

**Docket Number:** EL16-011  
**Subject Matter:** First Data Request  
**Request to:** NorthWestern Energy  
**Request from:** South Dakota Public Utilities Commission Staff  
**Date of Request:** 4/1/16  
**Responses Due:** 4/15/16

- 1-1) Explain how NorthWestern measures the effectiveness of each organizations' economic development activities.  
In economic development, there are three legs to the stool: business retention, business expansion, and business attraction. We generally look to those organization to determine their success in any and/or all of these areas. We also look at the support and perception of other community leaders toward those organizations. And finally, we make sure that their mission and vision aligns with those things we are trying to achieve (load growth, load stability, job retention and creation, etc.).
- 1-2) Explain how NorthWestern calculated the estimated Staffing expense in the 2016 budget. The staffing expense was calculated by taking a percentage of all employees' wages who conduct work in the economic development arena for South Dakota and then applying the budgeted 2016 salary increase of 2.5% to the 2015 staffing budget.
- 1-3) Explain why the company lists the following entities on Attachment A as proposed to receive economic development funding when they have not received any funding yet were proposed to receive money each year in calendar years 2013, 2014, and 2015 in the natural gas economic development dockets.
- I. Webster Area Chamber of Commerce
  - II. Brookings Economic Development Corp
- Historically, we have received and paid invoices for these organizations. In recent years, we have not received invoices from them. However, at times, these groups will embark on economic development campaigns that traditionally NorthWestern has provided financial support, so we continue to track these as a placeholder. It should be noted that Brookings does not appear in our Electric Utility budget as it is a natural gas only community.
- 1-4) Provide details on the mission statement or purpose of the following organizations proposed to receive economic development money in NorthWestern's electric territory in 2016:
- I. YES Yankton Economic Success  
YES, or Yankton Economic Success, initiated its second campaign to build on their success from its previous 2008 campaign. By 2017, YES set goals to create new jobs, continue its current efforts in land and building development for economic development opportunities, support workforce training, promote Yankton as an attractive place to live and work, and support efforts to grow Yankton's retail businesses. An employee of NorthWestern, Brad Wenande, serves on the YES campaign board.
  - II. Yankton Chamber of Commerce
  - III. Chamberlain-Oacoma Area Chamber
  - IV. Wagner Chamber of Commerce
  - V. Platte Area Chamber of Commerce
  - VI. Huron Chamber & Visitor Bureau
  - VII. Avon Chamber of Commerce

- VIII. Corsica Area Commercial Club
- IX. Springfield Chamber of Commerce
- X. Wagner Area Growth
- XI. Armour Community Club

All Chambers of Commerce and Community Clubs serve similar roles. They serve their membership by strengthening businesses, supporting visitors, and enhancing quality of life improvements to attract new business and promote trade in their respective areas. They are a business "cheerleader" for their communities and serve as a resource for existing businesses and businesses that are looking to locate in their areas.