

# Goodwill | Easter Seals Miami Valley

September 15, 2016

Chairman Asim Z. Haque  
Public Utilities Commission of Ohio  
180 East Broad Street  
Columbus, Ohio 43215

Case no. 16-395-EL-SSO

Dear Chairman Haque:

I am pleased to write this letter on behalf of Goodwill Easter Seals Miami Valley in support of Dayton Power and Light.

At Goodwill Easter Seals Miami Valley, our mission is to empower people with disabilities and other disadvantages in 23 Ohio counties and numerous local communities to achieve independence and improve their quality of life. Our vision is to make it possible for all people to live, learn, work and play with full inclusion in the life of the community.

Much like Dayton Power and Light's wide service territory of 24 counties, Goodwill Easter Seals Miami Valley touches many of lives on a daily basis. We depend on community partners, like Dayton Power and Light, to help us achieve our goals. In fact, we recently named Dayton Power and Light and the DP&L Foundation as our Community Partner of the Year in recognition of our effective relationship.

Dayton Power and Light has been a longtime supporter of our programs. Most recently, DP&L is one of the startup sponsors of the Miami Valley Works program. This support is helping many residents of the region take advantage of an employment initiative program to help men and women break out of the poverty cycle and learn skills for the workplace so they can obtain and retain employment.

Dayton Power and Light employees have also generously donated their time to read newspapers and other materials for visually impaired residents as part of our Radio Reading Service, a free radio broadcast program reaching listeners seven days a week.

Goodwill Easter Seals Miami Valley could not achieve the work we do in the community without our partners like Dayton Power and Light and their many employees. The residents of the Miami Valley are fortunate to have a corporate citizen like Dayton Power and Light, who is willing to step up and make a difference for our region.

Sincerely,



Lance W. Detrick  
President & CEO



**empowering independence** >>>>

THE DAYTON ART INSTITUTE **Art Changes Lives**  
**Live it**

September 14, 2016

Chairman Asim Z. Haque  
Public Utilities Commission of Ohio  
180 East Broad Street  
Columbus, Ohio 43215

Case no. 16-395-EL-SSO

Dear Chairman Haque:

I am writing to show support for The Dayton Power and Light Company, a well-respected and valued partner of the Dayton Community.

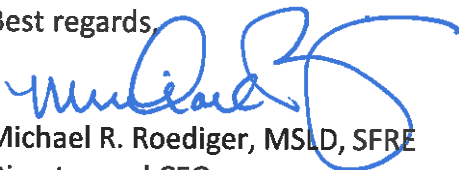
The Dayton Art Institute has a far-reaching impact throughout the region, providing an estimated impact of more than \$8 million on the Dayton Metro Area. The museum continues to develop ways of better serving visitors and attracting under-served audiences, such as the African-American community, families with young children, and young professionals. The Dayton Art Institute fulfills its mission through the use of innovative programming, increased use of technology and expanded services.

We depend on our community partners, like Dayton Power and Light, to donate funding for important exhibits and programs that bring art to the lives of residents in the Miami Valley. As a longtime community partner, the DP&L Foundation has helped us bring a wide range of exhibits featuring impressionist artists, World War II posters, Dayton Collects Glass, Grandma Moses' paintings and handicrafts, and even 450 mechanized Antarctic penguins!

Studies have shown that residents value the arts and culture within their community. A vibrant and creative arts community also attracts new residents, as well as new businesses, acting as a catalyst to spawn economic growth. The arts can create cultural hubs that attract development to an area.

Dayton Power and Light's continued support helps The DAI ensure that the Dayton region is seen as an engaged, vibrant, welcoming community that is a great place to live and work not only for those who already reside here but also for those thinking about moving to beautiful southwest Ohio.

Best regards,



Michael R. Roediger, MSLD, SFRE  
Director and CEO





**Bob Taft**  
Honorary Chairperson  
67th Governor  
State of Ohio



**N ALEX HARA**  
Chairperson  
Senior Vice President  
Commercial Banking Group  
JPMorgan Chase Bank



**Erik Collins**  
Vice Chairperson  
Economic Development Director  
Montgomery County



**MAURICE "Mo" MCDONALD**  
Committee Member  
Executive Vice President  
Aerospace and Defense  
Dayton Development Coalition



**Stephen P. Lake**  
Committee Member  
Manager of Government Relations  
Dayton Power and Light



**Verity Snyder**  
Committee Member  
Former President  
Downtown Dayton Partnership

September 13, 2016

Chairman Asim Z. Haque

Public Utilities Commission of Ohio

180 E. Broad St.

Columbus, Ohio 43215

Case # 16-395-EL SSO

Dear Chairman Haque

I am pleased to write this letter on behalf of Operation 1000 Cherry Trees to support Dayton Power and Light.

