



December 11, 2015

MEMORANDUM

TO: Public Power Executives & Economic Development Professionals
FROM: Sue Kelly, President & CEO, APPA
SUBJECT: 2016 Economic Development Forum

Public power utilities have a long history of working with local communities to support business and economic development. The American Public Power Association offers resources to help you in this important effort.

APPA is again partnering with Area Development to host the second annual [Public Power Consultants Forum, March 21-23, 2016, in Jacksonville, Florida](#). The forum will educate utility and state/regional economic developers, CEOs, executives, policymakers, and community officials on best practices in economic development.

In 2015, more than 70 public power representatives from 31 organizations and 19 states attended the first-ever economic development forum tailored specifically for public power utilities. In 2016, this forum will explore what drives the site selection process, business retention and attraction strategies, which industries are growing, and how utilities can work with economic developers and businesses. Nationally recognized site selectors, top real-estate professionals, and industry executives will offer insights on business trends and tools for success. The forum also features roundtable discussions and ample networking opportunities. Visit the [event website](#) to learn more and register your team.

Area Development has been a leader in site selection/relocation information and education since 1965. APPA and Area Development have partnered for decades to bring the best economic development resources to public power utilities. We are pleased to partner with them again to offer this forum.

APPA also offers the following resources on economic development:

- **Economic Development Listserv** (free for APPA members): Connect with more than 250 public power peers to share ideas and ask questions on economic development issues. [Email APPA to join.](#)
- **Magazine Supplement:** Area Development magazine features an annual supplement on the advantages of doing business with public power communities. View [previous editions](#).

If you have questions, please contact Heidi Lambert, APPA's Director of Education (202/467-2921; HLambert@PublicPower.org).

Sincerely,

A handwritten signature in black ink that reads 'Sue Kelly'.

Sue Kelly
President & CEO