

**BEFORE THE
KENTUCKY PUBLIC SERVICE COMMISSION**

In the Matter of:

**ELECTRONIC APPLICATION OF KENTUCKY)
UTILITIES COMPANY FOR A CERTIFICATE OF PUBLIC)
CONVENIENCE AND NECESSITY AUTHORIZING LG&E) CASE NO. 2025-00101
TO BID ON A FRANCHISE ESTABLISHED BY THE CITY)
OF WESTPOINT, KENTUCKY)**

APPLICATION

The Applicant, Louisville Gas and Electric Company (“LG&E”), respectfully states as follows:

1. The full name and mailing address of LG&E is Louisville Gas and Electric Company, 2701 Eastpoint Parkway, Louisville, KY 40223. LG&E may be reached by electronic mail at the electronic mail addresses of its counsel set forth below.

2. LG&E is a public utility, as defined in KRS 278.010(3)(a), engaged in the electric and gas business. LG&E generates and purchases electricity and distributes and sells electricity at retail in Jefferson County and portions of Bullitt, Hardin, Henry, Meade, Oldham, Shelby, Spencer, and Trimble Counties. LG&E also purchases, stores and transports natural gas and distributes and sells natural gas at retail in Jefferson County and portions of Barren, Bullitt, Green, Hardin, Hart, Henry, Larue, Marion, Meade, Metcalfe, Nelson, Oldham, Shelby, Spencer, Trimble, and Washington Counties

3. This filing is made in accordance with Section 278.020(4) of the Kentucky Revised Statutes.

4. LG&E was incorporated in Kentucky on July 2, 1913, and is in good corporate standing. A copy of the Certificate is attached as Exhibit B.

5. Pursuant to 807 KAR 5:001 Section 8, on March 26, 2025 LG&E filed with the Commission notice of its intent to use electronic filing procedures in this proceeding. Copies of all orders, pleadings, and other communications related to this proceeding should be directed to:

Sara V. Judd
Senior Counsel
PPL Services Corporation
2701 Eastpoint Parkway
Louisville, Kentucky 40223
svjudd@pplweb.com

Rick E. Lovekamp
Manager – Regulatory Strategy/Policy
LG&E and KU Services Company
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rick.lovekamp@lgeku.com

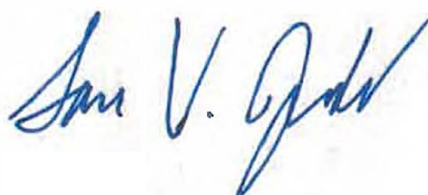
6. Receipt of the requested certificate will allow LG&E to pursue its bid on a new franchise for which the City of West Point, Kentucky (the “City”) has solicited bids pursuant to resolution or ordinance and advertisement, a copy of which is attached hereto as Exhibit A.

7. There is and will continue to be a demand and need for electric and gas services in the areas of the City subject to the franchise, and LG&E desires to obtain a franchise in accordance with the bidding protocol established by the City.

8. Should LG&E be successful in acquiring said franchise, it will file copies thereof with the Commission.

WHEREFORE, Louisville Gas and Electric Company asks that the Commission enter an Order granting LG&E a Certificate of Public Convenience and Necessity to bid for and acquire a franchise from the City on or before May 12, 2025.

Dated at Louisville, Kentucky, this 31st day of March 2025.



Sara V. Judd
Senior Counsel
PPL Services Corporation
2701 Eastpoint Parkway
Louisville, Kentucky 40223
(502) 627-4850
svjudd@pplweb.com

Exhibit A

Commonwealth of Kentucky
Michael G. Adams, Secretary of State

Michael G. Adams
Secretary of State
P. O. Box 718
Frankfort, KY 40602-0718
(502) 564-3490
<http://www.sos.ky.gov>

Certificate of Existence

Authentication number: 297738

Visit <https://web.sos.ky.gov/fts/how/certvalidate.aspx> to authenticate this certificate.

I, Michael G. Adams, Secretary of State of the Commonwealth of Kentucky, do hereby certify that according to the records in the Office of the Secretary of State,

LOUISVILLE GAS AND ELECTRIC COMPANY

is a corporation duly incorporated and existing under KRS Chapter 14A and KRS Chapter 271B, whose date of incorporation is July 2, 1913 and whose period of duration is perpetual.

I further certify that all fees and penalties owed to the Secretary of State have been paid; that Articles of Dissolution have not been filed; and that the most recent annual report required by KRS 14A.6-010 has been delivered to the Secretary of State.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my Official Seal at Frankfort, Kentucky, this 22nd day of September, 2023, in the 232nd year of the Commonwealth.



