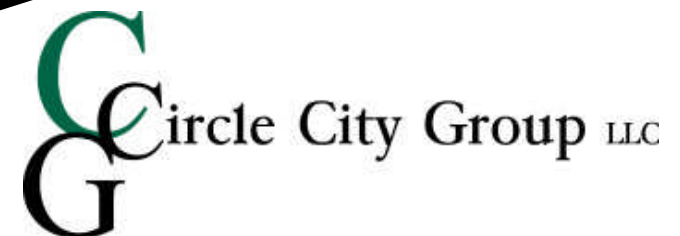


**2011 Electric Cooperative
Rate Conference
The Prime Group, LLC**

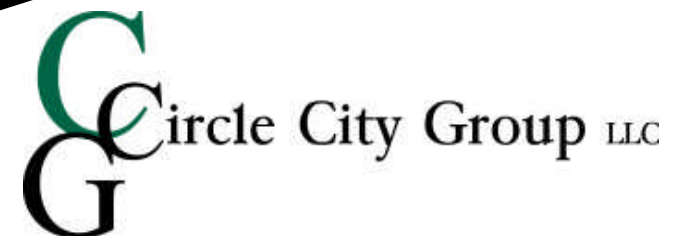
October 26, 2011



Daniel J. Brackemyre
Manager, Business Development

**Circle City Group of Electric
Cooperatives**

**(Boone REMC, Hendricks Power,
South Central Indiana REMC)**



Economic Development

- **Strategy and Tactics**

The Two Secrets for a Successful Electric Cooperative Economic Development Program

NO!



THIS IS NOT ROCKET SCIENCE

Bradley W. French - 2008

CG Circle City Group LLC



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G Circle City Group LLC

#1 STRATEGY Secret:

“80 percent of success is just showing up.”

- Woody Allen

So increase your chances by 80%.. Show Up!

#1 TACTIC Secret:
“Be Prepared”

- Boy Scouts of America Motto

**What does “just
showing up” mean
in Economic
Development?**

Tactics = “Be Prepared”

How?



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Top 10 Things You Should Know

- **Information on workforce skill levels & labor costs**
- **Real estate costs**
- **Available economic development incentives**
- **Demographic statistics**
- **Cost of living**

- **Utility Rates, availability, and redundancy**
- **Tax rates, both business and individual**
- **Infrastructure availability**
- **Transportation options and access to interstates, rail lines, airports**
- **Regulatory environment**

Random Observations: 2010 - 2011

- **Site selection decision-makers are waiting longer to pull the trigger**
- **Consolidation and cost efficiencies are driving the site selection process**
- **More end-users are resorting to creative repurposing of vacant space**
- **Unprecedented amount of cash that is sitting on the sidelines yet to be deployed**
- **Lack of new industrial supply**

- **\$1.3 trillion in commercial real estate debt expiring over the next several years**
- **5 of the 6 most competitive states are in the South**
- **Ohio, Indiana and New Jersey buck the “Rust Belt Trend”**
- **Emerging logistic hubs will become preferred destinations for industrial plants**
- **Growth in China, India and Brazil is driving up construction costs again**

What do our existing and future customers want from us?

- **Help in making their plants more energy efficient**
- **A periodic energy audit**
- **Information on new technologies**
- **Competitive pricing and reliability**
- **A constant 2-way dialogue**

**Comments
Questions**

Thank You!

