

ECONOMIC DEVELOPMENT RATE PILOT PROGRAM

Overview

Wisconsin Power and Light (WPL) has received approval from the Public Service Commission of Wisconsin (PSCW) to offer an economic development rate for a limited time to qualifying business customers. The economic development rate will allow WPL the opportunity, in strictly-defined situations, to offer a discounted rate to large businesses to encourage investment, job creation/retention, and economic growth in a challenging economy. WPL is offering the pilot program from July 1, 2010 through July 1, 2012.

Eligibility

WPL business customers that are on our industrial rate schedules (CP-1 or CP-2) are eligible. The pilot program is not intended for customers that are on residential or commercial rate schedules. The economic development rate can be utilized in three general situations: assisting current business customers when they are expanding and increasing their electric load; encouraging new business customers to locate in Wisconsin and bring new electric load; and, keeping current business customers that are in economic distress and are seriously considering relocating outside Wisconsin and retain electric load.

Other requirements

Companies must be receiving at least \$500,000 in economic development assistance from local, state and/or federal organizations to qualify for the pilot program. Companies moving existing load to our service territory from another Wisconsin location do not qualify.

Contract term

An agreement must be signed that will be effective for up to five years.

Discount amount

WPL's rates department will calculate the actual discount amount based on a qualifying company's energy usage information. A qualifying business customer will receive the largest discount in year one of their contract and it will be prorated over a five-year or less contract term to bring the customer back to the regular rate. The overall pilot program is limited to a total annual level of discounts of no more than \$5 million on a cumulative annual basis.

Energy efficiency

In order to be eligible, business customer representatives must meet with Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy, and Alliant Energy representatives to identify economically viable energy efficiency opportunities.

Please contact **Bruce Kepner**, WPL Economic Development Manager, at (608) 458-5753 or 1-800-937-0177 or brucekepner@alliantenergy.com for more information.