

Opening a business is a scary ordeal. Expanding or relocating a business can be just as uncertain. The Washington Post reports that after examining several independent studies, 50% of startups fail within four years of starting. In order to foster a business friendly climate in Neligh we must look to help new businesses. The City of Neligh provides electric services to businesses and residents within its corporate boundaries. This allows them to have some flexibility with pricing to help attract, entice, and cultivate business investment in Neligh.

What is it?

The City of Neligh will offer a discount to businesses that *Relocate, Start, or Transition* to Neligh. The business must apply for the incentive to become eligible. The incentive will come in the form of an electricity discount (not applicable to water, sewer and garbage). The Attraction, Startup and Transition (AST) Electric Incentive discount amount will be 10% the first year and 5% the second year. Multiple discounts are not applicable to the program.

Who will administer this program?

The Neligh Economic Development Office will administer the application process of this program. While the Neligh Electric Department and Utility Clerk will administer the allocation of the discount. The EDO office will track the two years of program and communicate with the Utility Clerk on the dates of each year incentives and respective discounts. The EDO will track the incentive received and notify the business at the completion of the program of the total incentive received.

Qualifying Businesses

A qualifying business shall mean any corporation, partnership, limited liability company, sole proprietorship, non-profit or government business located in Neligh or the surrounding area. It must be an electric customer of the City of Neligh and must have a physical storefront within the City of Neligh's electric service area.

Attraction: Qualifying Business that either opens new or expands current operations in Neligh.

Startup: Qualifying Business that starts operations in Neligh.

Transition: Qualifying and established business in Neligh that transitions to new ownership.

How does it work?

After applying for the AST Electric Incentive and receiving notice of award, a Qualifying Startup Business will receive:

- Year 1: the business will receive a 10% discount on their electricity bill.
- Year 2: the business will receive a 5% discount on their electricity bill.
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Automatic payments are strongly encouraged. If an account becomes delinquent and or services disconnected the incentive program agreement will be null and void. Payment is due on or before the 20th day of each month.

City of Neligh AST Electric Incentive Application

Which Incentive are you applying for? (circle one) *Attraction* *Startup* *Transition*

Name: _____ Today's Date: _____

Title: _____

Business Name: _____

Business Type: _____ Business Start Date: _____

Business Address: _____

Mailing Address: _____

Email: _____ Phone: _____

By signing this document, I hereby attest that the above information is correct. I have read and accept the terms and conditions pertaining to the City of Neligh's Attraction, Startup and Transition Electric Incentive program. I understand that other materials may need to be furnished upon request from the Economic Development Director.

Printed Name: _____

Signature: _____ Date: _____

Terms and Conditions

Upon receiving application, the Neligh Economic Development Office will may perform a visit to your business and/or request additional materials. If the application is deemed complete by the Economic Development Director, he/she will forward the application to the Economic Development Board. Upon that time, the Economic Development Board may make a recommendation to the City Council who will have the ultimate authority in awarding the Attraction, Startup, and Transition Electric Incentive. Within a reasonable timeframe, the City Council will either award or deny the incentive request.

The incentive will only be awarded to qualifying businesses in the three categories. A qualifying business shall mean any corporation, partnership, limited liability company, sole proprietorship, non-profit or government business located in Neligh or surrounding area, must be an electric customer of the City of Neligh and must have a physical storefront within the City of Neligh's electric service area.

Attraction: Qualifying Business that either opens new or expands current operations in Neligh.

Startup: Qualifying Business that starts operations in Neligh

Transition: Qualifying and established business in Neligh that transitions to new ownership.

Attraction, Startup and Transitions must be applied and awarded within 90 (ninety) days that the business was started, relocated, or changed owners.

Transitioned businesses must provide proof of the transition, whether that be: articles of incorporation or signed purchase contract.

Multiple incentives will not be awarded.

If an incentive is not awarded, the City of Neligh shall, in writing, inform the applicant with a brief explanation. The decision of the City Council is final. If the applicant would wish to re-apply, they can do so within three months of first submitting their application. If their application is not awarded the second time, the decision is final, and they can no longer submit an application for that calendar year.

If awarded, the City of Neligh will provide the applicant with a signed letter notifying the applicant of the award. This letter will include a timeframe from the City of Neligh, detailing what date the incentive will begin, (if applicable) change the discount percent, and stop.

If a business, at any time, fails to meet the above mentioned criteria, the City of Neligh may discontinue the incentive prematurely with a written letter delivered by mail one month before discontinuance.