



RECEIVED

JUL 22 2025

PUBLIC SERVICE
COMMISSION

July 17, 2025

Linda C. Bridwell, PE
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
Frankfort, KY 40601-8294

Re: Advocacy for a bold power generation strategy

Dear Commission:

I hope this letter in reference to case no: 2025-0045 finds you well. As Managing Partner of Site Selection Group, the nation's largest independent location advisory firm, I've had the privilege of helping many energy-intensive users, such as manufacturers and data centers, optimize their location strategies. This experience has given me a clear perspective: future industrial demand for electricity across the U.S. is rapidly outpacing our current and planned generation capacity.

While many utilities strive to be proactive in adding new generation, their efforts often fall short of addressing the growing backlog of demand. This challenge is especially pronounced in business-friendly states like the Commonwealth of Kentucky, which has done an outstanding job attracting and growing corporate investment.

I encourage the Commission to take a bold approach in planning for future electric generation. Doing so could distinguish Kentucky as a leader among its Southeastern and Ohio Valley peers.

If you'd like to discuss this issue further, please don't hesitate to contact me.

Sincerely,

Sincerely,

Josh Bays
Managing Partner
Site Selection Group, LLC
jbays@siteselectiongroup.com
(214) 271-0587