



Alliant Energy
Economic and
Community
Development
Partnership
Programs



We're on for you.™

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Alliant Energy

Economic and Community Development Partnership Programs

Thank you for your interest in our **Economic and Community Development Partnership Programs**.

Alliant Energy’s team is committed to building partnerships with you and your community.

Our team is focused on building lasting relationships with our partners. Together, we can leverage resources to make a difference in the effectiveness of your community, county or regional economic development organization.

Our **Economic and Community Development Partnership Programs** are designed to support development organizations in Alliant Energy’s service territory in the following areas:

- Community development
- Retention, marketing and recruitment
- Workforce development
- Professional development

In addition to our Partnership Programs, we offer consulting services in a variety of areas: energy; site and building evaluations; marketing materials development; and prospect visitation support.

Eligibility

To be eligible for funding, the following program conditions must be met:

- **Building and site information**
 - As a partner, economic development organizations must have complete and up-to-date information in the Printable Brochures for sites, buildings and community profile. In Iowa and Minnesota, LocationOne Information System (LOIS) data can be utilized and in Wisconsin, GIS Planning programs are used to assist.
- **Web site**
 - The organization’s Web site must have a link to Alliant Energy’s Web site at www.alliantenergy.com/economicdevelopment.
- **Marketing plan, Financials and Board Members**
 - Please submit a copy of your organization’s marketing plan, a detailed budget for the project and a list of your current board members’ mailing and e-mail addresses.
- **Alliant Energy Community Partner Logo**
 - Recipients of funds must identify themselves as an Alliant Energy Economic and Community Development Partner on all printed materials, Web sites and industrial signs. To obtain the logo, contact your Alliant Energy representative.
- **Available building and site**
 - Communities must be served by Alliant Energy and have either (1) an available industrial building or (2) an improved industrial site. This condition does not apply to communities with a population under 5,000.
- **Alliant Energy involvement**
 - Communities and local development organizations must agree to involve Alliant Energy development staff in any prospect visits resulting from program participation.
- **Disclosure of additional funds**
 - Communities and local development organizations must disclose receipt of funds from other sources.

Other considerations will also include whether the organization uses a business retention and expansion program to retain businesses.

We encourage and offer special consideration for innovative ideas and projects that improve the economic viability of our communities. We welcome the opportunity to hear about your ideas. Work with your Alliant Energy representative to discuss opportunities for funding through our programs.

Visit www.alliantenergy.com/economicdevelopment to apply for partnership programs

Criteria for Award Amount

Our Economic and Community Development team meets monthly to review applications.

The energy services provided by Alliant Energy in the area the project represents will affect the maximum amount of the award. For example:

Eligibility by type of service provided by Alliant Energy:

- Electric and gas communities are generally eligible for 100% of the generally eligible program cost
- Electric only communities are generally eligible for 75% of the generally eligible program cost
- Gas only communities are generally eligible for 50% of the generally eligible program cost

Final award decisions are made by consensus of our Economic and Community Development team and are evaluated with regards to project need, impact, leverage of other funding, innovation, capacity and sustainability.

Financial support to applicants representing more than one community (i.e. county or regional organizations) may be prorated based on the proportion of the area served by Alliant Energy.

NOTE: Payout of awards may be adjusted based on final receipts received after the project, but will not exceed the original approved amount

Funding is subject to availability relative to the number of requests received throughout the year.



Partnership Program	Page	Award	Program examples (not inclusive)
Professional Development	7	Cost of tuition up to \$550 annually per professional	Scholarships
Workforce Development	8	40 percent of project (\$5,000 maximum)	Laborshed and Benefit Surveys Workforce Development Projects
Retention, Marketing and Recruitment	9	40 percent (\$5,000 maximum)	Business Retention and Expansion Impact Analysis Industrial Market Support Innovation and Growth Projects Trade Show Assistance
Community Development	11	40 percent (\$5,000 maximum)	Brownfield Redevelopment Downtown Revitalization Housing Needs Assessment Leadership Development Local Leadership Start-Up

Application Process

All partnership program applications must be submitted online. Visit our Web site at www.alliantenergy.com/economicdevelopment. If this creates a hardship, please contact your Alliant Energy representative.

The application period is from January 1 through September 30. Applications will be reviewed at the end of each month. Applications that are approved must submit documentation that eligibility requirements have been met by November 15 of the same calendar year in order to receive award.

Projects must be completed in the year that the application was received. Awards will not be carried over to the following year; however, the organization may reapply. Multi-year commitments are not granted under the Partnership Programs.

Applications not funded during the year in which the application was received may not be carried over for consideration in the following year.



Professional Development

Program description: To build the economic development skills of professional developers through attendance at approved economic development course(s) offered by the International Economic Development Council (IEDC), Economic Development Institute (EDI), The National Development Council (NDC), Business Retention and Expansion International (BREI) or other courses approved by Alliant Energy.

