

Your *Power Connection*
to North Florida



 **Clay Electric Cooperative, Inc.**
A Touchstone Energy® Cooperative 

Our Mission

To provide members with safe, reliable and affordable electricity with excellent customer service.

Our Vision

To be a trusted energy provider that is prepared to embrace opportunities in a changing utility industry while improving the communities we serve.

Our Purpose

To improve the quality of life of our members by delivering electricity and strengthening the communities we serve.



Clay Electric's Headquarters, Keystone Heights, Florida



A Tradition of Service Excellence

Clay Electric is one of the state's most innovative power suppliers and one of the largest electric cooperatives in the United States.

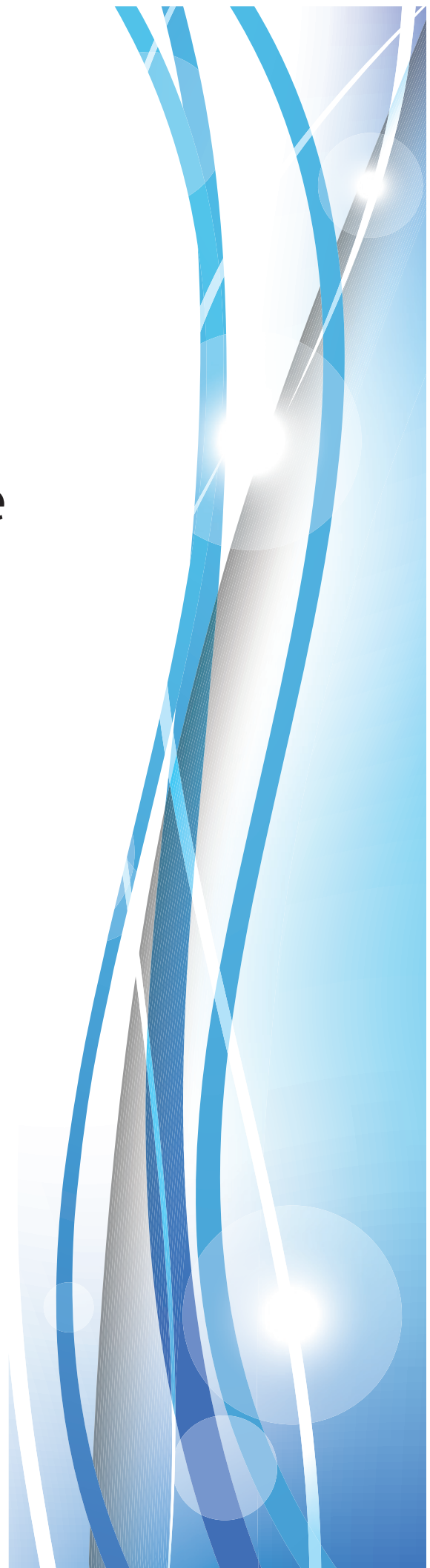
North Florida is a great place to do business and a wonderful place to raise a family. The natural resources of Florida, combined with a pro-business atmosphere, bring more companies and families to North Florida every day. When they locate here, they find Clay Electric Cooperative ready to provide quality, personalized service.

As a not-for-profit corporation, Clay Electric is dedicated to providing competitively priced power and reliable service to all of our members. As a not-for-profit cooperative, with a democratically-elected board of trustees, each member has a voice as a member-owner of Clay Electric.

A firm commitment to excellent service is both a time-honored tradition and a daily operating policy carried out by the Board of Trustees, management and all employees. In 2014, this commitment was recognized by J.D. Power when it named Clay Electric a Customer Champion, a designation of which we're very proud.

We look forward to the opportunity to serve you as our new neighbors.

Ricky Davis
General Manager & CEO



Competitive Rates & Services



Clay Electric's business rates are among the most competitive in Florida. Commercial and industrial rates are structured to provide the best possible service at the most competitive price.

Another benefit of service by a not-for-profit electric cooperative is that each member receives electricity at cost. Revenue that exceeds expenses (margins or Capital Credits) is assigned to the member's account on a prorated basis for refund at a later date. For almost 50 consecutive years, Clay Electric has refunded Capital Credits to entitled members.

