

**PROFESSIONAL SERVICES AGREEMENT FORM**

**PROFESSIONAL SERVICES AGREEMENT NO.**

**EFFECTIVE DATE** Monday, April 07, 2014

**ISSUED BY:** Kentucky Power Company, a Kentucky Corporation ("Owner")

**TO CONSULTANT:**

InSite, LLC ("Consultant")  
PO Box 40  
Greer, SC 29652

**DESCRIPTION OF WORK:**

Consultant hereby agrees to provide consulting services to Owner relating to Marketing, Incentive and Roll-Out Strategies for Marions Branch and Coalfields Industrial Park, as more fully described in Consultant's proposal dated February 19, 2014 ("Proposal"), which is attached hereto and made a part of this Agreement.

**TERM OF AGREEMENT:**

The term of the Agreement shall be for the period commencing eight (8) months from the signing of the agreement, unless terminated earlier pursuant to the termination provisions of this Agreement.

**COMPENSATION:**

In consideration for the performance of the Work to be rendered to the Owner by the Consultant under this Agreement, the Owner shall pay Consultant a firm fixed fee of fifty thousand dollars (\$50,000.00), plus project expenses, not to exceed ten thousand two hundred dollars (\$10,200.00) billed at cost with no mark-up, to include up to five (5) community visits. Any additional scope items will be agreed upon in a written change order.

Consultant shall invoice Owner in accordance with the following schedule:

1. Twenty thousand dollars (\$20,000.00) to be paid upon contract execution- actual signing of contract document, for pre-project tasks, project mobilization, initial project travel and alignment services.
2. InSite will invoice on a bi-weekly basis based upon percentage of Work satisfactorily completed to date, and shall include an itemized list of expenses incurred during such invoice period. Owner will pay invoices within thirty days of receipt. Payment shall be complete compensation for all Consultant's Work including, but not limited to, labor, materials, tools, equipment, supervision, profit and taxes.

Owner and Consultant agree that all Work shall be performed in accordance with the following Agreement documents, incorporated herein and listed in their order of priority in the event of a conflict in their interpretation:

- 1) This Professional Services Agreement Form
- 2) The Professional Services Agreement General Terms and Conditions
- 3) Consultant's Proposal

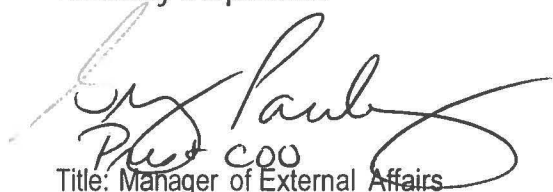
**MAIL INVOICES TO:**

Brad N. Hall  
Kentucky Power Company  
Manager of External Affairs  
3249 N Mayo Trail  
Pikeville, KY 41501

**[Signatures on Next Page]**

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be signed by their respective duly authorized representatives on the dates set forth below to be effective as of the Effective Date.

Kentucky Power Company, a  
Kentucky Corporation

  
Paul  
Title: Manager of External Affairs  
April 7, 2014

InSite, LLC

  
By:  
Name: Tonya L. Crist  
Title: Owner, Managing Partner

April 7, 2014

## PROFESSIONAL SERVICES AGREEMENT GENERAL TERMS AND CONDITIONS

Page 2 of 9

The following terms and conditions shall apply to the Professional Services Agreement ("Agreement").

**1. Definitions.** "Work" shall include all of Consultant's obligations under the Agreement. "Owner" means one or more of the companies of the American Electric Power System identified in the Agreement. The affiliated companies of the American Electric Power System are severally and not jointly liable for obligations arising hereunder.

**2. Priority.** The Agreement consists of the following documents, listed in their order of priority in the event of a conflict: any amendment to the Agreement; the Agreement Form; these Terms and Conditions; and any exhibit(s), schedule(s), or proposal(s) incorporated into the Agreement. Additional or different terms contained in Consultant's proposal or Consultant's acceptance shall not become a part of the Agreement unless expressly agreed to in writing and signed by Owner.

**3. Obligations of the Consultant.** Consultant shall devote Consultant's best efforts to the performance of the Work, using accepted standards of care and competence for Consultant's field of expertise. Consultant may take other similar work engagements, but Consultant shall not accept any employment or engage in any activity which would compete or conflict with Consultant's duties and obligations to the Owner under the Agreement. Consultant shall obtain at Consultant's expense all licenses and registrations necessary to perform Consultant's Work under the Agreement. If necessitated by the Work being performed, Consultant shall abide by and sign the AEP Information Network Usage Compliance Agreement.