Michael G. Adams

Michael G. Adams
Secretary of State
Commonwealth of Kentucky
297738/0032196

Exhibit B

**COMMONWEALTH OF KENTUCKY
CITY OF WEST POINT**

ORDINANCE NO. 2025-02

AN ORDINANCE CREATING A FRANCHISE FOR THE ERECTION, LAYING AND MAINTENANCE OF ELECTRIC AND NATURAL GAS FACILITIES AND APPURTENANT FACILITIES AND EQUIPMENT IN, ALONG AND ACROSS THE PUBLIC WAYS, ROADS, STREETS, ALLEYS AND OTHER PUBLIC PLACES IN THE CITY OF WEST POINT, KENTUCKY: FOR FURNISHING AND SELLING ELECTRICITY AND NATURAL GAS BY MEANS OF SAID FACILITIES; AND PROVIDING FOR THE SALE OF SAID FRANCHISE.

WHEREAS, the City of West Point (“City”) wishes to ensure that electric service continues to be furnished to its citizens in a reliable and efficient manner;

WHEREAS, the City is aware that the provision of such service requires the continued use of public streets, ways, alleys and other public places;

WHEREAS, the franchise granted to and acquired by Louisville Gas and Electric Company on September 6, 2015, under which that utility provided such service, will expire by its terms; September 6, 2025.

WHEREAS, the City wishes to provide for the sale of a new franchise for the benefit of its citizenry, giving effect to Section 96.010 of the Kentucky Revised Statutes;

NOW, THEREFORE, BE IT ORDAINED as follows:

Section 1. An exclusive franchise (“Franchise”) to use the City’s public rights-of-way, as described in the Franchise Agreement attached to this Ordinance, is hereby created.

Section 2. The Franchise created by this Ordinance shall be bid in accordance with the applicable requirements of the Constitution of the Commonwealth of Kentucky and Chapter 424 of the Kentucky Revised Statutes, as well as any applicable City ordinances.

Section 3. The Franchise created by this Ordinance shall be awarded to the highest and best bidder as shall be determined by the City in its sole discretion. In awarding the Franchise, the City shall consider the technical, managerial, and financial qualifications of the bidder to perform its obligations under the Franchise.

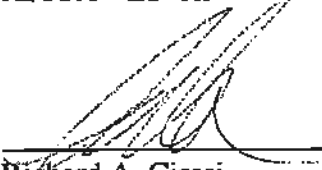
Section 4. The winning bidder and the City shall negotiate, execute and be bound by a Franchise Agreement with terms identical to, or substantially identical to, the Franchise Agreement referenced in Section 1 above and attached hereto, such Agreement to contain terms “that are fair and reasonable to the City, to the purchaser of the Franchise and to the patrons of the utility” (KRS Section 96.010). Such Franchise Agreement shall become effective with the first billing cycle on or after the expiration of the existing franchise agreement, to allow the City and the winning bidder to develop appropriate procedures for identifying and reviewing the (electric-consuming or natural-gas consuming or electric and natural gas-consuming) entities within the City’s corporate limits.

Section 5. All ordinances or parts of ordinances in conflict with the provisions of this Ordinance are hereby repealed.

Section 6. Should any section, clause, line, paragraph, or part of this Ordinance or the attached Agreement be held unconstitutional or invalid for any reason, the same shall not affect the remainder of this Ordinance or the attached Agreement, as applicable.

Section 7. Time is of the essence in carrying out the terms and the provisions of this Ordinance and the Franchise created herein.

Section 8. This Ordinance shall become effective from and after its passage and publication. Read at a meeting of the West Point City Council on the 25th day of February 2025; a second reading was held on the 10th day of March, 2025; said Ordinance was READ and APPROVED on the 10th day of March, 2025.


_____, Mayor
Richard A. Ciresi

ATTESTED BY: 
_____, City Clerk
Ashley Gates

Women's March Madness has more stars

BY EDDIE PELLIS
AP NATIONAL WRITER

It's no stretch to say the two biggest names in college basketball these days will be playing in the women's tournament when March Madness goes into full swing later this week.

Whether the presence of Juju Watkins of USC and Paige Bueckers of UConn will overcome the game's loss of Caitlin Clark and drive a repeat of last year's history-making surge in viewership is among the underlying questions over the next three weeks.

One of the surest signs of the growing popularity of the women's game came last year, when the final of the tournament, featuring Clark's Iowa Hawkeyes against coach Dawn Staley's South Carolina juggernaut, drew more viewers than the men's final between UConn and Purdue.

It was a first, driven in part by the fact that the men's game wasn't on an over-the-air network and the women's was, but also thanks to the legion of Clark fans, many of whom have followed her to the WNBA.

"I'm hard-pressed to believe they're going to reach the Caitlin Clark number again, because that was a comet that probably won't be repeated this year," Kevin Hull, a sports media professor at South Carolina, said of the 18.87 million who tuned into the women's title game last year. "But they're going to get a really good number again. It's a great time to be in women's sports."

FOR THE MEN, IT'S COOPER FLAGG AND WHO?

Besides Duke freshman Cooper Flagg, there aren't



Jessica Hill/Associated Press

UConn guard Paige Bueckers (5) reacts after making a basket while being fouled during the second half of an NCAA college basketball game against Creighton in the finals of the Big East Conference tournament on March 10 in Uncasville, Conn.

ers or Watkins put up in what might be the most important metric in today's world — their social media followings. Last week, in a notable transaction, Watkins became the first woman college athlete to sign an endorsement deal with Fanatics.