Not only does Clay Electric offer dependable service at highly competitive rates, but your business can also benefit from the following services Clay Electric provides to business and commercial members:

- Individual consultations with developers and potential members
 - Site planning, including availability lists
 - Special rate plans with optimum rate analysis
 - On site energy audits and analysis
- Uninterruptible Power Supply (UPS) consultation
 - Custom metering
 - Charting of load characteristics
 - Summary billing
- Customized exterior business lighting

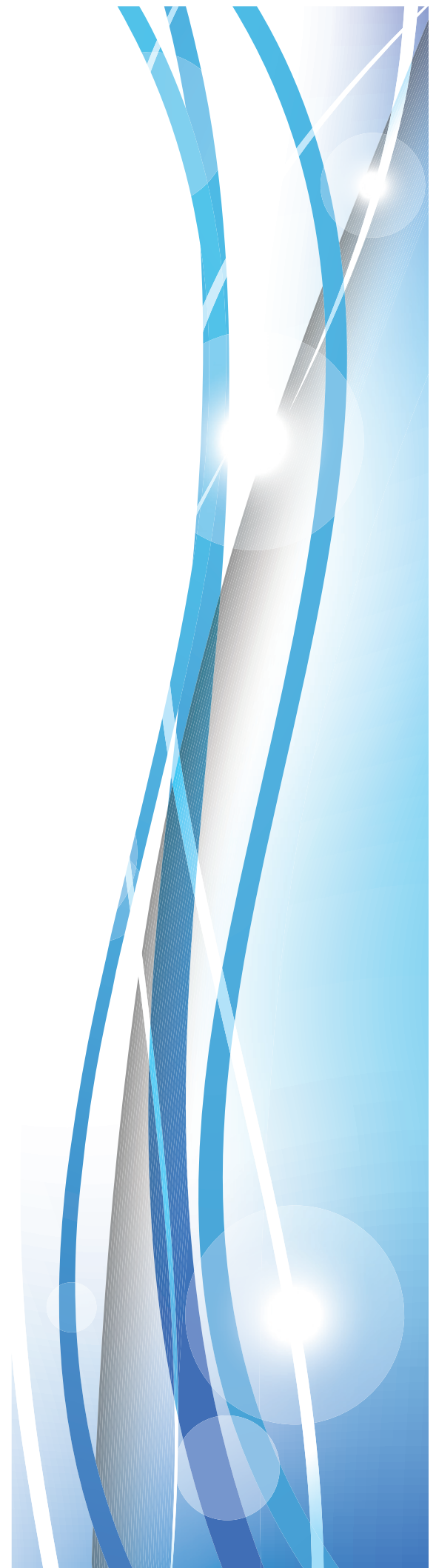


Reliable Service now and into the future

A dependable power supply is one of the most important services an electric utility can provide to its members. As a business account, you depend upon a reliable power supply. Clay Electric's record for a dependable power supply is among the best anywhere. The quick response of employees from six district offices located throughout the co-op's service area has helped Clay Electric's average outage time per member be consistently below the national average of similar electric utility companies.

Seminole Electric Cooperative provides Clay Electric's wholesale power supply. Clay Electric and eight other electric cooperatives own Seminole. Seminole operates a 1,300-megawatt coal-fired plant in Putnam County and a 500-megawatt combined cycle generating facility in South Florida (Hardee County). The coal-fired plant features state-of-the-art environmental controls, and was named the sixth cleanest plant in the world by Power Magazine. The combined cycle generating facility began commercial operation in 2002. Seminole has the highest percentage of renewable power in the state.

Our constant work to upgrade services, equipment and facilities guarantees Clay Electric members reliable and innovative electric service. Clay Electric is committed to providing all members with excellent service in the most efficient and economical way possible.



Time- honored personal service



Industrial accounts on the lines of the co-op enjoy the benefits of having a Clay Electric representative assigned to their accounts. We call it the “Key Accounts” program because a specific person is assigned to each large account so questions and concerns can be resolved as quickly as possible.