**4. Obligations of the Owner.** The Owner agrees to provide Consultant access to all documents, materials, equipment and data reasonably necessary to the performance of Consultant's Work under the Agreement. If applicable, the Owner agrees to furnish space on the Owner's premises for use by Consultant while performing Work under the Agreement.

**5. Relationship of the Parties.** The parties agree that Consultant is a professional and that Consultant's relationship to the Owner is that of an independent Consultant, and nothing herein shall be construed or interpreted as creating any other relationship. The Owner will not provide fringe benefits, paid vacation, or any other employee benefit for Consultant. Consultant retains responsibility and discretion for the manner, methods, techniques and procedures utilized in the performance of Work provided hereunder, provided that Consultant shall observe the working rules and security regulations of the Owner and shall not perform his/her duties in a manner that unreasonably interferes with the Owner's business and operations.

**6. Confidentiality.** Consultant recognizes that during the term of the Agreement Consultant will have access to and become familiar with confidential, proprietary and/or trade secret information that is owned by the Owner and regularly used in its operation. Consultant understands and agrees that the Owner's confidential, proprietary and/or trade secret information derives independent economic value for the Owner, actual or potential, from not being generally known or readily ascertainable by other persons and entities who can obtain economic value from them, and that the Owner takes reasonable efforts to maintain the secrecy of this information. Consultant agrees that during the term of the Agreement and at any time thereafter, except as required to provide Work hereunder, Consultant shall not directly or indirectly, possess, use, convert, copy, duplicate or misappropriate confidential, proprietary and/or trade secret information, and shall not directly or indirectly disclose, communicate, transmit, or transfer, any confidential, proprietary and/or trade secret information to any person, firm, partnership, corporation, proprietorship, governmental body or agency, or business organization or entity of any kind or description. The obligation of confidentiality shall survive five years beyond the termination or end of the Agreement.

Consultant understands that for purposes of the Agreement, confidential, proprietary and/or trade secret information is defined to include, but is not limited to: (a) the whole or any part of paper copies or computer data bases, programs or diskettes, containing scientific, technical or business information; (b) any type of data or documents that relate to the design, process, procedure, method, technique, formula, or improvement of any

current or future products or services developed, manufactured, produced, sold, distributed or provided by the Owner; (c) any type of data or documents that relate to marketing strategies or plans and any associated information such as customer names and/or contacts, addresses or telephone numbers, mailing lists, customer, vendor and supplier account data; (d) consulting reports; (e) site assessments; (f) business plans, financial information, billing information, sales figures, price lists, discounts, or financial information; (g) computer passwords or codes; and (h) information or data relating to the energy commodity market and related financial instruments, and/or statistical and analytical data, including analytical modes, used to forecast changes in the pricing of energy commodities or the value of related financial instruments.

Consultant understands and agrees that upon the termination of the Agreement all such confidential, proprietary and/or trade secret information, in addition to any other property belonging to the Owner, which is in Consultant's possession and/or control, shall be delivered to the Owner in good order.

**7. Intellectual Property.** Consultant warrants that its performance of the Work will not infringe upon or violate any trademarks, patents, copyrights, trade secrets or other third party property rights. If the performance of Work is held in any action to constitute infringement, or the use of the Work is enjoined, Consultant, at its expense, shall procure for Owner the right to continue use of the Work, or replace the Work with non-infringing materials or methods satisfactory to Owner, or modify the Work in a manner satisfactory to Owner so that the Work becomes non-infringing. Consultant agrees to indemnify and save Owner harmless from and against any liability or damages, including attorneys' fees, arising out of any alleged infringement or violation. Owner will own the Work and any intellectual property, including trademarks, patents, copyrights and trade secrets, resulting from the work.

