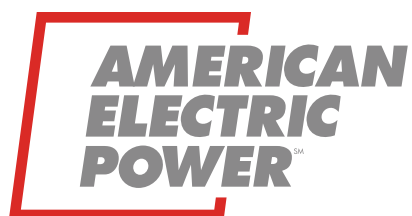
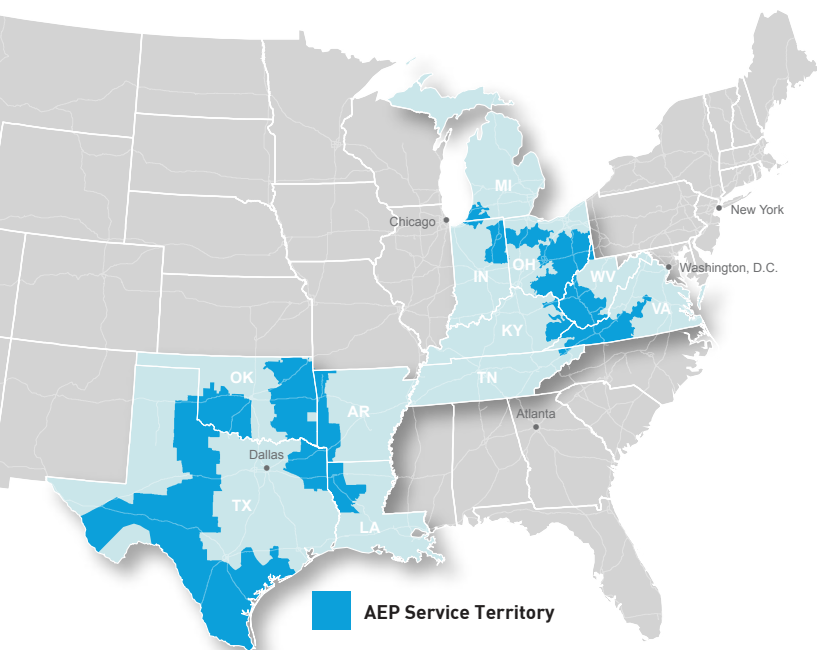




# Site Selection with a Utility Partner





Utility partners bring a unique combination of technical expertise and strategic know-how that can reduce risk and improve speed to market for a company's new location or expansion project.

## Energizing Economic Development

Most major utility companies have robust economic development divisions that are well organized, networked and funded to provide comprehensive assistance to companies making location decisions.

Utility companies frequently cover a large territory that crosses the political boundaries of states and municipalities. This ability to traverse multiple states can provide more location options and choices for a company's next move - especially if decision makers have not yet honed in on a specific region.

While many parties and functions are involved in site selection, utilities bring specific expertise and broad resources to the table. Leading electric utilities can provide complimentary, confidential and unbiased support to site selection projects - and may even serve as the project lead on a company's behalf.

Electric utilities can offer support through all stages of the site location process, but electricity infrastructure is, of course, at the core of their business. For companies where energy is a critical input, a comprehensive utility plan design is needed before selecting a site so a company has assurance that infrastructure needs are met.

Leading utility companies can work with their clients to determine which utility functions are critical both today and for long-term growth, and then formulate a plan that identifies the best utility package options.

## Utility Expertise Highlights

- Experienced economic development practitioners
- Community and site knowledge
- Site preparation
- Site search assistance
- Site visit coordination
- Energy expertise
- Partnerships with local, regional and state officials
- Incentives and pricing assistance
- Aftercare services and resources



## THE HISTORY OF ECONOMIC DEVELOPMENT AND UTILITIES

Utilities have a vested interest in helping make their clients and communities successful—and this commitment is a long-term partnership that does not end after the siting project is complete. Utilities focus business retention efforts on providing premium aftercare, and are available to support future expansion and development work.

In fact, economic development as an industry has deep roots in utility companies. Dating back to the early 1900s, utilities began recruiting new businesses to their service territories. At that time, the only organizations actively engaged in new business attraction were railroads and utility companies.

In the 1960s, urban and rural leaders began to address economic development directly and form economic development organizations at the local and state level.

In 1969, American Electric Power released a guide titled “How to Find a Plant Site without Losing Your Mind,” essentially writing the book on how to site a company’s next industrial location.

## UTILITY AREAS OF EXPERTISE



### Experienced Economic Development Practitioners

The best utility partners ensure their clients success by hiring top economic development talent who have project experience, government and business connections, and local knowledge about communities and sites.



### Community and Site Knowledge

Because they live and work in the places they represent, utility partners are good resources for local knowledge. They understand the local business network and know the details about the former uses of specific sites. This can help businesses narrow candidate sites quickly.



### Site Preparation

When a company makes the decision to build a new facility, they typically look for a site that is ready for development and relatively risk free. Leading utilities often fund site preparation, including site certification programs, in their communities to identify development-ready sites.

## UTILITY AREAS OF EXPERTISE



### **Site Search Assistance**

Utility economic developers are trained beyond infrastructure, and can help companies think holistically about site needs. From there, they can perform unbiased site searches over multiple states, and provide companies with the sites that best match their specific criteria.



### **Site Visit Coordination**

Once a short list of sites has been selected, utility partners will coordinate visits to each site and community for further evaluation. Utilities can manage site visits to ensure all the key players needed, including local government and other utilities, are involved. For efficiency, they can coordinate and lead multi-day visits to many sites across multiple states.



### **Energy Expertise**

Energy availability is a critical site selection factor for almost any industrial project. A well-designed utility plan should take into account system capacity, delivery voltage, and redundant and dual feeds. A utility is well-positioned to understand how company operations would impact existing service infrastructure, and can provide the appropriate resources to meet specific energy needs on the timeline needed. Leading utilities also offer solutions to expedite service delivery, renewables options and energy management programs.

**Anyone evaluating a siting project should consider the value a utility can provide as a location advisor and partner.**

## **Get In Touch**

Whether you need assistance expanding or relocating your business or just have a general question, our team is ready to help. Call the AEP Economic and Business Development team at **(800) 360-7483**.