



Ready Site Program

OVERVIEW

The Xcel Energy Ready Site Program supports our mission to partner with communities to grow jobs and capital investment. Our program focuses on establishing real estate options for business attraction and expansion projects which will increase speed to market and generate multiple marketing channels to promote to potential customers available sites within our communities. The program also allows for our community and economic development partners to work with us to promote viable real estate options for properties that do not have all the data necessary for full site certification. These sites still undergo a rigorous review with our site selection consultant, Phil Schneider of Schneider Strategy Consulting LLC and former Chairman of the Site Selector Guild, to verify their marketability and outline processes to attract businesses and capital investment. The partnership between Xcel Energy, Schneider Consulting, developers / land owners, industry leaders and economic development organizations assures that our program follows robust and credible certification protocol.

SUBMISSION PROCESS

Ready sites can be submitted by an EDO, municipality, developer or land owner. Xcel Energy and our site consultant will perform an initial assessment of the proposed site to verify that it holds key attributes that make it attractive for business development and site selection viability, which will usually involve a site visit. Sites must be in Xcel Energy's service territory. Once the site is identified as a strong fit, Xcel Energy and our site consultant will work with the applicant to develop the data to validate the site. Involved parties will communicate regularly to assure that the information is being shared and evaluated and that the certification process is progressing smoothly. Inquiries regarding Xcel Energy's Midwest territory (MI, MN, ND, SD, WI) can be emailed to Morgan Hill at Morgan.M.Hill@xcelenergy.com. Inquiries regarding Xcel Energy's Southern territory (CO, NM, TX) can be emailed to Angie Bedolla at Angie.M.Bedolla@xcelenergy.com.

QUALIFICATIONS

Data required for a ready site provides a site selector and prospect with relevant information needed to seriously evaluate an available site for a relocation or expansion project. The program focuses on sites with attributes such as:

- Zoned for heavy industrial or data center use and adequately sized to attract large users
- Robust electric power service or capacity available from Xcel Energy
- Very good transportation access: highway, air and rail
- No significant environmental or flooding / wetland concerns

MARKETING AND PROMOTION

Ready sites will receive the following marketing and promotional support from Xcel Energy:

- Xcel Energy website and marketing materials
- Two page marketing brochure
- Customized presentations for national site selectors and prospect proposals
- Promotion at national trade shows and industry events

Ready sites will be listed on Xcel Energy's Economic Development website:
economicdevelopment.xcelenergy.com/real-estate