**8. Work Product.** All "work product" prepared by Consultant during the course of performance of Work under the Agreement, shall be considered "work made for hire" and shall be the property of the Owner. Consultant will execute documents, including agreements with its employees and agents and assignment documents, necessary to effectuate Owner's ownership of such intellectual property. To the extent that the "work product" is not deemed a "work made for hire", Consultant agrees to assign and transfer Consultant's interest (including but not limited to any copyright or patent interest) in all such "work product" to the Owner. Consultant acknowledges that the Owner may use, sell, license, release, disclose, copy and reproduce any "work product" resulting from the Agreement in any manner it deems appropriate.

Consultant's means and methods shall not be "work product" and Consultant shall retain ownership of the means and methods Consultant brings to the engagement.

**9. Personally Identifiable Information.** "Personally Identifiable Information" or "PII" means any information to which Consultant is provided access that could identify an individual either directly or indirectly including, without limitation to the individual's name, credit card numbers, social security number, biometric, bank account numbers, passport numbers, computer passwords or health, financial or employment information and other individual confidential information.

To the extent that Work under the this Agreement requires Consultant to be given access to PII gathered and/or maintained by or on behalf of Owner, or in the event Consultant acquires access to or encounters any PII during performance of the Work, Consultant shall after receipt thereof, treat such PII as confidential and safeguard such PII from unauthorized use and disclosure. Upon request of Owner, Consultant shall have its employees execute a confidentiality agreement protecting PII. Consultant agrees not to appropriate such PII for its own use or to disclose such PII to third parties unless specifically authorized by Owner in writing. Consultant shall ensure that its employees will not discuss, divulge or disclose any such PII to any person or entity except those persons directly concerned with and only to the extent necessary to complete the performance of the Work. Consultant shall access, use and process PII and other data on behalf of Owner only for the purposes specified in the Agreement.

**PROFESSIONAL SERVICES AGREEMENT GENERAL TERMS AND CONDITIONS**

Consultant shall comply with (i) NERC Reliability Standards as applicable, including without limitation, those relating to Critical Infrastructure Protection, (ii) Owner's security standards, and (iii) such further instructions as Owner may provide regarding the processing of such PII. Consultant shall inform Owner promptly if it has reason to believe that applicable law (or changes in applicable law) prevents Consultant from fulfilling the obligations relating to treatment of PII or other data under Owner's security standards and/or the Agreement.

To the extent permitted by law, Consultant shall notify Owner promptly and act only upon Owner's instruction concerning: (a) any request for disclosure of PII or other data by law enforcement or other governmental authority; (b) any request by law enforcement or other governmental authority for information concerning the processing of PII or other data in connection with the Agreement; or (c) any request received directly from an individual concerning his/her PII.

Consultant may not store PII on computers, mobile devices, including but not limited to cellular telephones and/or personal digital assistants, servers and/or storage devices including removable media (any of which, hereinafter known as a "Computer"), unless required for the performance of Work. Any such information must be deleted from a Computer, in a manner that ensures that it cannot be accessed or read, as soon as such storage is no longer required for the performance of Work.

Upon termination of the Agreement or upon Owner's request, Consultant must promptly (a) return all PII in written form to Owner, and (b) delete all PII in Consultant's possession or control (on computer or in whatever other form or media) in a manner that ensures that this information cannot be accessed or read.

Consultant shall administer a monitoring process to ensure compliance with this Article 9, promptly report any breaches to Owner, and implement immediate, appropriate corrective actions to contain and prevent recurrence. Consultant shall report to Owner immediately upon discovery of a real or suspected loss of PII. In the event of a breach of this provision or the occurrence of any other event regarding PII that requires notification under applicable law, Consultant agrees to assume responsibility for informing all such individuals in accordance with applicable law.

In addition to any remedy available to Owner under the Agreement, Consultant acknowledges that any breach of Article 9 by Consultant or its subcontractors may subject Consultant to civil and criminal penalties. Consultant shall ensure compliance by its subcontractors with the provisions of Article 9.

**10. Force Majeure.** Neither party shall be in breach of the Agreement to the extent that any delay or default in performance is due to causes beyond the reasonable control of the delayed or defaulting party, provided that the delayed or defaulting party immediately notifies the other party of the event, an estimate of the duration of the event, and the delaying or defaulting party's plan to mitigate the effects of the delay or default.

**11. Assignment and Subcontracting.** Consultant may not subcontract, assign, or otherwise dispose of the Agreement without the prior written consent of Owner.

