



Partners help drive industrial growth

Industrial growth and economic development are essential to our company's success. New electric load growth helps us manage costs for all our customers. Our approach is to inspire and support our economic development partners and the communities we serve.

Despite uncertain economic times brought on by the pandemic, we collaborated in significant industrial growth across Alliant Energy's Iowa and Wisconsin service area through the second quarter of 2021. We have assisted in 29 major expansions and recruited 16 new companies throughout our market. These industrial projects account for nearly \$1.1 billion in new capital investment. These investments have created over 3,150 new jobs in the communities we serve.

"At Alliant Energy, our purpose is to serve customers and build strong communities. We have been a long-term partner with communities and local economic groups to bring that purpose to life," said John Larsen, Alliant Energy chairman, president and chief executive officer.

Please know that our partnership and the excellent work your teams have done so far this year are greatly appreciated. Thanks to your leadership, dedication, and

energy, we all enjoy the benefits of your efforts. We should all take great pride in what we have accomplished together and build on this momentum the remainder of the year.

17th Annual Site Location Consultants Survey

Commentary by Area Development Magazine



Results from the most recent Consultants Survey indicates optimism for the year ahead. Published in the Area Development Magazine first quarter 2021 issue, consultants expressed optimism about their clients' plans and acknowledged an increased focus on costs and logistics going forward.

Below are some key findings for the Midwest and Plains:

New facility plans

- 18% said their clients will go to the Midwest or Plains.
 - 25% will house manufacturing operations.
 - 25% will be warehouse or distribution centers.

Relocation and expansion plans

- 75% say their clients plan to relocate an existing facility within two years.
 - 18% planned expansions into the Midwest or Plains.
 - 30% represent manufacturing.
 - Nearly 30% represent warehousing or distribution.

Location Priorities

One hundred percent of the responding consultants rank labor costs as the top site selection factor overall when the “very important” and “important” categories are combined. The “availability of skilled labor” factor tied with “highway accessibility” for the No. 2 ranking.

Other cost concerns are reflected in the consultants' rankings. The “energy availability and costs” factor is ranked fourth. “State and local incentives” and “tax exemptions,” which help lower costs, take the No. 5 and 6 spots respectively.

The global pandemic also caused consultants to focus on their clients' "proximity to suppliers" and "proximity to major markets" - factors ranking seventh and eighth respectively.

Rounding out the responding consultants' top-10 factors are "available land" and "available buildings" in the location decision.

It would seem those responding to our 17th annual Consultants Survey believe their clients should be more concerned with quantitative than qualitative factors such as quality of life when assessing new locations.

For a complete recap of the survey findings, including site selection factors broken out by specific location criteria, visit [17th Annual Consultants Survey: Consultants Are Optimistic About the Year Ahead](#).



Alliant Energy can help bridge the digital divide

The digital divide is a national problem affecting tens of millions of Americans, including 67% of our customers in Wisconsin and 75% of our customers in Iowa.

The issue is typically lack of access to reliable and affordable broadband service. Finances can also cause barriers to internet services and connected devices. Some customers lack understanding of how to use the internet safely and effectively.

The time has come to turn one of the biggest hurdles – the middle mile – into a win-win opportunity. The middle mile is critical to carry signals from internet hubs to remote areas and then to businesses and customer homes. The challenge with the middle mile is the cost of construction. Congress has allocated billions of dollars for construction, but it's still not enough.

As an energy company, we are well positioned to assist with the middle mile. It's not a competition with telecommunications or ISP companies; rather, it's a partnership and collaboration for the sake of our shared customers. With the significant amount of

middle-mile infrastructure we already have in place and employees with the expertise to construct and maintain it, we can help close the digital divide.

By leveraging our connections with customers and communities, we can help reduce the digital divide to a more manageable scope. It's part of our purpose-driven strategy to serve customers and build strong communities.

For more information on our plans to bridge the digital divide, visit alliantenergy.com/broadband.

Sharing our story: How do you use your energy?

How often do you think about where your energy comes from? Where do you think it will come from in the future?



Those questions are what our new brand campaign, "How do you use your energy?" sets out to answer.

In July, you may have started seeing Alliant Energy commercials on television, streaming services and online platforms, as well as new billboards and even new artwork on our trucks. The campaign is designed to connect with our customers and share how Alliant Energy employees use their energy every day to live our purpose and provide clean, cost-effective renewable energy well into the future.

Check out alliantenergy.com/poweringbeyond to hear how our customers and employees use their energy.

How do you use your energy?" ads are paid for by Alliant Energy shareowners. Customer dollars are only used for ads related to customer education activities on topics like safety and energy efficiency.

Alliant Energy is the trade name of Alliant Energy Corporation and its principal utility subsidiaries Wisconsin Power and Light Co. (WPL) and Interstate Power and Light Co. (IPL).

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