

Shaping Our Appalachian Region, Inc (SOAR)
137 Main Street Suite 300 Pikeville, KY 41501
Tel (606) 766-1160



FEBRUARY 23, 2016

Brad N. Hall, MBA

External Affairs Manager
AEP Kentucky Power Company
3249 N Mayo Trail
Pikeville, KY 41501

Dear Mr. Hall:

We greatly appreciate the opportunity to submit this grant request for the K-PEGG funding and we look forward to working together to enhance economic growth. Shaping our Appalachian Region encompasses many things, but our mission is to expand job creation, enhance regional opportunity, innovation, and identity, improve the quality of life, and support all those working to achieve these goals in Appalachian Kentucky. Ultimately this mission cannot be achieved without economic development and economic growth.

While SOAR has an ambitious and broad regional strategy with many different elements, above all else we want progress. Thus as with any initiative we must start our marathon with a step, and we view this grant as one of those steps. This additional funding will enable us to advance work relating to our 2016 strategies:

- Be The Champion of Appalachian Opportunity
- Infuse a Broadband Perspective into Everything
- Align Local Strategies with our Regional Vision
- Grow the Team to Take Action

With enhanced organizational funding SOAR will be better able to make the connections needed to shape our Appalachian region. We thank you for your consideration of our proposal.

Sincerely,

A handwritten signature in black ink that reads "Jared Arnett".

Jared Arnett

EXECUTIVE DIRECTOR



GRANT REQUEST NO. _____

**Kentucky Power Economic Growth Grant
K-PEGG Fund
GRANT APPLICATION**

Applicant:	Shaping our Appalachian Region, INC
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Primary Contact:	Jared Arnett
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Phone: 606-766-1160	Fax:	E-Mail: Jared@soar-ky.org
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Alternate Contact:	Kevin Loux
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Phone: 606-766-1160	Fax:	E-Mail: Kevin@soar-ky.org
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Address:	137 Main St.		
Community:	Pikeville	State: KY	Zip: 41501

Project Location: (Describe KY Power service territory that will benefit)	Entire AEP service region: Adair, Bath, Bell, Boyd, Breathitt, Carter, Casey, Clark, Clay, Clinton, Cumberland, Edmonson, Elliott, Estill, Fleming, Floyd, Garrard, Green, Greenup, Harlan, Hart, Jackson, Johnson, Knott, Knox, Laurel, Lawrence, Lee, Leslie, Letcher, Lewis, Lincoln, McCreary, Madison, Magoffin, Martin, Menifee, Metcalfe, Monroe, Montgomery, Morgan, Nicholas, Owsley, Perry, Pike, Powell, Pulaski, Robertson, Rockcastle, Rowan, Russell, Wayne, Whitley, and Wolfe
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Funding Request (\$):\$25,000

Are you a previous grant recipient? No <i>Previous recipients are required to complete the reporting requirement prior to application submission.</i>

Explanation of Project or Organizational Need: SOAR's mission is to expand job creation, enhance regional opportunity, innovation, and identity, improve the quality of life, and support all those working to achieve these goals in Appalachian Kentucky. This funding will enable us to expand these efforts by providing the ability for enhanced economic development education, funding to facilitate sites and buildings analysis, funding for increased marketing and promotion of the region, and funding to assist local communities with professional consulting services.

Project or Organizational Scope (Area/Region): This funding facilitates our ability to impact related efforts for a 54 county region including the entire AEP service region (see project location)

Anticipated Results:

Number of Jobs to be Created within 3 years:	<u>Indirect Results</u>
Number of Existing Jobs to be Retained within 3 years:	<u>Indirect Results</u>
Describe Anticipated Results of Proposed Project: Anticipated increased ability to cultivate entrepreneurship and help existing businesses grow	
Other Pertinent Information: We are also planning on hosting an economic development conference focused on leveraging broadband later this year for 150 people	

Explain the Project Budget, including use of Kentucky Power K-PEGG Funds: Funding will be used to support organization expenses, regional projects, and most notably an online community

Additional Information to Lend Support to this Request: Our organization supports the efforts of many others in the region and works with organizations such as EKCEP, KIED, KAED, and others on numerous economic development projects.

List other Partner Organizations and Collaborators with Contact Information: EKCEP (Jeff Whitehead: jwhitehead@ekcep.org) KIED (Wayne Foster: wayne@jcjeda.org), KAED (Hal Goode: hgoode@kaedonline.org), ARC (David Hughes: dhughes@arc.gov), Big Sandy ADD (Denise Thomas: dhughes@arc.gov), Mississippi State Intelligent Communities (Roberto Gallardo: roberto.gallardo@msstate.edu) OneEastKentucky (Chuck Sexton: chuck@OneEastKy.com), Ashland Alliance, Southeast Kentucky Economic Development Corporation (Brett Traver), Governor Bevin (Andrew McNeill), Congressman Rogers (Karen Kelly)

Estimated Project Schedule (if applicable):

Project Start :	
Project Completion:	

Applications must meet program guidelines and receive final approval from KY Power

KY Power K-PEGG Fund Recommendation (KY Power use only)	\$
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Applicant Type Name and Title	<u>Jared Arnett</u>
Date:	2/22/16

KY Power Representative Name and Title	_____
Date:	

- All K-PEGG applications must be submitted electronically in the provided format to bnhall@aep.com. Please scan supporting documentation and cover letter and include with your application.
- The K-PEGG program will not have any deadlines for request. The program is designed to be flexible in an effort to meet any potential economic development needs year round, as deemed

qualified by the K-PEGG review team. A request can be made at any time by completing this request form and by providing any necessary supplemental information.

- **Incomplete applications will not be returned for revision.**
- **Requests for Kentucky Power K-PEGG funds must meet specific program requirements. The total planned giving for all awarded projects for any given year will not exceed the amount collected and matched through the Kentucky Economic Development Surcharge (KEDS), this will be approximately \$600,000 annually. Kentucky Power reserves the right to adjust potential grant awards based on competitive requests, appropriateness of requests, fund availability, and other criteria established by Kentucky Power.**