Your Key Account manager will develop a relationship with you over the years by contacting you and your staff from time to time. The purpose of this relationship is so the Key Account manager can learn as much as possible about your operation. This understanding will help the Key Account Manager find ways for Clay Electric to partner with you to provide better service and value as your electric provider. Our hope is that this Key Account manager will be your one touchpoint with Clay Electric to make your interactions with us fast, efficient and easy. You and your staff will have all of his/her contact information for around-the-clock availability.

Through the Key Accounts program, we hope to provide personal service that is unmatched by any other electric utility. Clay Electric’s goal is to not just get your power established, but to remain a partner throughout the future of your operation.



A Part of the Local Community

As a business member, it's good to know that professional and dedicated people are staffing the co-op that provides your electricity. It's also good to know that your utility's employees are well known for their caring concern for members while on the job and for their volunteer efforts in their respective communities during the after-work hours. That's the case with Clay Electric's employees.

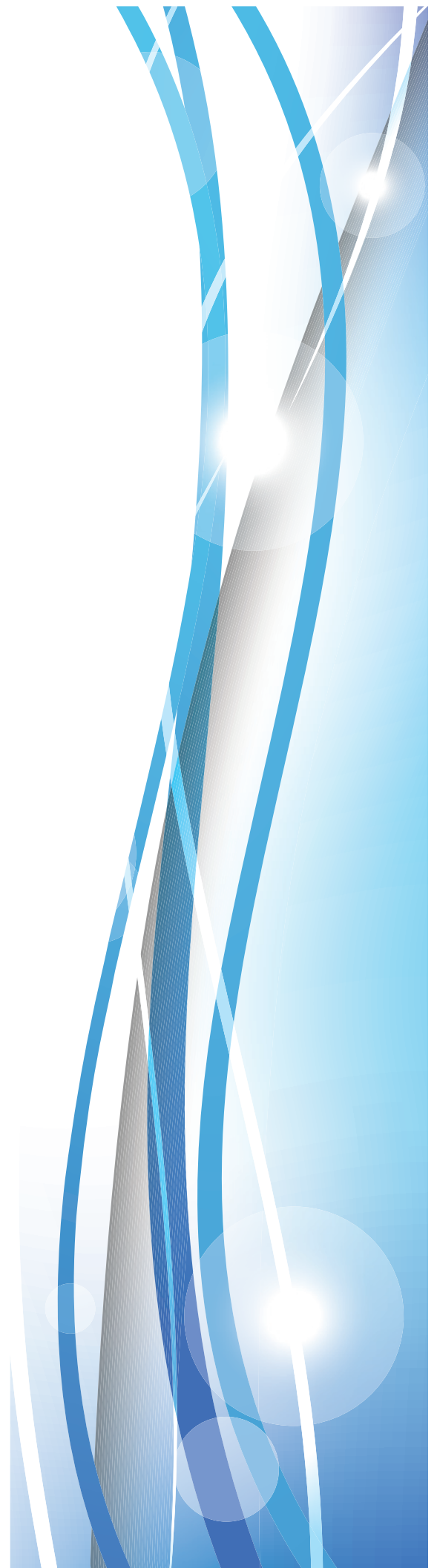
After work on most any given day, you will likely see a co-op employee helping someone else — on the local ball field, at a civic organization, school or other type of community group activity or project.

Community is one of Clay Electric's core values. We strive to be socially and environmentally responsible, with a positive presence to strengthen the communities we serve.

