

# Your *Power Connection* to North Florida

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





## 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. Clay Electric has consistently scored in the top 10 percent nationally by J.D. Power utility surveys. In 2021, Clay Electric was ranked #1 in customer satisfaction with residential service among electric cooperatives.

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 more than 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 surveys and analysis
- Uninterruptible Power Supply (UPS) consultation
- Custom metering
- Charting of load characteristics
- Group 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.

The co-op's power supply is provided by Seminole Electric Cooperative, a generation and transmission co-op owned by Clay Electric and eight other electric co-ops.

Seminole's primary resources include the Seminole Generating Station (SGS) and the Seminole Combined Cycle Facility (SCCF) in Palatka, the Richard J. Midulla Generating Station (MGS) in Hardee County, and the Cooperative Solar facility, located adjacent to MGS.

SGS consists of one approximately 736-megawatt coal-fired generating units. Located just north of Palatka, SGS uses modern technology for environmental protection, including more than \$530 million invested in environmental control equipment. SCCF, the new natural gas plant directly adjacent to SGS, has a generating capacity of 1,134 megawatts.

MGS, located in Hardee County, is an 835-megawatt facility that uses natural gas as its primary fuel. The station's 500-megawatt combined-cycle unit began commercial operation in 2002, with five 62-megawatts of fast-start peakers added in 2006.

Located next to MGS, Cooperative Solar is a 2.2-megawatt solar array comprising more than 8,000 solar photovoltaic (PV) panels. In addition to Cooperative Solar, Seminole has contracted with Florida Renewable Partners, LLC to build four new photovoltaic solar facilities, which are expected to be commercially operational in 2025.

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.



# 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.

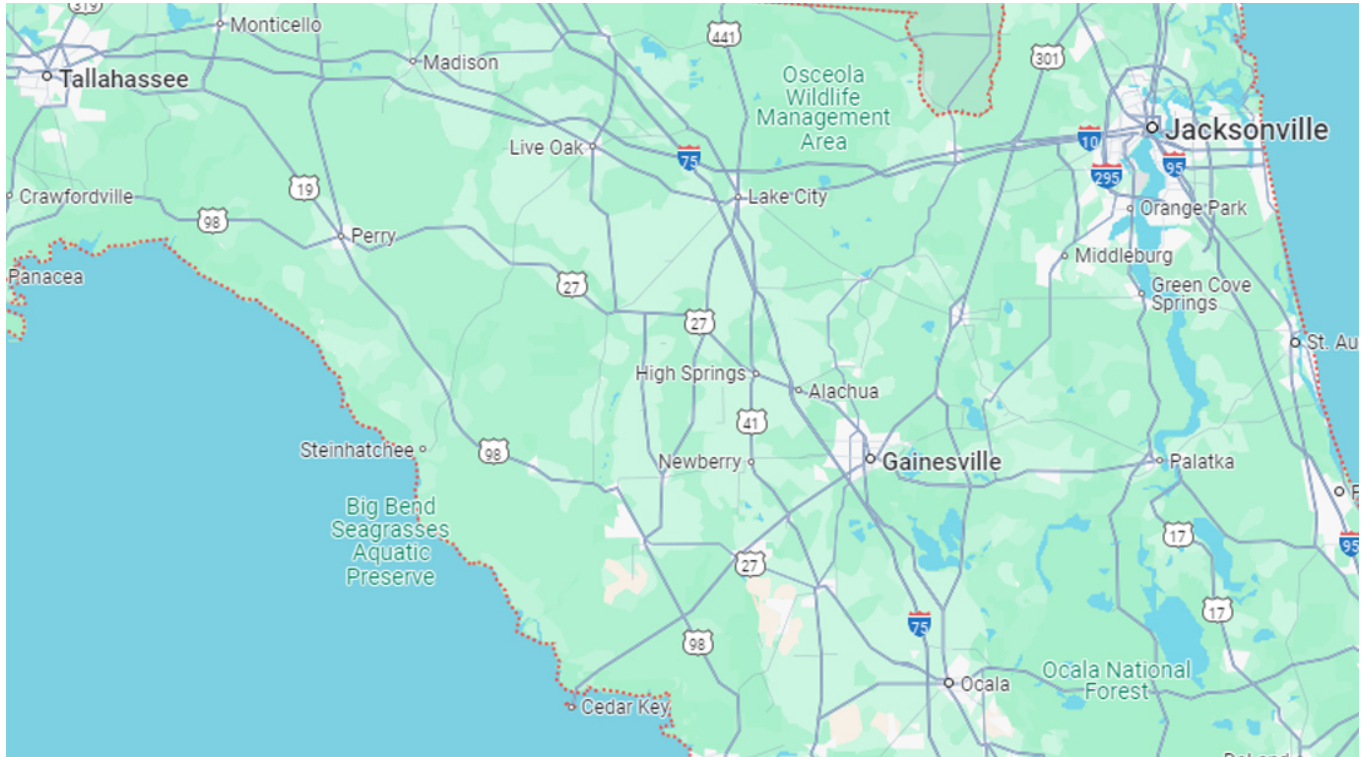
Operation Round Up is a program to generate and collect voluntary donations that are used to benefit organizations in Clay Electric's service area for the purpose of improving the quality of life of our members and their communities. Each month, the electric bills of participating Clay Electric members are rounded up to the next dollar amount. These funds are distributed through grants to nonprofits, community-based or volunteer organizations, educational or civic organizations throughout the service territory. The average total amount disbursed per year is \$910,000.