Program examples include, but are not limited to:

- Workshops
- Consulting fees
- Start-up costs associated with establishing a system to support local entrepreneurs.

Award: Forty percent of the cost up to a maximum of \$5,000 for an individual community. Applications for workforce development projects submitted by regional partnership organizations are eligible to receive forty percent of the cost up to a maximum of \$10,000.



Conditions:

- The professional developer or associate must be actively involved in economic development activities in a community or county primarily served by Alliant Energy.
- The development organization that employs the applicant agrees to pay a portion of expenses to enable the developer to complete the course.
- Only one scholarship will be awarded per person annually.
- We do not pay for professional membership conferences such as WEDA, PDI, EDAM, MAEDC, CDFA and IEDC. This program is specifically for accredited economic development education (i.e. finance course specific to economic development).
- Eligibility guidelines must be met (page 3) with the exception: communities do not need an available industrial building or an improved site.

Award: We will pay a portion of the total cost for approved economic development courses, including courses to gain certification as a CEcD, up to a maximum of \$550 per developer annually.

Workforce Development

Program description: This program provides support for gathering labor and benefit data and for workforce development projects involved in the recruitment, retention and training or retraining of a local or regional workforce.

Program examples include, but are not limited to:

- Laborshed, Wage and Benefit Surveys
 - Gathering current labor and benefit information through surveys for use by existing customers and new prospects in regional workforce planning, job training/retraining and in recruitment and retention.
- Workforce Development Projects
 - Labor recruitment initiatives, job fairs, employer related recruitment and retention studies or workshops, workforce development brochures or resource guides, skill and employment needs assessments.

Award: Up to Forty percent of the cost (amount not to exceed \$5,000) for an individual community.



Retention, Marketing and Recruitment

Program description: This program supports a wide variety of activities in the areas of local and regional business retention, marketing and recruitment in the Alliant Energy service territory.

Program examples include, but are not limited to:

- Business Retention and Expansion
 - Sponsorship of pre-approved industrial business appreciation events; employer roundtables; the use of BRE consultants for projects; call trips to headquarters of existing companies, and other innovative approaches to retaining and expanding existing business.
- Impact Analysis
 - In conjunction with the Institute for Decision Making (IDM) of the University of Northern Iowa, a level one Economic Impact Analysis will calculate and report changes in the local economy of your community resulting from a specific industrial job creation project. Maximum eligible amount is \$350 per analysis.
- Industrial Marketing Support
 - Direct mail marketing and telemarketing campaigns, web site development or update, marketing materials such as brochures, folders, letterheads, postcards, DVDs, industrial park signage, photos, aerial photos, marketing trips to out-of-state prospects, grant writing fees, print advertising on available industrial buildings 5,000 sq. ft. or larger or improved industrial sites 25 acres or larger.

- Trade Show Assistance
 - Attend and/or exhibit at trade shows that fit your targeted marketing plan.
- Innovation and Growth Projects
 - Examples include, but are not limited to:
 - Sponsorship of entrepreneurship networks or club activities
 - Workshops
 - Consulting fees
 - Start-up costs associated with establishing a system to support local entrepreneurs.



Conditions:

- Eligibility guidelines must be met (page 3) with the exception: communities do not need an available industrial building or an improved site for Business retention and expansion, grant writing, impact analysis and Web site development projects.
- Funding for recruitment activities can only be used for projects that target areas outside of the Alliant Energy service area.
- Communities must involve an Alliant Energy representative for follow-up on leads generated through recruitment activities.
- Regional organizations may only receive funding one-time for regional partnership support. Thereafter, the organization may apply under other partnership programs.

Award: Forty percent of the cost up to a maximum of \$5,000 for an individual community. Applications for workforce development projects submitted by regional partnership organizations are eligible to receive forty percent of the cost up to a maximum of \$10,000.

- Shovel-Ready Site Development
 - Program description: Financial assistance to help communities develop a shovel-ready site. Please consult with your Alliant Energy representative regarding shovel-ready site criteria.

Conditions:

- The program cannot be used directly with private developers.
- Alliant Energy will be or is the provider of retail electric or natural gas service to the site.
- The minimum size site is 10 acres and must be able to accommodate a 50,000 square foot building.
- Site must be owned or optioned for at least one year by a local government, economic development organization or developer.
- Infrastructure in place, including a paved road adjoining the site and water and sewer service readily available.
- Industrial zoning is approved for the site.*
- Sale price for the land is established.
- We do not pay for infrastructure and utility costs.

Award: Up to 40 percent with a maximum of \$5,000.

* A site may be zoned agricultural if the local development organization is maintaining that zoning designation in order to reduce local property tax assessments.

- Synchronist
 - We encourage development organizations to have strong business retention and expansion programs and to utilize business interviews and a database to track information.
 - Alliant Energy subscribes to the Synchronist Business Retention and Expansion database system.
 - Ask your Alliant Energy representative how you can subscribe under our license for free.