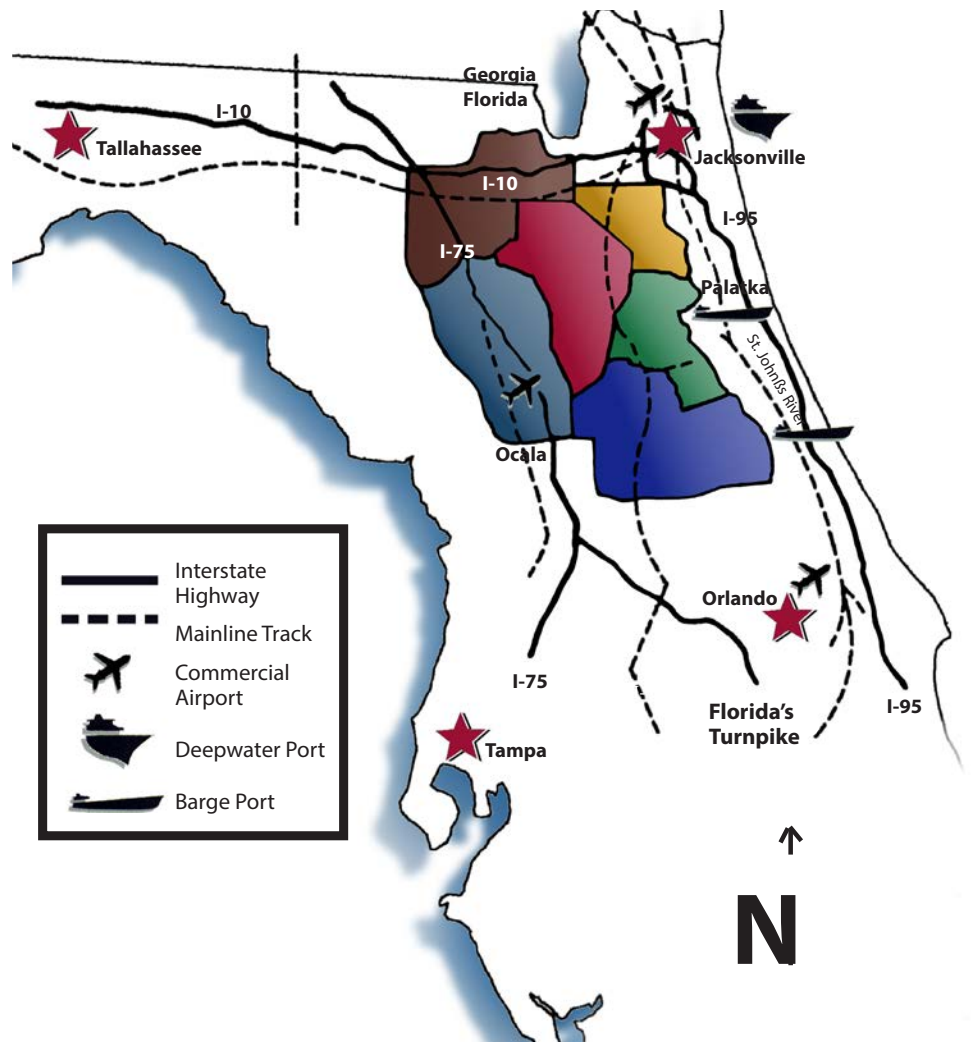
In recent years, Clay Electric has partnered with the Kiwanis, Rotary Club, Jaycees and the American Cancer Society for events across North Florida.

In 2012, Clay Electric established a social responsibility program to allocate funds for community projects championed by employees.

Community "volunteerism" and a caring concern for others while on and off the job is another of those distinctive benefits of being a business member of Clay Electric. That's because you'll know you are being served electricity by people who care about you, your business and your community.



Clay Electric Service Area



- Lake City District** • Counties: Baker, Columbia, Suwannee, Union
- Keystone District** • Counties: Alachua, Bradford, Clay, Marion, Putnam, Union
- Orange Park District** • Counties: Baker, Clay
- Palatka District** • Counties: Clay, Flagler, Marion, Putnam, Volusia
- Gainesville District** • Counties: Alachua, Gilchrist, Levy, Marion
- Salt Springs District** • Counties: Lake, Marion, Putnam, Volusia