It's not to say there aren't compelling story lines in the men's tournament. But as has often been the case, they have more to do with coaches — think Rick Pitino at St. John's — or programs — think Duke or North Carolina — than with individual players.

Last year's biggest name on the men's side was Purdue's Zach Edey, a well-spoken but generally quiet 7-foot-4 center from Canada whose old-school post-up game sparked a fascinating debate for hardcore hoops junkies, but didn't bring the rest of the world in.

For decades, though, none of that ever prevented the men's tournament from outdrawing the women. Among the advantages for the men: more backing from the NCAA, a longer history as a sport

which, in turn, spawns more upsets and Cinderella stories.

WOMEN'S HOOPS RIDES A WAVE AND CREATES A NEW ONE

Without some of those built-in advantages, the women's game has had to embark on a slow, steady climb.

Hull believes one landmark moment was the success of the U.S. women's soccer team in the 1990s, which "kind of changed the game when it came to all women's sports."

"And we've seen it in the years since, with the WNBA and all these other sports," he said. "And Caitlin Clark was the right person at the right time, who just sort of turned the spark into a flame."

The women's tournament was already surging in popularity in 2021 (the first year ESPN broadcast every game nationally) when Sedona Prince lit a fuse with her viral video of the sparse weight room available to the players at their base in San Antonio.

It forced a reckoning with some of the long-

women's games. The most devastating was the huge disparity of the TV contracts but perhaps the best illustration of the imbalance came in the fact that the NCAA didn't even use the "March Madness" title for the women's tournament.

The renegotiation of the TV contract (some say for not enough), combined with Clark's rise and a layering of some Magic-vs.-Bird-like racial tension between Clark and Angel Reese (who say they have no problem with each other) helped push popularity and viewership to the heights seen last year.

Len Elmore, the long-time player and TV analyst who now teaches sports management at Columbia, suggested the Clark vs. Reese vibe created a tension that many Americans can't turn away from. He also said "some people like the women's game better than the men's game for a number of fundamental basketball reasons."

Earlier this year, the NCAA announced that women's teams, for the first time, would receive

March Madness.

"A lot of it has to do with us being treated like a sport now," said Staley, whose Gamecocks are top seeded as they embark on their quest for back-to-back titles. "When you treat us like a sport, you will get a return on your investment."

RATINGS THIS YEAR REMAIN GOOD EVEN WITHOUT CLARK

Most signs point toward last year's ratings as part of a sustainable trend.

A matchup between Watkins and Bueckers in December averaged 2.2 million viewers, making it the second-most watched women's game ever on Fox, behind one last season in which Clark set the NCAA scoring record. ESPN's regular-season ratings were up 3% from last year and 41% from two seasons ago.

Next comes March Madness, where Watkins and Bueckers could face a rematch in the regional finals, while Staley and South Carolina are positioned on the other side of the bracket, setting up a possible meeting with one of them in the final on April 6.

"I'm pretty confident in saying that the days of the men's Final Four dwarfing the women's — double, three-times viewership — those days are long gone," Hull said. "It wouldn't surprise me if

the women's gets more.

There's buzz now, and the TV networks are treating it as a big deal."

LEGAL NOTICE

NOTICE OF SALE OF FRANCHISE

By virtue of an ordinance heretofore passed by the Council of the City of West Point, Kentucky, directing the advertisement for bids and selling of a franchise to use certain streets, alleys, and public grounds of the City of West Point, Kentucky for the purpose of owning, operating, equipping, and maintaining a system for the transmission and distribution of electric energy and natural gas. The city clerk of West Point will on May 12, 2025, at or about 7:00 pm, sell at public auction to the highest bidder at the City Hall of West Point, a franchise for the purpose set out. Said franchise is more particularly described and fully defined in a proposed ordinance granting and creating the same and said proposed ordinance defines the terms and conditions upon which said sale shall be made, the full text of which is available for inspection in the office of the West Point City Clerk, 509 Elm Street, West Point, Kentucky. The ordinance by title and summary is as follows: **ORDINANCE # 2025-02 - AN ORDINANCE ESTABLISHING A FRANCHISE AGREEMENT RELATED TO THE TRANSMISSION AND DISTRIBUTION OF ELECTRICAL ENERGY, AND THE PROVISION OF RETAIL ELECTRIC AND NATURAL GAS SERVICE IN AREAS HERETOFORE SERVED BY LOUISVILLE GAS & ELECTRIC COMPANY.**

Is Ashby Gates,
West Point City Clerk
Published: _____

POSTED NO TRESPASSING

Persons are notified that the land and property belonging to the below listed persons are posted against hunting, fishing, trapping, 4-wheeling or dirt bike riding, walking, horseback riding, woodcutting, dumping or any other kind of trespassing. Owners are not responsible for any accidents. Violators will be prosecuted to the fullest extent of the law.

POSTED-NO TRESPASSING

Lot 24, Meadow Brook Heights
Victor P. Nanni property
305 Glenwood Avenue, Vine Grove, KY 40175

POSTED