HELPING UTILITIES REACH THEIR ECONOMIC DEVELOPMENT GOALS
THE ROLE OF UTILITIES IN ED AND WHY IT MATTERS

Utility economic development partners are always at the table, even if they are not always front and center. Their role in an economic development ecosystem is critical.

Communities are the strongest and most competitive when their economic development ecosystem is collaborating well and working together as one. This means that every economic development organization (EDO) in an ecosystem has a vested interest in how the other EDOs are working, not just their own.

Utilities are in the unique position to support an ecosystem at all levels and ensure that all entities are aligned, working together, and performing at their highest level.

KEY ROLES FOR UTILITIES IN THE ED ECOSYSTEM

- Knowledge about utility capacity, redundancy to serve major available sites
- Knowledge about how to serve new sites – the engineering as well as how much it will cost, how long it will take, who will pay for it
- Knowledge of available incentives
- Capacity building, of LEDOs especially, related to property readiness
- Marketing and recruitment

In short, utility economic development partners are important players in an economic development ecosystem and should be involved early and often in all economic development initiatives and site location projects.
HOW ADY ADVANTAGE CAN HELP

The drivers for utilities are different than those of EDOs. Utilities are seeking load growth as well as, often, an enhanced reputation among ratepayers and improved efficiency resulting from having more demand spread over existing assets.

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Accordingly, Ady Advantage has developed services to assist utility economic development practitioners in each of the following key areas:

- Industrial development, marketing, and recruitment
- Customer/prospect risk mitigation
- Partner competitiveness
- Regional competitiveness, including talent, strategy, and placemaking
- Utility benchmarking
- Other opportunities for new load growth
INDUSTRIAL DEVELOPMENT, MARKETING AND RECRUITMENT

Ady Advantage offers the following industrial development, marketing, and recruitment products and services. Our company can:

Prospect Lead Generation and Qualification
• Create lead lists for domestic and/or for Foreign Direct Investment using subscription databases
• Provide information on companies and industries for qualifying specific leads

Prospect Location Decision Support
• Provide analysis and GIS maps to support recommendations on which sites within a service territory to promote to prospects (using EMSI/JobsEQ, LOIS, GIS mapping tools, and/or other datasets)
• Provide analysis on competing locations, if known, to best position sites within a service territory

Prospect Pitch Support
• Provide in-depth company and industry information to develop value proposition and prospect pitch materials
• Provide GIS maps to pitch chosen locations, bringing in additional custom layers as appropriate for each prospect
• Evaluate/improve responses to requests for proposals (RFPs) and work with an internal team to implement improvements

Industrial Site Competitiveness and Market Assessments
• Identify and compare competing locations, including those outside a service territory; this information can be used to inform expected ROI on potential industrial development
• Screen priority development locations on market opportunity relative to competing locations
• Identify industries to target for developing a selected location

Account Management Support
• Provide company and/or industry intelligence to help inform visits with key accounts and/or those customers deemed at risk

Marketing Support
• Leverage our knowledge of best practices in economic development marketing to provide recommendations and feedback on economic development websites, collateral, campaigns, etc.
• Provide customized training to marketing and business development leaders
• Advise on familiarization tours, which can be an impactful but expensive marketing activity, such as best practices and examples of format, elements, invitations, collateral during events, follow-up, etc.

Ady Advantage brings its experience as site selectors to help utilities best position their industrial assets so they can effectively reach those making investment decisions.
CUSTOMER/PROSPECT RISK MITIGATION

Ady Advantage offers the following customer/prospect risk mitigation products and services. Our company can:

Customer Intelligence

- Set up systems to gather baseline information and track strategic information that may impact customers’ investment/disinvestment/reinvestment decisions within a service territory
- Monitor and report on this information, to equip account managers and populate CRMs with customer intelligence

Supply Chain Issues/Opportunities

- Help customers without in-house supply chain management functions assess existing supply chains and suggest improvements
- Conduct analyses to identify customers that might be at risk of disinvestment due to supply chain industry trends
- Assess the supply chain resiliency risk of key customers, or their risk of being disrupted by man-made or natural disasters, and identify paths forward

Disaster Recovery

- Assist with disaster risk identification, plan development, and plan implementation. Plans can include utilities, companies, LEDOs, and others in a community.

