

# EDGE FUND OVERVIEW

## EDGE PROGRAM SUMMARY

The Economic Development Growth Enhancement (EDGE) Program consists of a menu of programs designed to support economic development activity and organizations at the local and regional levels.

## PROGRAMS INCLUDE

- Marketing and Promotion;
- Business Retention and Expansion;
- Sites and Buildings - Product Development.

*EDGE Fund applications will be accepted until all funds are committed.*



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## HOW TO APPLY

Visit the Economic Development page on our website at [AppalachianPower.com/info/community/economic](http://AppalachianPower.com/info/community/economic), print and complete the application form and submit electronically to John J. Smolak: [jjsmolak@aep.com](mailto:jjsmolak@aep.com).

## OVERVIEW

Appalachian Power has a long history of collaboration and support for local, regional and state economic development. This program continues that support and provides significant new investment in economic development programs. The program provides resources for attracting new businesses, helping existing business customers expand, and assisting with developing new business and industrial real estate product.

The Appalachian Power Economic Development Team will partner with city, county and regional economic development organizations served by Appalachian Power. Appalachian Power will evaluate and recommend the funding levels for eligible projects. All financial awards made through the economic development program will be made at the discretion of the Appalachian Power Economic Development Team and Appalachian Power senior leadership.

## ELIGIBILITY

An eligible organization must be a nonprofit entity, such as a city or county economic development organization, or a regional economic development organization. The organization must be in Appalachian Power's service area.

## USE OF FUNDS

Under the EDGE Program, up to a maximum of \$20,000 will be granted toward each eligible application. Only one application can be submitted per organization. The funds must be used for such programs or projects as:

### • MARKETING AND PROMOTION

EDGE funds may be used to develop collaborative marketing and promotional strategies, including targeting studies, marketing materials/brochures, website development, technology and software upgrades for marketing, attracting new industry programs, conducting special studies and research projects, and programs to encourage regional marketing collaboration.

### • BUSINESS RETENTION AND EXPANSION

EDGE funds may be used for business retention and expansion surveys, wage and benefit surveys, retaining existing industry programs and research projects, or other creative ideas benefitting communities to keep existing business growing.

### • SITES AND BUILDINGS - PRODUCT DEVELOPMENT

EDGE funds may be used for industrial site/business park feasibility studies, master plans for industrial shell buildings or business parks, environmental studies or cultural resource studies for site development, or other studies specifically related to product development.

## APPLICATION

EDGE grant projects can qualify for up to a maximum of \$20,000. Appalachian Power reserves the right to adjust potential grant awards based on competitive requests, appropriateness of requests, fund availability and other established criteria. Grant funds will be awarded at the discretion of Appalachian Power leadership until funds have been exhausted.

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