Locating Your Business Within the Region

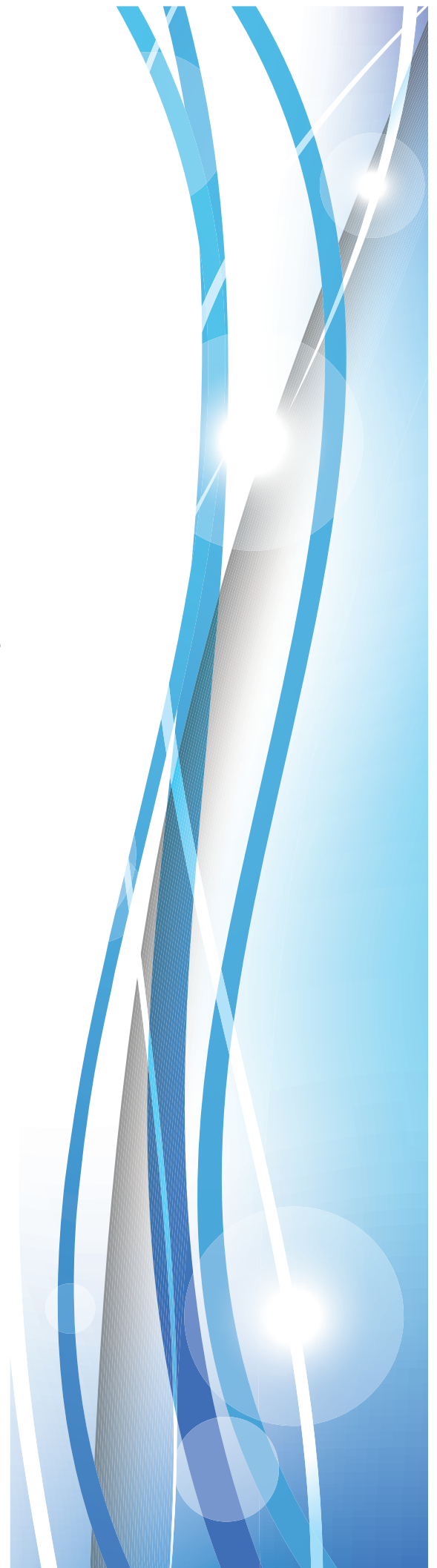
Businesses within Clay Electric's service area provide a wide range of products and services, from sophisticated manufacturing firms to large regional malls. Whatever your business needs, chances are you'll find the perfect location for it within Clay Electric's service area.

You can have peace of mind when you locate your business in Florida. The state's favorable business tax structure, government policies and competitive costs make planning for future growth easy. Florida consistently ranks among the best states for business, thanks to its pro-business state tax policies, competitive cost of doing business and streamlined regulatory environment. The state has the 21st largest economy in the world.

Florida's talented and diverse 9.2 million workers can exceed the expectations of even the most demanding employers. Not surprisingly, Florida's talent pipeline is consistently top-ranked in the nation by the U.S. Chamber of Commerce. Much credit for the excellent skills of the Florida workforce can be given to the state's excellent educational institutions and unique workforce training programs.

Florida's leaders are committed to having the best educational system possible. The state's school system, where rigorous standards for small class sizes and regular testing have improved performance, is ranked 5th in the nation by Education Week, and it has the success stories to prove it. Florida also has a multitude of renowned colleges and universities, technical institutions and community and state colleges. All Florida residents live within 50 miles of a post-secondary educational institution.

Florida remains one of the most desirable and affordable places to live. Yet, in many ways, Florida's cost of living is below that of other states with similar economic growth and in-migration rates. Its state and local governments are committed to keeping its low tax environment, plentiful modern amenities and quality public services.





Come
see for
yourself



The Business and Economic Development Team (l-r)
Troy Adams, Jim Beeler, Andy Chaff, Frank Holmes,
Dale Furlong, Derick Thomas

For more information or to see our video about North Florida, please visit ClayElectric.com. If a particular county or counties interests you, we have supplied the address and phone number of the primary contact in each of the counties we serve. Please refer to this publication if you respond directly to a particular county.

If your next business venture involves corporate relocation, let us help you make the best choice. People like to work where they like to live, so join Clay Electric and all the other businesses in North Florida, where business and recreation combine into a great Florida lifestyle!

You can also learn more about Clay Electric by visiting our website at ClayElectric.com.

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Dale Furlong

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Area Contacts...

