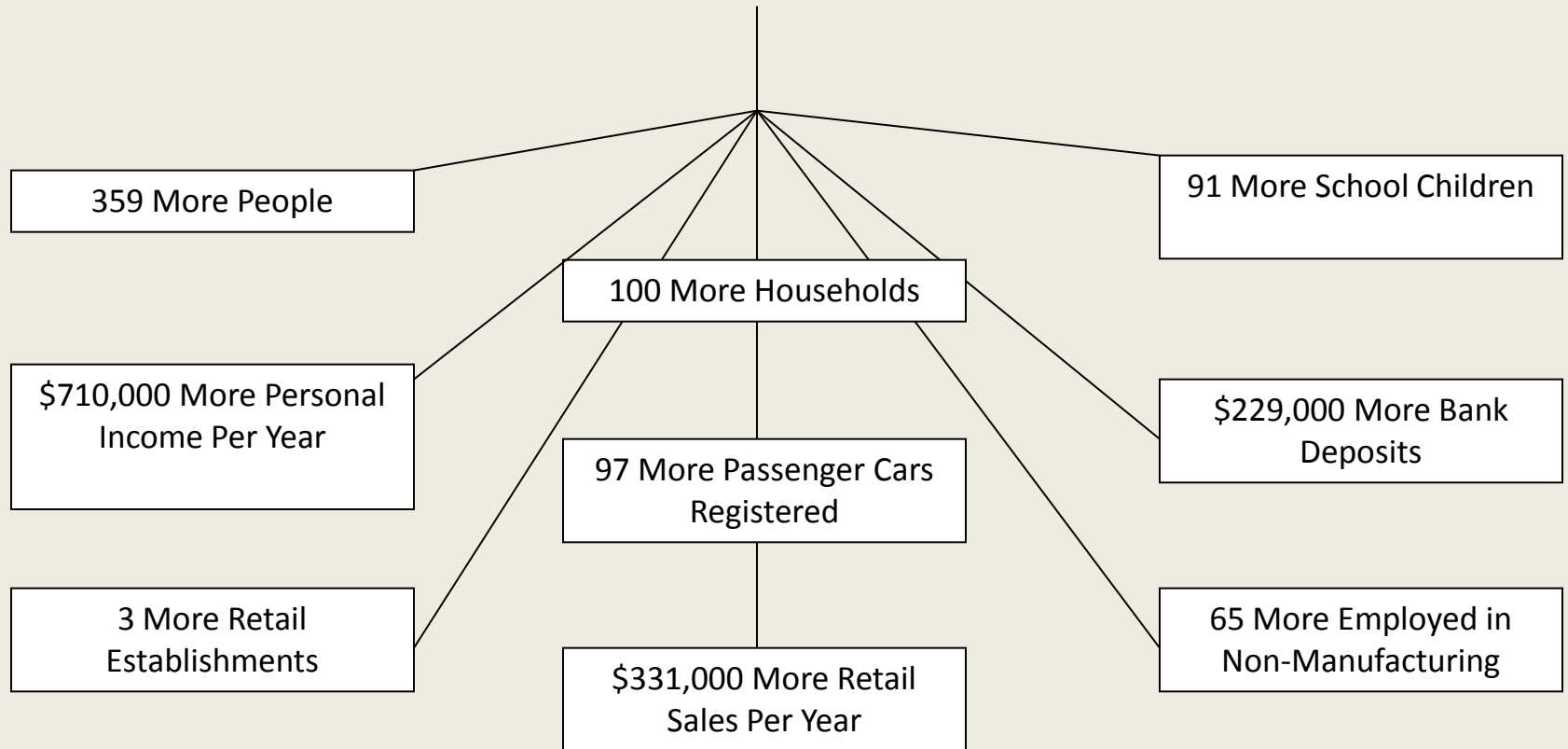
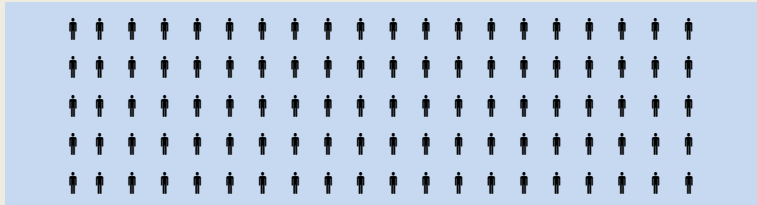


