFP might say the project is a data center or manufacturer looking for 250 acres, etc. It also includes factors important to the selection, often ranked in importance. In some cases, electric costs are at the top of the list. Renewables, reliability and innovative rates may also be important.



#### **PHASE ONE**

Economic development work involves extensive pre-planning. This can include coordination among partners and site identification, as well as infrastructure planning and development. OPPD's economic development team assists with all aspects of the project.



#### **PHASE THREE**

The business reviews RFP responses and performs due diligence on the proposals before site selection teams complete the initial site visit. Representatives from OPPD, the local chamber of commerce and the company load into a bus or van and tour different site locations. This process can last months as the business continues to narrow its search.



In this phase, the business has narrowed down sites to 2 or 3 finalists. Company representatives at every level, including the CEO, can be involved. Additional site visits. incentive discussions and meetings with stakeholders, including other area employers and educational institutions, also occur.



### PHASE FIVE

The last step involves wrapping up contracts, finalizing tax agreements and OPPD's project schedule and associated documents. The business decides its location, and the project is officially announced. Often, a groundbreaking ceremony will highlight the success of landing the project. Then, construction begins. The customer is assigned an OPPD account executive, who works with the utility's largest customers.

#### WHAT'S IN A NAME?

Most projects initially have a code name to maintain confidentiality due to competition and market effects, among other reasons. About 50 percent of the names are picked by the company. The other 50 percent are picked by the economic development team working on the project. The names can be family pets, "Star Wars" characters, or inside jokes. But until the last details are finished, that's the name it will have.

# **BY THE NUMBERS**

**75-10** 

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