**12. Compliance with Laws.** Consultant shall comply with all applicable laws, rules, regulations and orders of any governmental authority, and will obtain at its expense all permits and licenses pertaining to its obligations under the Agreement. Consultant agrees to indemnify and save Owner harmless from and against any liability or damages including attorneys' fees, for non-compliance therewith by Consultant.

**13. Indemnification.** To the fullest extent permitted by law, Consultant agrees to indemnify, protect, defend and hold harmless the Owner, its authorized representatives, affiliates, parent and/or subsidiary companies, organizations or entities, successors, assigns, and officers, directors, shareholder, employees and agents of the same as well as their successors or assigns, in both their personal and representative capacities, from and against all liabilities, claims, fines, penalties, costs, damages, losses, liens,

causes of action, suits, judgments and expenses (including court costs, reasonable attorneys' fees and other costs of litigation) attributable to any action or conduct, directly or indirectly, relating to the performance of Work by Consultant.

With respect to claims against Owner by Consultant's employees, Consultant agrees to expressly waive its immunity as a complying employer under the workers' compensation law, but only to the extent that such immunity would bar or affect recovery under or enforcement of the indemnification obligation. With respect to the State of Ohio, this waiver applies to Section 35, Article II of the Ohio Constitution and Ohio Rev. Code Section 4123.74.

**14. Limitation of Liability.** Neither party shall be liable to the other for any incidental, indirect, special, punitive or consequential damages. Consultant must bring any cause of action arising under the Agreement within one year from the time the cause of action accrues.

**15. Insurance.** Consultant shall maintain for the term of the Agreement the following insurance: If a sole proprietor, Automobile Liability insurance with limits not less than \$300,000 combined single limit. If an entity other than a sole proprietor (e.g., corporation, partnership, or limited liability company), (a) automobile liability insurance with limits not less than \$500,000 combined single limit; (b) commercial general liability insurance with limits not less than \$500,000 per occurrence and in the aggregate; (c) professional liability insurance with limits not less than \$500,000 per claim; and (d) if required by Workers' Compensation statutes where the services are being performed, Workers' Compensation insurance and employers liability with limits of not less than \$100,000 per accident: if Consultant is a non-subscriber to workers' compensation, evidence of insurance equivalent to workers' compensation must be provided. The automobile liability and commercial general liability insurance maintained by Consultant shall be primary and non-contributory to any insurance maintained by Owner, shall include Owner as an additional insured and shall contain waivers of subrogation against Owner. Upon inception of the Agreement and prior to commencement of Work, Consultant shall provide a certificate of insurance, or other acceptable evidence, evidencing the required insurance under this Article 15. Consultant also must provide an updated certificate of insurance at any time during the term upon Owner's request. Consultant shall immediately notify Owner of cancellation or any material changes in the insurance policies required.

For Work performed in Louisiana, Consultant hereby acknowledges and agrees that its employees, together with any of its subcontractors' employees shall be deemed to be the statutory employees of Owner only for the purpose of Workers' Compensation law and Consultant further agrees that it will amend its Workers' Compensation insurance to include an Alternate Employer Endorsement and have all its subcontractors execute agreements also acknowledging and recognizing the statutory employer status of Owner.

**16. Termination.** Owner may immediately terminate, for its convenience or for cause, all or any part of the Agreement upon notice to Consultant. Upon termination for convenience, Consultant shall immediately stop Work on the terminated portion of the Agreement and shall submit to Owner an invoice with supporting information setting forth the price for the Work performed prior to the notice of termination, plus Consultant's actual, direct, unavoidable costs resulting from the termination, less salvage value, but in no event shall the invoice exceed the Agreement price.

Upon termination for convenience or cause, Owner shall not be liable to Consultant for Consultant's lost profits on the terminated portion of the Agreement. The Owner shall be entitled to terminate the Agreement without notice for cause under the following circumstances: (a) Consultant's refusal or failure to perform Consultant's responsibilities in a competent or satisfactory manner; (b) Consultant's engagement in activities or conduct injurious to the best interest or reputation of the Owner; (c) Consultant's violation of any of the material terms and conditions of the Agreement; or (d) Consultant's unauthorized disclosure, dissemination, or misappropriation of confidential, proprietary, and/or trade secret information. Upon termination for cause, Owner may pursue all rights and remedies available under the law. The Agreement shall automatically terminate upon the death

## PROFESSIONAL SERVICES AGREEMENT GENERAL TERMS AND CONDITIONS

of Consultant or upon Consultant's physical or mental inability to perform Work to the Owner.