Annual Meeting & Economic Development Forum

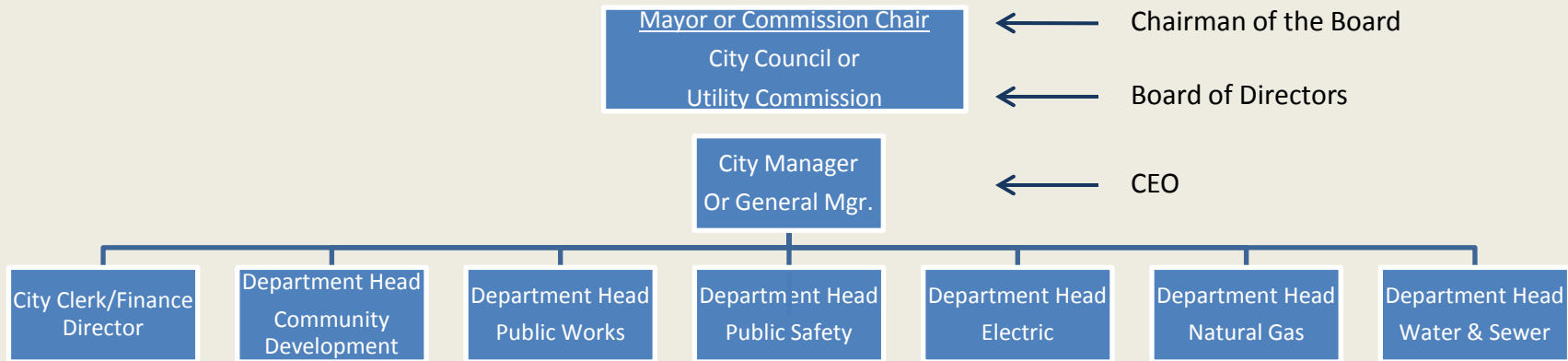


Maximizing Your Position of Influence

Impact of a New 100 Job Manufacturer

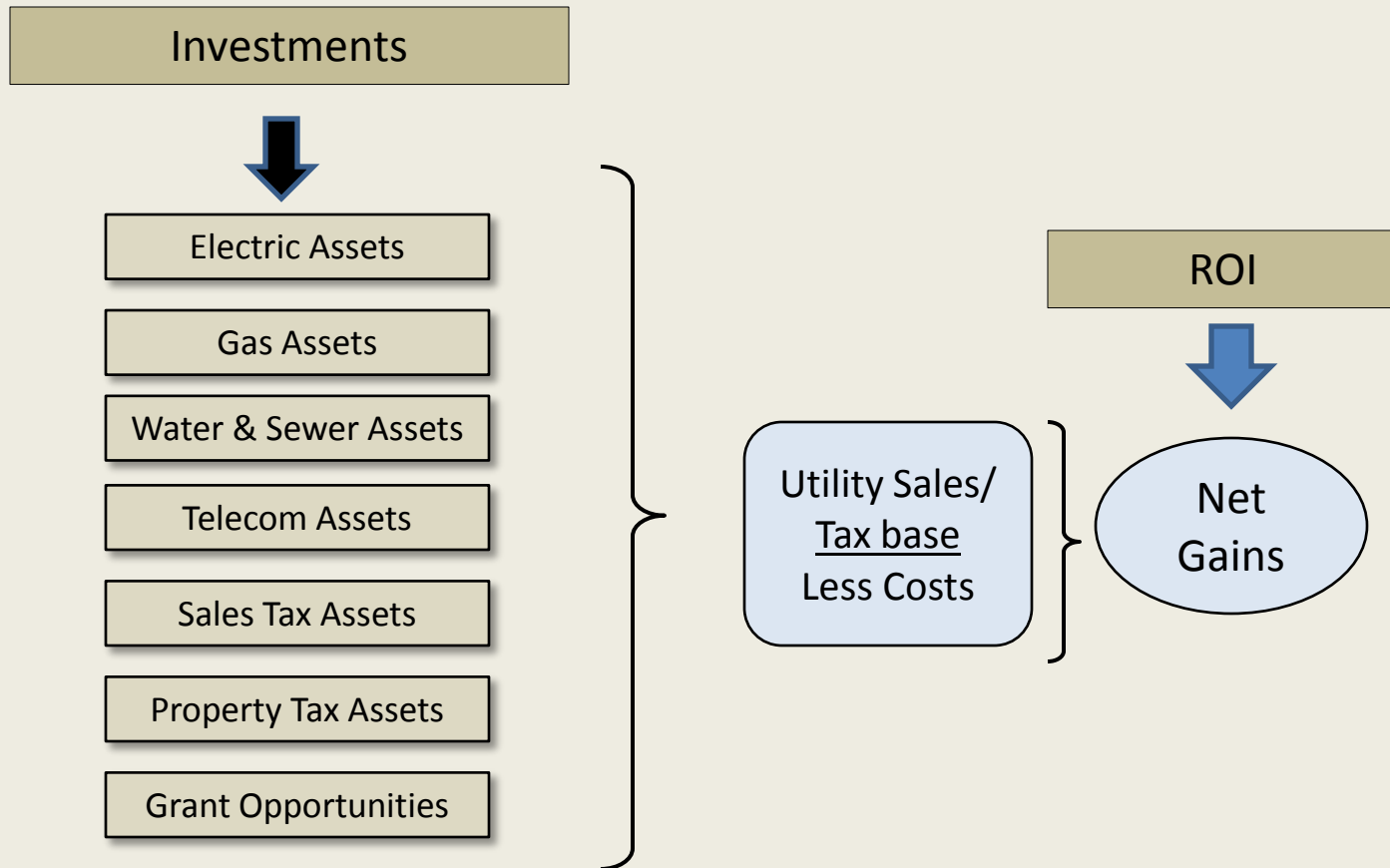


Municipal Utility Community Organizational Structure

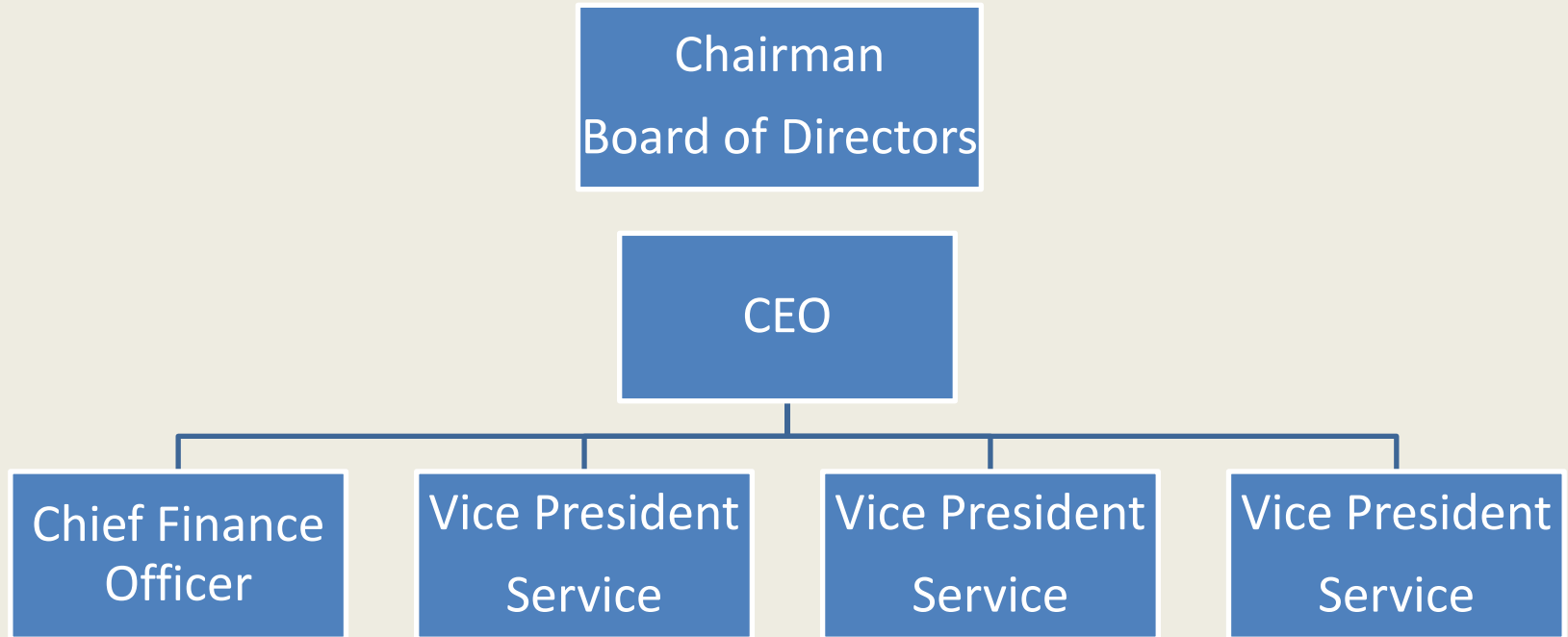


Corporation – Local governing authority; the governing authority of an incorporated municipality such as a city or town

Municipal Utility Community Revenue Assets



Investor Owned Utility Organizational Structure



Board of Directors
Policy/Vision

CEO
Implementation

Legislative
Influence

Generation

Transmission

Corp. Key
Accounts

State ED

Community
Development

Local Electric
Distribution

Local Key
Accounts

Local ED

Local Influence

Strategic
Asset
Plan

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Investor Owned Utility Model