Operation 1000 Cherry Trees is an organization dedicated to raising funds to purchase and plant cherry trees in and around Dayton. The idea behind is to give Japanese and Japanese American people the opportunity to repay the kindness shown to Japan following the 2011 earthquake and tsunami. The cherry trees planted also plant seeds for friendship that will endure for generations.

Dayton Power and Light has partnered with our organization to plant cherry trees as part of their Right Tree Right Place campaign to encourage their customers to plant utility friendly trees in locations that will not interfere with power lines. DP and L volunteers helped plant 100 cherry trees in March 2016 near two Dayton neighborhoods.

The DP and L Foundation provided funding to plant these "Seeds of Friendship" and employees from Dayton Power and Light provided their time to make this community effort blooming success. We deeply appreciate partners like Dayton Power and Light for helping us to make our dream a reality in the Miami Valley with their continued support.

Sincerely,



Page two,

N. Alex Hara

Chairman

Cc; Gov. Bob Taft, Honorary Chairman  
Stephen Lake, DP and L  
Holly Wiggins, DP & L



September 16, 2016

Chairman Asim Z. Haque  
Public Utilities Commission of Ohio  
180 East Broad Street  
Columbus, Ohio 43215

Case no. 16-395-EL-SSO

Dear Chairman Haque:

I am proud to represent the Downtown Dayton Partnership to write this letter in support of Dayton Power and Light.

The Downtown Dayton Partnership is a nonprofit organization committed to the growth of downtown Dayton and believes an active, vibrant and diverse urban core is vital to the region's overall economic well-being. DP&L is a strong supporter of numerous efforts to improve and revitalize downtown Dayton and as a major Levitt sponsor; they positively impact and mobilize our organization's work.

Dayton Power & Light is a primary investor in our newest major initiative, the First Floor Project with the purpose of activating street facing real-estate in order to attract commercial and retail businesses to downtown buildings. This project has realized success in the first 6 months through a partnership with architects and students to renovate vacant spaces.

Additionally, DP&L has been a major supporter of the ongoing RiverScape River Run project, designed to make Dayton's waterways more attractive and accessible for water-based activities and to draw more people downtown all summer long.

By way of events, "DP&L Summer in the City" is a celebration of the many great activities downtown in the summer, starting with the Downtown Housing Tour, Art in the City, Downtown Adventure Night and concluding with Downtown Takes the Stage. As the main sponsor of this series of events, DP&L focuses attention on the community's businesses and how all residents can share uniquely downtown Dayton experiences. To continue drawing people to the city center through the end of the year, DP&L also supports the Dayton Holiday Festival and tree lighting, a 40-year tradition attracting families from around the region downtown to celebrate and shop during the holidays.



September 16, 2016

Chairman Asim Z. Haque – Page 2

Case no. 16-395-EL-SSO

Equally, DP&L provides critical support to our expansive downtown arts and community organizations, which would be hard-pressed to continue their mission to improve the quality of life for residents if that funding became threatened.

These investments downtown in conjunction with other improvements have helped fuel the housing boom in downtown Dayton. As our region looks to the future, a strong and vibrant urban core must be part of the plan to attract high-value jobs and creative, young professionals. We depend upon DP&L's support as we work towards that goal.

Sincerely,

A handwritten signature in blue ink, which appears to read "Sandra K. Gudorf". The signature is fluid and cursive, with a large loop at the end.

Sandra K. Gudorf  
President  
Downtown Dayton Partnership

Chairman Asim Z. Haque  
Public Utilities Commission of Ohio  
180 East Broad Street  
Columbus, Ohio 43215



150 South Front St, Suite 200  
Columbus, OH 43215

T (614) 225.6060  
[columbusregion.com](http://columbusregion.com)

Case no. 16-395-EL-SSO

Dear Chairman Haque:

Please accept this letter in support of Dayton Power and Light on behalf of Columbus 2020.