**17. Affiliated Companies.** Any indemnification of Owner and any limitation of Owner's liability shall to the same extent apply to Owner's directors, officers, employees, agents and affiliated companies, and the directors, officers, employees and agents thereof.

**18. Taxes.** Consultant shall be responsible for the reporting and payment of all federal, state and local income taxes that may be assessed on payments made by the Owner to Consultant. If applicable, the Consultant shall be responsible for self-employment taxes on the payments made to the Consultant. If Owner specifies that services or tangible personal property to be furnished by Consultant qualify for exemption from sales or use taxes or that Owner has a direct pay permit, Consultant shall, at the direction of Owner, not include sales or use taxes in its price. Owner shall provide Consultant with Owner's direct pay permit or exemption certificate where applicable. Consultant agrees to cooperate in obtaining exemption certificates necessary to claim such exemptions.

**19. Payment.** Consultant shall invoice Owner, with proper documentation, for all Work performed during the prior month. Owner shall pay Consultant, upon submission of proper invoices, the price for Work performed within forty five days after receipt of the invoice. Owner may withhold all or part of payment if Owner disputes Consultant's compliance with the terms of the Agreement. Owner's payment does not constitute acceptance of the Work. The Agreement number must appear on all invoices and notices.

**20. Warranty.** Consultant warrants that the Work shall be free of defects and in conformance with the Agreement and applicable industry standards. For a period of twelve months from completion and acceptance of the Work, Consultant shall, at its expense, promptly correct any non-conforming Work. Owner's acceptance of the Work shall not relieve Consultant of its warranty obligations. In the event of an emergency, or if Consultant fails to correct a defect within a reasonable period of time, Owner may repair or replace any defect in warranted Work at Consultant's expense.

**21. Records.** Owner reserves the right to examine any records pertaining to the Work and as may be requested by federal or state governmental agencies, courts of law, or consultants hired by the Owner. Owner may audit records necessary to permit evaluation and verification of claims submitted, and Consultant's compliance in the performance of the Work, and with its dealings with Owner, with (a) the Agreement requirements; and (b) Owner's Code of Business Conduct governing business ethics. Consultant shall retain and preserve all information relating to the Work for a period of three years following final payment for Work performed under the Agreement.

**22. Safety.** Consultant shall perform the Work in a safe and careful manner and use such safety devices and methods as are necessary to protect its employees and agents, subcontractors, other consultants or contractors, Owner's employees and agents, and the public from harm and damage. In connection with the performance of the Work, Consultant shall ensure Consultant and all employees, subcontractors, and agents of Consultant are drug free.

**23. Security.** If required by Owner, Consultant must meet certain security criteria set forth herein.

Consultant shall submit to Owner a copy of its background investigation process for Owner's review and file. If Owner, in its sole discretion, determines that Consultant's background investigations do not meet certain specific requirements, then Consultant, at its expense, must perform a background investigation that does meet Owner's certain specific requirements on each individual designated by Consultant to perform Work, or is performing Work on behalf of Consultant, for Owner (referred to herein for purposes of this Article, as an "individual"). Notwithstanding anything to the contrary stated herein, Owner reserves the right to conduct a background investigation on each individual at Consultant's expense.

Owner's certain specific requirements of background investigations include the following: (i) determination of whether an individual has been convicted of a felony crime in each state where the individual has resided during the

past seven years; (ii) performance of the background investigation at the state level (in other words, to only search the records of the county in which the individual has resided during the past seven years is not a sufficient background investigation); and (iii) if the individual is to operate a motor vehicle while performing Work for Owner, then a state operator's license abstract must be completed in the states where the individual has been licensed as a vehicle operator during the past seven years.

If any background investigation reveals or indicates that an individual has been convicted of a felony crime, then the Consultant must notify the Owner prior to the individual commencing Work. Owner in its sole discretion shall have the option of barring from any Work Site any individual who has a reported felony conviction. Owner may audit or review specific Consultant screening files to ensure compliance with the Agreement.

If an individual requires unescorted access to Owner's critical cyber assets, then Owner will conduct its own background investigation, which will include a Social Security Number verification. Additional specific provisions or requirements related to any Owner conducted background investigation pursuant to this Article 23 will be communicated to Consultant prior to implementation of such background investigation.

