

Ameren Illinois Company's
Response to ICC Staff Data Request
Docket No. 15-0142
Proposed General Increase in Gas Delivery Service Rates

AG 13.02

Ref: Ameren Exhibit 37.0 at lines 207-212; Ameren Exhibit 37.3.

Please provide a detailed description of the Company's expansion of "people" and "processes" in 2015 to support charitable contributions compared to 2014 and prior years. Please cite new employee positions, new written policies, or any other supporting information.

RESPONSE

Prepared By: Thomas B. Kennedy, III.
Title: Director, Community and Public Relations
Phone Number: 309-677-5489
Date: 08/21/2015

Objection. Argumentative. Mr. Kennedy, in his surrebuttal, did not state that there has been an "expansion" of people or processes in 2015. Subject to that objection, AIC provides the following response sponsored by Mr. Kennedy:

In 2015, the Company has not created new positions or new written policies. In my surrebuttal testimony, I was referring to existing resources.

Ameren Illinois Company's
Response to ICC Staff Data Request
Docket No. 15-0142
Proposed General Increase in Gas Delivery Service Rates

AG 13.03

Ref: Ameren Exhibit 6.0 at lines 161-163 (“In Docket Nos. 14-0317 (2013 expense), 13-0301 (2012 expense) and 12-0293 (2011 expense), the Commission did not make any disallowances to the donations that AIC sought to recover under Section 9-227.”)

Please refer to the Commission’s final order in Docket No. 13-0301 (<http://www.icc.illinois.gov/downloads/public/edocket/364574.pdf>), at pages 77-78. Please refer also to Ameren Exhibit 24.1 in that proceeding (<http://www.icc.illinois.gov/downloads/public/edocket/356920.pdf>). Please confirm that the Commission’s final order disallowed from recovery seventeen separate 2012 sponsorship expenses that Ameren asserted were eligible for recovery under Section 9-227 of the Public Utilities Act. If not confirming, please explain any disagreement.

RESPONSE

Prepared By: Thomas B. Kennedy, III
Title: Director, Community and Public Relations
Phone Number: 309-677-5489
Date: 08/21/2015

According to the Final Order in Docket 13-0301 (pages 77-78), the Commission disallowed the electric allocation portion of 20 sponsorships. For 16 of the 20 sponsorships, AIC had identified Section 9-227 as the rationale for recovery, and indicated that the amount should be recovered because the expense was similar to a public welfare donation. See Ameren Exhibit 24.1 (Rev) (filed September 13, 2013). The expenses in the chart on pages 77-78 with an asserted rationale of Section 9-227, which were disallowed, were listed at lines 1-3, 7, 9-14, and 16-20. The Commission found that the expenses were "unrecoverable because the nature of the recipient is not clear ... and/or the charitable nature of the event is not discernible.... There is also no evidence from Ameren Ex. 24.1 (Rev.) of any educational or permissible messaging." (13-301 Order, p. 77.)

In Docket No. 13-0192 however, the Commission did not make a similar disallowance of the 2012 gas-allocated portion of sponsorships. In that proceeding, AIC had also argued that the 2012 gas-allocated portion of certain sponsorships should be recovered under Section 9-227 as similar to a public welfare donation. See Ameren Exhibit 35.1 (filed August 15, 2013). In fact, the same information is produced on Ameren Exhibit 35.1 in

Docket 13-0192 for the same 2012 sponsorships, as is produced on Ameren Exhibit 24.1 (Rev.). In Docket 13-0192, the Commission agreed with AIC that the 2012 sponsorships met the criteria described in the Order in Dockets 12-0511/0512, in that they were contributions made to support events for local charities and communities in AIC's service territory. (13-0192 Order, p. 78.) See pages 13-28 of my direct in this proceeding, Ameren Exhibit 6.0 (Rev.) for further discussion of the Commission's treatment of AIC's sponsorship expenses in recent rate cases.