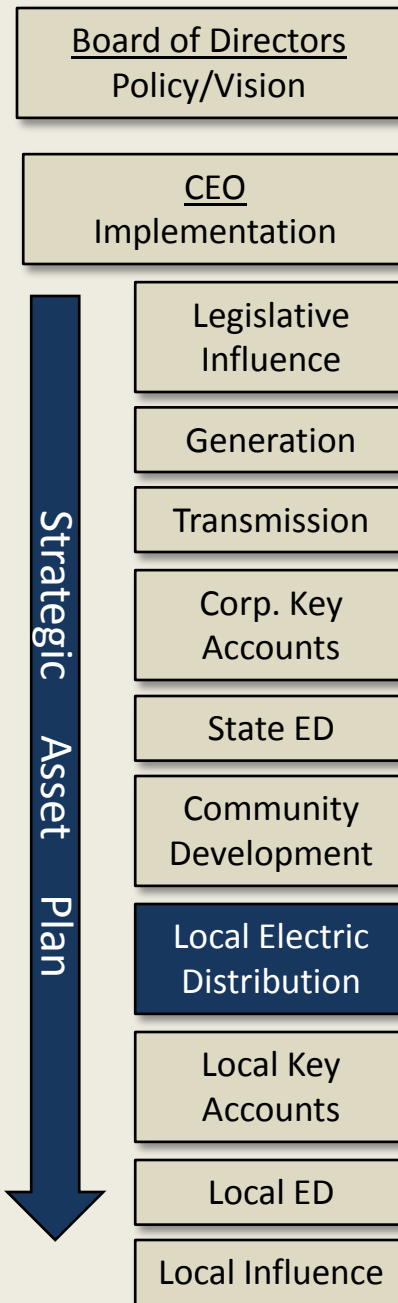
Vertical Integration
Advantage

Electric
Revenue
Less Costs

Objective



Profit



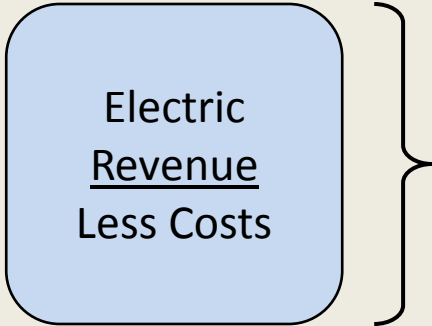
Investor Owned Utility Model

Vertically Integrated Advantage

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Objective



• Revenue Opportunity

Board of Directors
Policy/Vision

Corporate
Vision

Legislative
Influence

Generation

Transmission

Corp. Key
Accounts

State ED

Community
Development

Local Electric
Distribution

Local Key
Accounts

Local ED

Local Influence

Strategic
Asset
Plan

Investor Owned Utility Model

Vertically Integrated
Advantage

Objective



Electric
Revenue
Less Costs

Profit

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Positions of Influence

- Chamber Boards
- Development Authority Boards
- Community Development Training
- Strategic Planning Facilitation
- Design of Industrial Parks
- Community Marketing Resources

Mayor or Commission Chair

City Council or

Utility Commission

City Manager

Or General Mgr.