Consultant shall not perform any screening activities that violate the federal Fair Credit Reporting Act, Title VII of the Civil Rights Act of 1964 or any other applicable law in any circumstances. Consultant shall ensure that the substance and manner of any and all background investigations performed by Consultant conform fully to applicable law.

**24. Survival.** All of the terms of the Agreement which by their nature extend beyond the expiration or termination of the Agreement, including indemnification obligations, confidentiality obligations, limitations of liability, shall survive expiration or termination of the Agreement and remain in full force and effect.

**25. Miscellaneous.** The effective date of the Agreement shall be the earlier of the date on which Consultant begins performance hereunder or the date of the later signature on the Agreement. No waiver by either party of any default shall be deemed a waiver of any subsequent default. The Agreement constitutes the entire agreement of the parties. If any provision of the Agreement is held to be invalid, such invalidity shall not affect the remaining provisions of the Agreement. Amendments to the Agreement must be in writing and signed by both parties. Headings are provided for the convenience of the parties, and shall not affect the interpretation of any provision. The Agreement shall be governed by the laws of the State of Ohio. Consultant agrees that all actions and proceedings brought by Owner against Consultant may be litigated in courts located in the State of Ohio. Consultant agrees that such courts are convenient forums and irrevocably submits to the personal jurisdiction of such courts.

END OF DOCUMENT

Based on InSite's previous site prioritization study in the Southeastern Kentucky region and recent conversations with Kentucky Power Company, the following proposal addresses "next steps" that are necessary to take the recommendations of the study and move the two prioritized sites to a competitive status in a national and global site search. InSite's scope of work relative to each prioritized site is detailed below:

## **PROJECT ONE: PACKAGING MARIONS BRANCH - (fatal flaws - road / entrance, zoning, site due diligence, excess sewer capacity, fiber)**

Per our recent study, the following must be executed by the local community to assist in making Marions Branch marketable:

- Conduct a Phase 1 / site due diligence ( geotechnical, wetlands delineation, archeological and endangered species)
- Increase excess sewer capacity from 20,000 gpd to a minimum of 500,000 gpd
  - Cost
  - Schedule
  - Feasibility
- Extend fiber to the park
  - Cost
  - Schedule
  - Feasibility
- Construct new entrance road
  - Cost
  - Schedule
  - Feasibility
- Eliminate residential from the master plan
- Zone industrial with protective covenants
- Grade a building pad that meets load bearing requirements
- Change the name of the park. Create a global, recognizable identity.
- Develop aggressive incentive package including cost offsets for site work required

## **Path Forward**

- This can be a viable, marketable park that could compete on a national level for global projects if the above items are completed
- Invest time, develop resources for funding, and allocate such funding for the above recommendations
- Input site information into LOIS
- Feature on the regional website
- Present both products to targeted audiences who generate projects (state, region, electric utility, consultants, etc.)

## InSite's Proposed Scope of Work for Marketing, Incentive and Roll-Out Strategies for Marions Branch

If packaged properly, Marions Branch can become the premier location not only in southeast Kentucky but in the four-state region (Kentucky, West Virginia, Virginia and Ohio). We must have a plan and execute that plan from the park conceptual, incentive development to an aggressive marketing approach to the state, region, consultants – all entities that touch projects and prospective companies. Considering all the money that will be invested in the park, we must be proactive in our approach and make the state and the world understand this region is the premier location for business.

The steps to develop and package Marions Branch that should be started immediately: Marketing Package, Incentive Design, and Rollout Strategy – InSite will lead an effort to strategically align an aggressive incentive policy with the community's strategic plan, and provide design recommendations for new or enhanced incentive policies, including specifically Marions Branch. In order to accomplish this, we will conduct a comprehensive review of your current incentive policy and provide recommendations to aggressively package your new policy and the park. We will also lead the development of Marions Branch marketing strategy.

