

**MONTANA-DAKOTA UTILITIES CO.
SOUTH DAKOTA PUBLIC UTILITIES COMMISSION
1ST SET OF DATA REQUESTS
ISSUED FEBRUARY 7, 2017
DOCKET NO. NG17-002**

Question 1.1:

2017 SD CTA Referring to Exhibit 2, please breakdown and describe the advertising and administration expenses that were actually incurred in 2016. What was a driving factor for Advertising expense to come in under budget?

Response:

Montana-Dakota has experienced success in the utilization of bill inserts and a strong dealer network in South Dakota to promote the conservation programs. Since the Company has received strong participation in the programs, it has not spent additional advertising money to promote these programs. If it sees a need to more aggressively approach promotion to increase awareness of the programs, additional advertising avenues will be pursued.

The breakdown of expenses is below:

<u>Administrative Expense</u>	
Labor	\$5,595
Industry Dues 1/	611
Total Administrative	\$6,206
<u>Advertising</u>	
Black Hills Builder Ad	\$760
Energy Audit Workshop	250
Total Advertising	\$1,010

1/ Consortium for Energy Efficiency.