Common

Vision

City Clerk

Finance

No
Revenue

\$

Economic
Develop

Indirect
Revenue

\$

Telecom

Direct
Revenue

\$

Planning
Zoning

Indirect
Revenue

\$

Electric

Direct
Revenue

\$

Gas

Direct
Revenue

\$

Water &
Sewer

Direct
Revenue

\$

Parks
Recreation
Limited
Revenue

\$

Police

Limited
Revenue

\$

Garbage

Direct
Revenue

\$

Fire

No
Revenue

\$

Key
Accounts

Indirect
Revenue

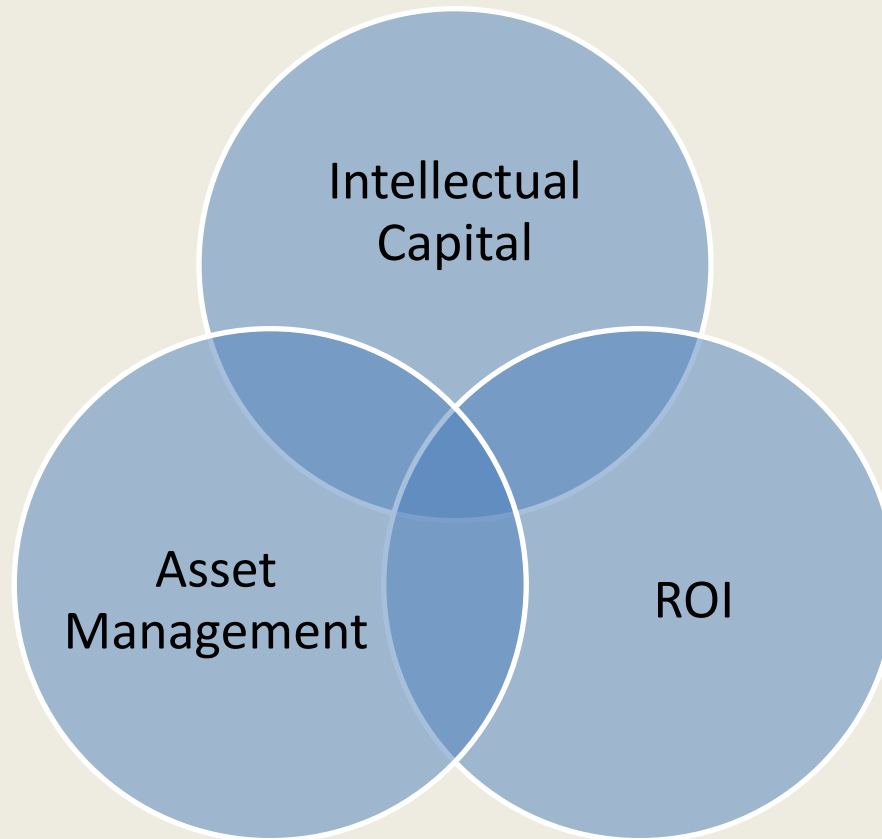