Community Development

Program description: This program supports a wide variety of activities to help further development in communities served by Alliant Energy. The projects listed below are merely examples. We encourage unique and innovative projects that stimulate and support community development and growth.

Program examples include, but are not limited to:

- Brownfield redevelopment
- Downtown revitalization
- Housing needs assessment
- Leadership development
- Start-up costs to develop a local leadership program.
- Small community assistance

- Leadership training, organizational development, retail trade assessments, workshop sponsorships, specific small business or community development efforts, selected conference registration fees and printed materials such as community brochures or directories.
- Strategic planning
 - Development of a three- to five-year strategic plan for your economic development organization.

Conditions:

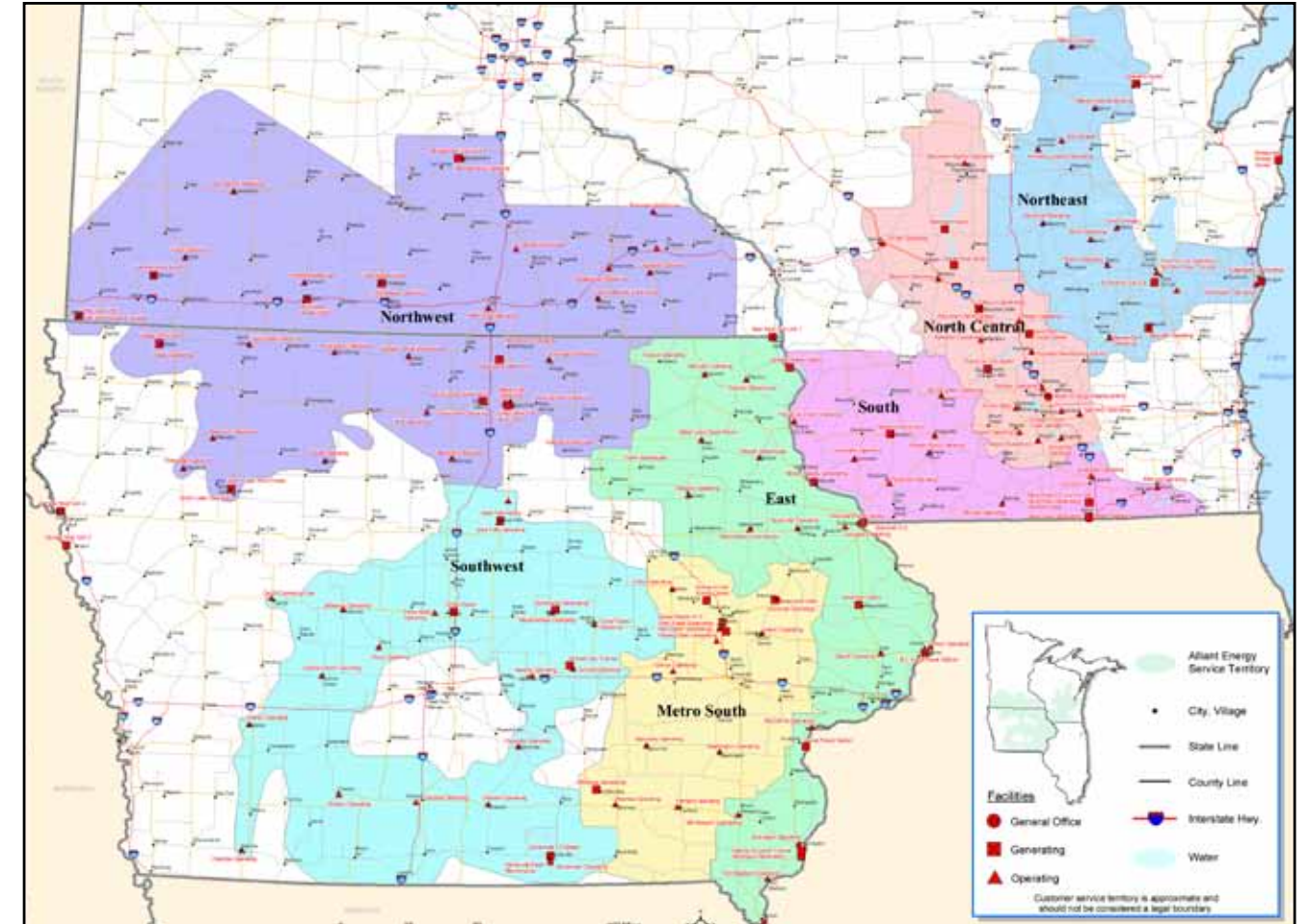
- Eligibility guidelines must be met (page 3) with the exception: communities do not need an available industrial building or an improved site.

Award:

- Forty percent of the cost up to a maximum of \$5,000.

Iowa and Minnesota Economic and Community Development Team

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