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



## A Closer Look

North Florida is a gateway to business in the Sunshine State. Located in the North Central part of the state, virtually all interstate travel passes through the area on its way to or from the Sunshine State. Businesses looking for new opportunities will find affordable, undeveloped land with strong infrastructure in place, easy access to rail, road, air and sea transportation, a leading Tier 1 research university and several excellent state colleges and technical and trade schools, strong workforce development and training programs, and a friendly business climate with state incentives and responsive local governments.

## Attractive Assets

- 12 health care facilities, including a world leader in innovative and interdisciplinary medical research
- 2 Tier One interstates (I-10 and I-75) and two Class One railroad systems (CSX and Norfolk Southern) with access into Jacksonville, Tampa and other ports
- 7 municipal and regional airport facilities and strategic access to two International/Regional Commercial Airports (Jacksonville, Gainesville)
- 1 preeminent research university, four state colleges and strategically located technical colleges for customized skills training and certifications



# 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 had the 16th largest economy in the world in 2023, and was ranked No. 2 in the 2023 Chief Executive Best and Worst States for Business survey.

Florida's business climate is welcoming. There is no state income tax; the corporate income tax is 5.5%; the state sales tax is 6% with a maximum local sales tax rate of 2%; and the average combined state and local sales tax rate is 7.02%. Not coincidentally, Florida's tax system ranks No. 4 overall, according to the Tax Foundation's 2024 State Business Tax Climate Index.

Florida's talented and diverse 11 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 10th in the nation in 2024 by the U.S. News and World Report (which also ranks the overall education system in Florida as No. 1). 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.



# Clay Electric: we're here to help



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Clay Electric's Economic Development Team, listed above, is here to help you. 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](http://ClayElectric.com).





# Area Contacts

## **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](mailto: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](mailto:grow@claydevelopmentauthority.com)  
<http://www.claydevelopmentauthority.com>

## **Lake City-Columbia County Chamber of Commerce**

875 SW SR 47  
Lake City, Florida 32025  
(386) 752-3690  
[info@lakecitychamber.com](mailto:info@lakecitychamber.com)  
<http://www.lakecitychamber.com>

## **Nature Coast Business Development Council**

P.O. Box 310 26 CR 40 West  
Bronson, Florida 32621  
(352) 221-3793  
<http://naturecoast.org>

## **Enterprise Flagler**

120 Airport Road, Suite 3  
Palm Coast, Florida 32164  
(386) 313-4070  
[dkey@flaglercounty.gov](mailto:dkey@flaglercounty.gov)  
<http://www.flaglercountyledc.com>

## **Greater Gainesville Chamber**

300 E. University Avenue  
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](mailto:chamber@chamberpc.com)  
<http://www.putnamcountychamber.com>

## **Astor Area Chamber of Commerce**

23939 SR 40  
Astor, FL 32102  
(352) 759-2679  
[astorchamber@yahoo.com](mailto:astorchamber@yahoo.com)  
<http://www.astorareachamber.com/>

## **Lake County Economic Development**

P.O. Box 7800  
Tavares, FL 32778  
352-343-9647  
[elevatelakeinfo@lakecountyfl.gov](mailto:elevatelakeinfo@lakecountyfl.gov)  
<http://businessinlakefl.com/>

## **DeLand Chamber of Commerce**

122 S. Amelia Ave  
DeLand, FL 32724  
(386) 734-4331  
[opportunities@delandchamber.org](mailto:opportunities@delandchamber.org)  
<http://www.delandchamber.org/>

## **Volusia County Economic Development**

Daytona Beach International Airport  
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<http://www.floridabusiness.org/>





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