Human
Resources
No
Revenue

DOT

No
Revenue

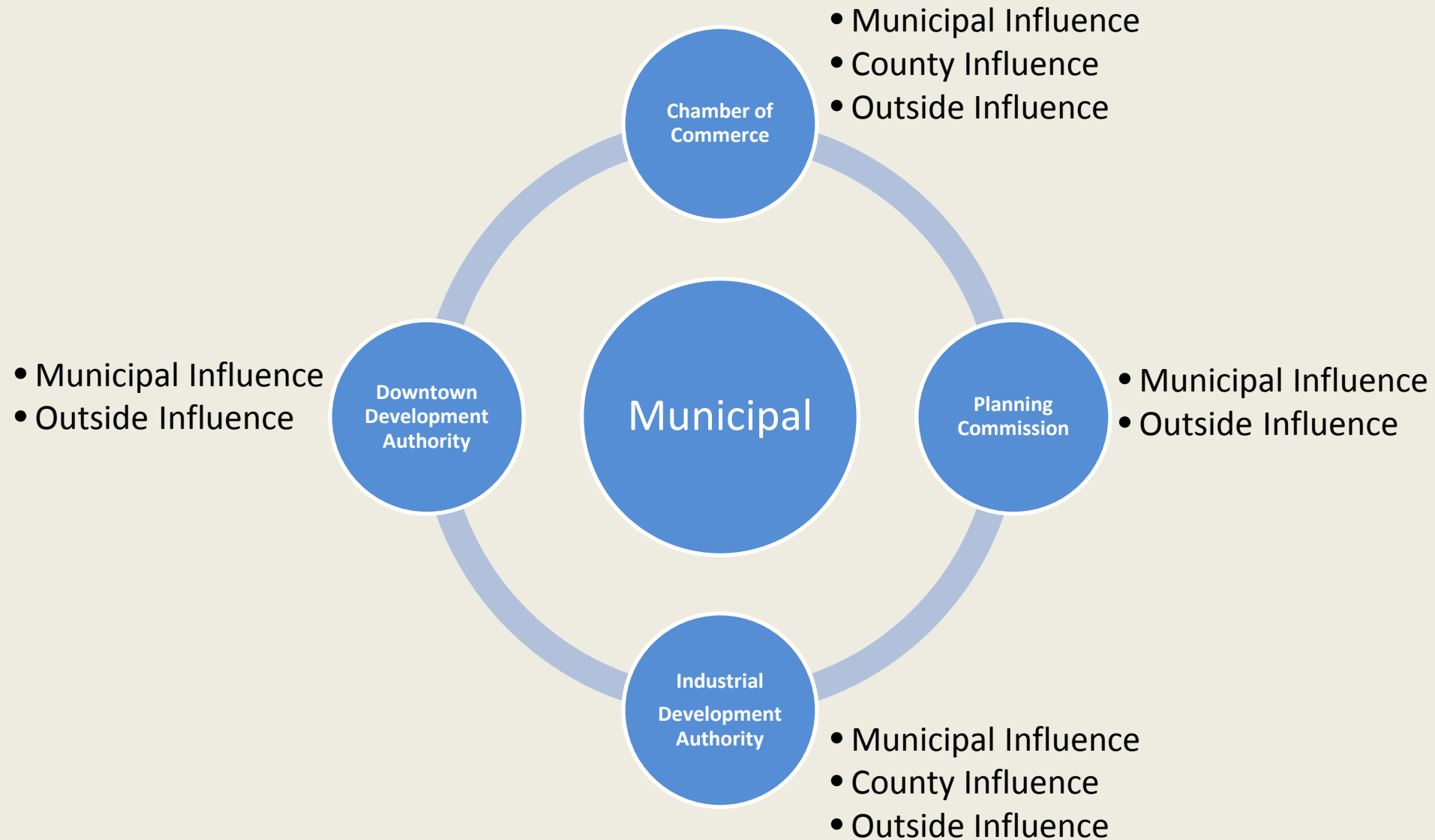
Common Direction

Convergence Of A Corporate Strategy

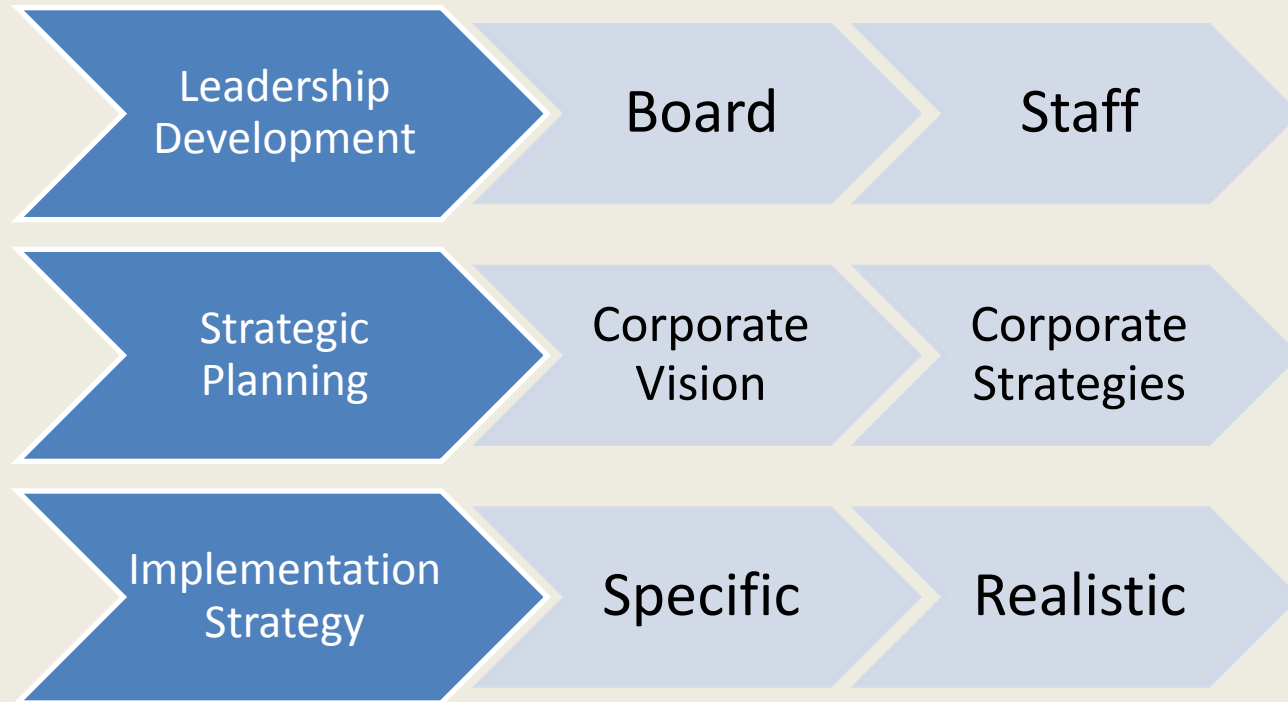


Interdependent Approach

Maximize Your Position of Influence



Establish A Proactive Position of Influence



Establish A Layered Approach

Create An Environment
for Private Investment



Align Internal Resources
to Foster Development



Establish Community
Development Tools

ECG's New Community Solutions Group

Objective: *Community Solutions Group*

Maximize community and intellectual assets for economic and revenue growth

Community
Development
Tools

Business
Development
Tools

Professional Development

Retreat
Facilitation

Strategic
Planning

Leadership
Development

Skills
Development

Culture of Excellence

ROI Strategies

Innovative
Growth Strategies

Maximize Your Position of Influence