1. Client Alignment Meeting
2. Develop Checklist for all due diligence items related to park such as road funding and schedule, extending fiber, wastewater service improvements, conducting any outstanding site due diligence, etc.
3. Community Strategic Plan and Incentive Review
4. Create Park Marketing and Rollout Strategy including but is not limited to: develop message for brochures and park-specific website; oversight of website content; develop needs assessment of marketing materials; advise on elements of a marketing package; and develop internal and external marketing plan
5. Incentive Strategy and Design

Potential incentive design may include but not limited to the following areas:

- Grants/Forgivable Loans
- Payroll Withholding
- Property Tax Abatement M& E
- Recruiting & Training
- General
- Water
- Rail
- Natural Gas
- Tax Increment Financing
- Fast track Permitting
- Training Equipment
- Occupational Tax
- Income Tax Credits
- Property Tax Abatement Land and Building
- Sales Tax Abatements
- Utility Incentives
- Infrastructure
- Electric
- Sewer
- Other (Road)
- Site Preparation Assistance
- Temporary Building Space
- Employee Relocation Assistance

## **PROJECT TWO: PACKAGING COALFIELDS INDUSTRIAL PARK - (fatal flaws - natural gas, incentives, maintenance, marketing materials)**

Per our recent study, the following must be executed by the ADD and local community to make Coalfields Industrial Park marketable:

- Conduct a Phase 1 and all site due diligence ( geotechnical, wetlands delineation, archeological and endangered species)
- Extend natural gas to the site
  - Cost
  - Schedule
  - Feasibility
- Verify excess water and sewer capacities
- Reduce purchase and lease cost for the American Woodmark Building
- Formalize an aggressive incentive package for the park
- Change the name of the park and existing building. Create global, recognizable identities.
- Develop new marketing materials and website
- Cut the grass
- Identify and hold accountable a responsible champion for the park

### **Path Forward**

- This can be a viable, marketable park and building that could compete on a national level for global projects if the above items are completed
- Invest time, develop resources for funding, and allocate such funding for the above recommendations
- Redirect funding from the ADD (Area Development District) to the regional economic development team, One East Kentucky, for management of the park
- Input site and building information into LOIS
- Feature both on the regional website
- Present both products to targeted audiences who generate projects (state, region, electric utility, consultants, etc.)

### **InSite's Proposed Scope of Work for Marketing, Incentive and Roll-Out Strategies for Coalfields Park and Building**

Same as with Marions Branch, the Coalfields Park and Building, if packaged properly, can become one of the premier locations not only in southeast Kentucky but in the four-state region (Kentucky, West Virginia, Virginia and Ohio). There must be a plan and that plan must be executed from the park conceptual, incentive development to an aggressive marketing approach to the state, region, consultants – all entities that touch projects and prospective companies. Considering all the money that will be invested in the park and building, we must be proactive in our approach and make the state and the world understand this region is the premier location for business.



The steps to develop and package Coalfields Park and Building that should be started immediately: Marketing Package, Incentive Design, and Rollout Strategy – InSite will lead an effort to strategically align an aggressive incentive policy with the community's strategic plan, and provide design recommendations for new or enhanced incentive policies, including specifically Coalfields Park and Building. In order to accomplish this, we will conduct a comprehensive review of your current incentive policy and provide recommendations to aggressively package your new policy and the park. We will lead the development of Coalfields' marketing strategy.

1. Client Alignment Meeting
2. Develop Checklist for all due diligence items related to park and building as stated above
3. Community Strategic Plan and Incentive Review
4. Create Park Marketing and Rollout Strategy including but is not limited to: develop message for brochures and park-specific website; oversight of website content; develop needs assessment of marketing materials; advise on elements of a marketing package; and develop internal and external marketing plan
5. Incentive Strategy and Design

Potential incentive design may include but not limited to the following areas:

- Grants/Forgivable Loans
- Payroll Withholding
- Property Tax Abatement M& E
- Recruiting & Training
- General
- Water
- Rail
- Natural Gas
- Tax Increment Financing
- Fast track Permitting
- Training Equipment
- Occupational Tax
- Income Tax Credits
- Property Tax Abatement Land and Building
- Sales Tax Abatements
- Utility Incentives
- Infrastructure
- Electric
- Sewer
- Other (Road)
- Site Preparation Assistance
- Temporary Building Space
- Employee Relocation Assistance

## **PROJECT FEE FOR PROJECTS ONE AND TWO**

*The fee for the detailed scope of services for both projects is fifty thousand dollars (\$50,000.00) plus project expenses. We propose an eight (8) month schedule for the above scope of services.*



**KENTUCKY  
POWER**