

BLACK HILLS POWER, INC.  
d/b/a BLACK HILLS  
EL18-009

REQUEST DATE : 03/30/18

RESPONSE DATE : 04/16/18

REQUESTING PARTY: Staff

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**SDPUC Request No. 1.5:**

Provide more detail on what expenses are in the “other” category of Business Retention, Recruitment, and Marketing for 2017.

**Response to SDPUC Request No. 1.5:**

Black Hills Energy produced a promotional booklet that showcases the Rushmore Region Alliance communities, which is used for marketing distribution during local and regional economic development events, new business attraction meetings, and national trade shows (ie: FabTech, Shot Show, etc.). This booklet is also used by Black Hills Energy for consistent messaging when promoting businesses to locate in the Black Hills region. The booklet is designed by TDG Communications, Inc. and printed by Simpson Creative Printing.

**Attachments:** None

**Responder:** Mutch Usera