

PPL Economic Development Partnership Programs

PPL offers an extensive portfolio of programs to help qualifying nonprofit economic development organizations in their efforts. This summary briefly describes these programs which are designed to assist in the formation, retention, expansion, and attraction of businesses in the Central Eastern Pennsylvania communities served by PPL. All programs are subject to the availability of funds.

• Organizational and Professional Development

PPL will underwrite audit and accreditation fees for the Accredited Economic Development Organization (AEDO) Program of International Economic Development Council (IEDC).

Professional development training and certification fees for both staff and board members are eligible for reimbursement, as funds are available. This includes training provided by the management and computer training facilities of PPL, the International Economic Development Council, Pennsylvania Economic Development Association, the Northeastern Economic Developers Association, Economic Development Institute and IEDC's Certified Economic Developer (CEcD) Program.

• Economic Development Site Feasibility Studies

Eligible activities include studies to identify industrial sites or to determine the suitability and development cost of a specific industrial site. Examples of specific site studies include site layout studies, subdivision plans, preliminary engineering design studies such as wetlands or drainage control, preliminary cost estimates, foundation materials studies, or environmental assessments.

Participation by PPL must be part of a larger public or private sector commitment to the feasibility study. The contribution may be up to 50 percent of the cost of the study, with a maximum of \$6,000, and will be subject to the availability of funds.

• PPL Blue Ribbon Marketing Program Grants

This program provides financial and technical assistance for prospect development and marketing activities. Local and regional economic development organizations can receive Blue Ribbon awards for as much as 50 percent of the cost of each marketing initiative, up to a maximum of \$6,000 per project. Award eligible activities include regional marketing campaigns, Web site design or enhancements, innovative marketing initiatives, and coordinated prospecting events. To assure that the most effective and innovative projects receive funding, PPL will make awards on a competitive basis. A brief application describing the project is required. Applications will be considered once a year.

• Strategic Planning and Market Feasibility Studies

Recognizing the importance of strategic planning to the success of any economic development organization, PPL will provide grants of up to \$5,000 to assist non-profit public/private economic development organizations in PPL's service area with strategic planning.

This program can also be accessed for market feasibility studies. Determining whether the attributes of a region are more suitable for one industry vs. another means some in-depth

original research to ensure that the region's unique attributes are adequate in quality and quantity to support the industry. Such information opens the way to produce marketing materials specific to the companies targeted. PPL's partial financing of market feasibility studies opens the way to successfully locate specialized industry groups. PPL's financial participation must be part of a larger public or private sector commitment to the study. PPL's contribution shall not exceed 50 percent of the total cost of the study up to a maximum of \$5,000, as funds are available.

- **PPL Ally Forums**

Due to budget constraints, it is not always possible for PPL's economic development partners to send their staff for needed training. To keep economic development staff within the region abreast of the latest trends in economic development and to ensure that key site selection professionals are aware of the many assets available in Central Eastern Pennsylvania, PPL brings in national experts two-to-three times annually to talk about cutting-edge topics. These half-day forums provide an excellent opportunity for exchange of ideas and networking with peers.

- **LEED Registration Program**

PPL Electric Utilities has established a program to encourage the construction of green energy efficient buildings. Companies or nonprofit economic development organizations renovating or constructing new office or industrial buildings located in PPL's electric service territory are eligible. The program reimburses up to \$5,000 per project for U.S. Green Building Council's LEED registration fees and design, construction and initial certification review fees. For details see the spec sheet in this section of PPL's Economic Development Website.

For further information and full details on any of these valuable economic development programs, please contact your PPL Regional Community Relations Director, call PPL Economic Development at 610-774-5514 or visit our Web site at <http://www.ppleconomicdevelopment.com>.