Columbus 2020's mission is to generate opportunity and build capacity for economic growth across the 11-county Columbus Region. The Columbus 2020 team conducts business outreach, promotes the Columbus Region to market-leading companies around the world, conducts customized research to better understand the Columbus Region's competitiveness, and works to leverage public, private and institutional partnerships. Funding is received from more than 300 private organizations, local governments, academic institutions and JobsOhio.

Our work with DP&L centers around economic development activities in the northeastern part of their service area specifically in Union and Logan County. We appreciate the company's support of economic development initiatives, not only with Columbus 2020, but also with JobsOhio, the Dayton Development Coalition and the Appalachian Partnership for Economic Growth. Their efforts include financial support of development organizations, working with prospective customers on potential new locations, and providing incentives that can be a part of the overall incentive package offered to active prospects.

DP&L representation is actively involved with our Columbus 2020 Economic Development Advisory Committee which meets on a quarterly basis, and engages closely with our local economic development organizations in Union and Logan County.

We appreciate DP&L's ongoing commitment to economic development and job creation throughout its 24-county service area.

Sincerely,

A handwritten signature in black ink that reads "Kenny McDonald".

Kenny McDonald  
President and CEO  
Columbus 2020



624 Xenia Avenue  
Dayton, Ohio 45410  
937 259-1898  
[www.east-end.org](http://www.east-end.org)

September 16, 2016

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Chairman Asim Z. Haque  
Public Utilities Commission of Ohio  
180 East Broad Street  
Columbus, Ohio 43215

Case no. 16-395-EL-SSO

Dear Chairman Haque:

I am pleased to write this letter on behalf of the East End Community Services in support of Dayton Power and Light.


East End Community Services is a nonprofit organization started in 1998 to meet the needs of neighbors living in east Dayton. We provide programs that are part of a holistic neighborhood transformation meant to help each child succeed to the best of his or her abilities to become successful adults who can give back to the community. East End provides crucial supports to children and adults, reaching more than 5,000 people a year. We are actively engaged in specific initiatives that are converting our urban neighborhood into a green, diverse and creative community in which our children and families can thrive.

East End Community Services so grateful to the community partners who help us perform this mission, such as Dayton Power and Light. Since 2013, the Dayton Power and Light Foundation has provided funding for a variety of programs at our Youth Development Center. Those programs have supported a case manager to focus on mentoring and supporting student successes; working directly with disadvantaged youth ages 10-18 to increase their chances of finishing high school with the skills they need to become self-sufficient adults; and funding a case manager to work with young people ages 12-18 to help keep them in school, develop career goals and graduate with college or job training plans.

The Dayton Power and Light Foundation has facilitated our goal of youth programming to improve academic success and reduce risky behaviors through funding and grants. The young people of Dayton and especially East Dayton have benefitted from the programming those grants have provided.

Dayton Power and Light has proven its value as a community partner to our programming and we appreciate their support.

Sincerely,

  
Jan Lepore-Jentleson, Executive Director  
East End Community Services Corporation



"Building a healthy, caring and prosperous community that nurtures children toward success."

# VICTORIA THEATRE ASSOCIATION

Ken Neufeld  
*President & CEO*

138 North Main St.  
Dayton, Ohio  
45402-1776

(937) 228-7591  
*Administrative Office*

(937) 228-3630  
(888) 228-3630  
*Ticket Center Stage*

(937) 449-5068  
*Fax*

[www.victoriatheatre.com](http://www.victoriatheatre.com)

## FACILITIES

Victoria Theatre

Benjamin & Marian Schuster  
Performing Arts Center

Metropolitan Arts Center/  
Loft Theatre

Second & Ludlow  
Parking Garage

## SERVICES

Event Services

Citilites Restaurant

Ticket Center Stage

## PROGRAMMING

Broadway

Family

Star Attractions

Off-Broadway

Education

Outreach

Films

September 14, 2016

Chairman Asim Z. Haque  
Public Utilities Commission of Ohio  
180 East Broad Street  
Columbus, Ohio 43215

Case no. 16-395-EL-SSO

Dear Chairman Haque:

I am pleased to write this letter on behalf of the Victoria Theatre Association in support of Dayton Power and Light.