Because existing customers are the most likely source of new investment and load growth, we offer utilities targeted assistance in retaining and growing these businesses.
PARTNER COMPETITIVENESS

Ady Advantage offers the following products and services that help communities and economic development organizations become more competitive. Our company can:

EDO Training

- Provide training on leading-edge topics, in-person or via webinar, in groups or one-on-one, to help increase economic development capacity

ADY ADVANTAGE PRESENTATION TOPICS

- The Site Selection Process
- Talent Strategies
- Identifying Your Community’s Competitive Positioning
- How to Market to Site Selectors
- Best Practices in Economic Development Websites
- 10 Things You Can Do Today to Improve Your E.D. Website
- Responding to RFPs
- Differentiate Your Community or Region: Positioning as Your Pivot Point
- Rural Economic Development Techniques
- Social Media’s Use in Economic Development
- The Three Megatrends of Economic Development
- The Capacity Readiness Scorecard: Actionable, Practical Tips for Moving Forward

Community Competitive Assessments

- Conduct on-site community assessments to identify flaws and opportunities to improve

One-on-One EDO Projects

- Provide customized support to communities in a service territory, including talent strategies, target industry analyses, economic development strategic planning, etc.
REGIONAL COMPETITIVENESS

Ady Advantage offers the following talent and strategic economic development products and services that help regions become more competitive. Our company can:

**Talent**

**Talent Strategies**
- Assess current employment status (number and type of people by occupation in the workforce, number and type of open positions, etc.) and existing talent programs
- Develop and articulate talent vision and goals and provide a practical plan for implementation

**Talent-Focused Strategic Plans and Talent-Focused Target Industry Analyses**
- Conduct economic development strategic planning and target industry analyses with a focus on talent

**Talent Recruitment Campaigns**
- Conduct talent recruitment campaigns, based on in-depth knowledge of specific talent needs and strategies, to support existing and expanding businesses in a community

**Strategy**

**Regional Strategic Planning and Initiatives**
- Provide baseline opportunity assessments of a service territory and update them regularly to help inform decisions on where to allocate time and resources
- Assist with utility sponsored or supported economic development initiatives, such as those that support rural economic development

**Economic Development Ecosystem Mapping**
- Identify and catalog all the partners, LEDOs, incentives, resources, etc. available within a service area then map and maintain it
- Assist with ensuring LEDO partners are using a GIS system, and populating their sites and buildings information

Utilities’ fates are largely tied to the economic vitality of their service territories. Ady Advantage can help address issues such as talent, rural ED, strategic planning, and related.
REGIONAL COMPETITIVENESS (CONTINUED)

Ady Advantage offers the following placemaking products and services that help regions attract and retain talent and become more competitive. Our company can:

**Placemaking**

**Livability Strengths and Weaknesses Analysis**
- Determine what is working well in a community and what is not working well regarding quality of place, including public housing, transportation, daycare, community events, etc.

**Housing Supply and Quality Analysis**
- Conduct quantitative and qualitative analysis on the supply, quality, and affordability of housing in a community then develop strategies to enhance housing stock.

**Broadband Expansion Planning**
- Assist communities in making a business case for why internet providers should invest in the area.

**Bicycle Path Planning**
- Determine the best location for on-road and off-road bicycle paths in a community based on several factors including previous crash incidents, road width, elevation, traffic speed, etc.

**Public Art Planning**
- Determine the type of art and location of art in a community to create a welcoming, vibrant, and inclusive community.

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Talent goes where there is a compelling quality of place, elevating placemaking to a key economic development strategy.
UTILITY BENCHMARKING

Ady Advantage offers the following utility benchmarking products and services. Our company can:

Customer-Focused Strategies
• Conduct voice of customer research to inform organizational alignment and program offerings

Competitor Benchmarking
• Survey peers and competitors to benchmark a utility

OTHER OPPORTUNITIES FOR NEW LOAD GROWTH

Trends Impacting Energy Usage
• Explore new areas being considered for investment or go beyond the standard EPRI reports on electrification opportunities
Utilities nationwide rely on Ady Advantage for our unique understanding of their economic development challenges and opportunities. Whether we’re helping you identify your objectives, certifying your sites, making your communities more competitive, or marketing to site selectors, our experience in all aspects of utility economic development means greater success for you.

We’d welcome a chance to explore with you how Ady Advantage can help your utility meet its goals.