Enterprise Florida

800 N. Magnolia Avenue, Suite 1100
Orlando, Florida 32803
(407) 956-5600
<http://eflorida.com>

Baker County Development Commission

20 E. Macclenny Avenue
Macclenny, Florida 32063
(904) 259-6433
<http://bakerchamberflorida.com>

North Florida Regional Chamber of Commerce

100 E. Call Street
Starke, Florida 32091
(904) 964-5278
pam@northfloridachamber.com
<http://www.northfloridachamber.com>

Clay County Economic Development Council and Authority

1845 Town Center Blvd.
Fleming Island, FL 32003
(904) 264-7373
grow@claydevelopmentauthority.com
<http://www.claydevelopmentauthority.com>

Lake City-Columbia County Chamber of Commerce

162 S. Marion Ave.
Lake City, Florida 32025
(386) 752-3690
<http://www.lakecitychamber.com>

Nature Coast Business Development Council

P.O. Box 532; 26 CR 40 West
Inglis, Florida 34449
(352) 447-4107 ext. 108
<http://naturecoast.org>

Enterprise Flagler

1769 E. Moody Boulevard
Bunnell, Florida 32110
(386) 313-4071
hvaneckert@flaglercountyedc.com
<http://www.flaglercountyedc.com>

Greater Gainesville Chamber

300 E. University Avenue Suite 100
Gainesville, Florida 32601
(352) 334-7100
<http://www.gainesvillechamber.com>

Ocala/Marion Co. Chamber and Economic Partnership

310 S.E. 3rd St.
Ocala, Florida 34471
(352) 629-8051
<http://ocalacep.com>

Putnam County Chamber of Commerce

1100 Reid Street
Palatka, Florida 32177
(386) 328-1503
chamber@chamberpc.com
<http://www.putnamcountychamber.com>

Astor Area Chamber of Commerce

23939 SR 40
Astor, FL 32102
(352) 759-2679
<http://www.astorareachamber.com/>

Lake County Economic Development

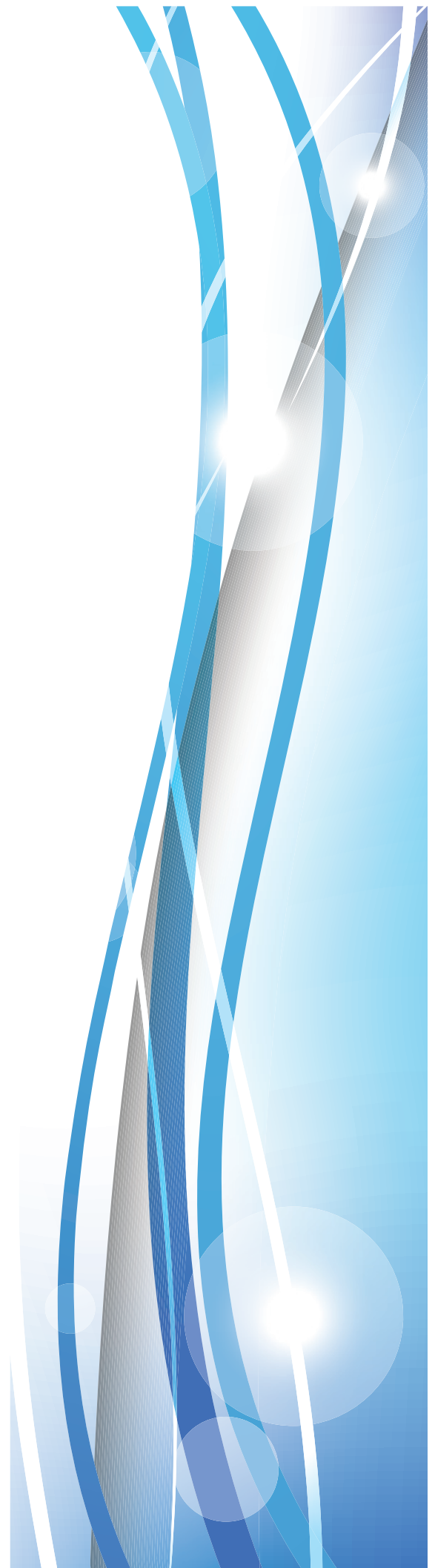
20763 US Hwy 27
Groveland, FL 34736
(352) 343-9647
<http://businessinlakefl.com/>

DeLand Chamber of Commerce

120 S. Florida Ave.
2nd Floor of DeLand City Hall
DeLand, FL 32720
(386) 734-4331
<http://www.delandchamber.org/>

Volusia County Economic Development

Daytona Beach International Airport
700 Catalina Dr. Suite 200
Daytona Beach, FL 32114
(386) 248-8048 or (800) 554-3801
<http://www.floridabusiness.org/>





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