We believe the arts change lives and transforms communities. Victoria Theatre Association offers our community members many different avenues to explore creativity through programs to help spouses and children cope with military life, celebrating African-American men and women in our community as role models, immersing teens in the performing arts experience through volunteering, and in-depth education projects for teachers and students, just to name a few.

To make the arts more accessible to all people in our region, Dayton Power and Light partners with Victoria Theatre to support the popular "DP&L Cheap Seats" program. This program provides discounts on tickets to performances at the Schuster Center and Victoria Theatre throughout the season.

Dayton Power and Light Foundation has partnered with Victoria Theater as the Official Energy Sponsor for the Next Stage Campaign. The purpose is to build a \$30 million endowment to sustain Dayton's first class arts facilities and programs into the future for generations to come. Victoria Theatre and Dayton Power and Light have worked together to cut energy use and costs for our facilities helping to protect the environment with energy efficiency upgrades to lighting and HVAC systems.

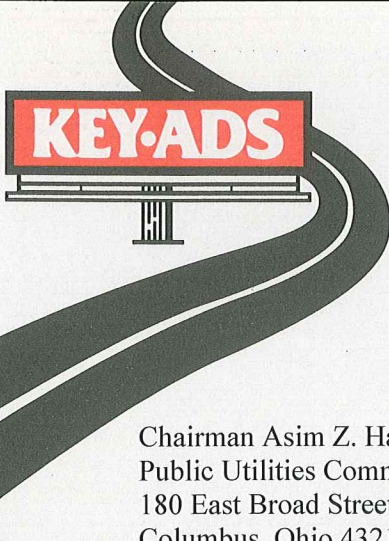
We depend on partners like Dayton Power and Light to help us bring the arts to the Miami Valley and its residents in a way that enriches our culture and helps them see the value of the arts in their daily lives.

Sincerely,



Ken Neufeld  
President & CEO





**KEY-ADS, INC.**  
50 EAST THIRD STREET  
DAYTON, OHIO 45402  
(937) 279-0465

Chairman Asim Z. Haque  
Public Utilities Commission of Ohio  
180 East Broad Street  
Columbus, Ohio 43215

Case no. 16-395-EL-SSO

Dear Chairman Haque:

On behalf of Key-Ads, Inc., I am pleased to write this letter in support of Dayton Power and Light.

Key-Ads is a leader in outdoor advertising, specializing in high-tech digital signs as well as bulletin signs, and both large and small posters. With coverage in over 30 Ohio Counties, and additional coverage in Kentucky and Indiana, Key-Ads strategically meets the needs of our customers with customized solutions for every program.

For more than six years, Key-Ads has partnered with Dayton Power & Light to promote both utility offerings and community outreach projects. Through advertisements showcased on Key-Ads' boards, Dayton Power & Light has touched millions of individuals across the region. Supporting local events and organizations is a critical component of the Dayton Power & Light advertising program, which runs year round and highlights numerous arts, education, and social service entities. As a long-time member of the community, I can attest to the fact that Dayton Power & Light is a valuable partner for countless initiatives across the region.

In addition to supporting their philanthropic outreach, Key-Ads is also pleased to join Dayton Power & Light in educating customers about energy efficiency programs. Through the Savings Champion ad campaign launched in 2014, the Dayton Power & Light and Key-Ads partnership made significant contributions to the success of the Dayton Power & Light 2015 energy efficiency portfolio results. Customers were quickly and effectively informed about rebate opportunities for their home and/or business. Ultimately, more than \$11.8 Million were issued in rebates in 2015. Key-Ads is proud to promote these campaigns and programs, as we recognize the impact of our outreach on their success.

The entire Key-Ads team appreciates Dayton Power & Light's support of our community and ongoing dedication to helping customers manage their energy use.

Respectfully,

Stephen Keyes  
Vice President  
Key Ads, Inc.

8-SHEETS • 30-SHEETS • BULLETINS • DIGITALS • WALLSCAPES

[www.key-ads.com](http://www.key-ads.com)

**This foregoing document was electronically filed with the Public Utilities**

**Commission of Ohio Docketing Information System on**

**9/22/2016 8:21:08 AM**

**in**

**Case No(s). 16-0395-EL-SSO**

Summary: Public Comment in support filed on behalf of various consumers electronically filed by Ms. Donielle M Hunter on behalf of PUCO Staff