As noted in my direct (Ameren Exhibit 6.0 (Rev.), p. 16), the Company instituted certain accounting guidelines to classify the portions of a sponsored event's costs that should be recovered under Section 9-227 (advertising), recovered under 9-225 (contribution), or excluded from the revenue requirement (e.g., tickets/meals). These guidelines were finalized in April 2013 and indicate that contributions, including the public benefit value associated with any sponsorship that will support the goals and objective of a non-for-profit organization, should be charged to FERC Account 426. As noted in my direct (Ameren Exhibit 6.0 (Rev.), p. 15), in the next electric case (Docket 14-0317), AIC excluded certain 2013 sponsorship expenses in connection with the April 2013 accounting guidelines, and the Commission did not make an additional adjustment to remove other costs associated with sponsorships.

Ameren Exhibit 24.1																	Self Disallowance After SurReb.											
BAP 23.01 Attach																			Responses to BAP 23.01									
Previously Provided Information																												
AIC 2012 Sponsorships																												
Line	Recipient	Electric	Gas	Total	Date	Location	Sponsorship Description	Attend-ee Benefit	Mess-aging Description	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Staff Gas Ad	SRK Rebuttal Adj	Total AIC Self Disallowance after Reb.	Total AIC Gas Self Disallowance	Total AIC Elec Self Disallowance	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate-payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific Section 9-225(3) advertising category;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	t	u	v	w	x	y	z	aa	ab	ac	ad	
1	SPONSORSHIPS																											
2	BEARDSTOWN CHAMBER OF COMMERCE	463		463																								
3	DONATION FOR HALLOWEEN CANDY	100		100	Oct	Beardstown	Halloween festivities, candy	Public Welfare	Safety			Activities-distribute candy	0	1693410			100	0	0	0	Non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a
4	MEMBERSHIP DUES & CONTRIBUTION	363		363	June	Beardstown	Community Outreach	Public Welfare	Energy Efficiency				0	1592791			0	363	0	363	Removed							
5	BELLEVILLE EAST HIGH SCHOOL	300	200	500																								
6	HOCKEY TEAM THANKSGIVING 5K RUN	300	200	500	Nov	Belleville	Event Sponsor - Hockey Team Run	Public Welfare	Safety			Activities-run	0	1704783		200	300	0	0	0	Non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a
7	BEVERLY FARM FOUNDATION	225	150	375																								
8	6/1/2012 BEVERLY FARMS GOLF TOURNAMENT FUNDRAISER	225	150	375	June	Godfrey	Beverly Farm Event					Activities-golf	375	1584643		150	0	375	150	225	Removed							
9	BIG BROTHERS & BIG SISTERS	204	136	340																								
10	LADIES GOLF TOURNAMENT TEAM REGISTRATION	204	136	340	May	Belleville	Big Brothers Big Sisters Event	Public Welfare	Safety			Activities-golf registration	0	1566097		136	0	340	136	204	Removed							
11	BRADLEY UNIVERSITY	7,500	5,000	12,500																								
12	BRADLEY ATHLETICS SPONSORSHIP	7,500	5,000	12,500	Oct	Peoria	Bradley Athletics	Public Welfare	Energy Efficiency	Booklet		tickets	2000	1691224	8		0	2000	800	1200	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	Looking for a Better Way to Stay Warm This Winter?	AIC customers attending event	Program Book, Signage
13	CENTRAL ILLINOIS BLACK EXPO	900	600	1,500																								
14	16TH ANNUAL EXPO CENTRAL ILLINOIS BUSINESS PUBLISHERS	900	600	1,500	Oct	Peoria	Exposition	Public Welfare	Energy Efficiency	Booklet, Bags	Booth		0	1689054	9		0	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	Looking for a Better Way to Stay Warm This Winter?	AIC customers attending event	Program Book, Bags, Signage
16	INTERBUSINESS ISSUES NOT FOR PROFIT SPONSORSHIPS	2,376	1,584	3,960	Nov	Peoria	Ad space donated to not for profits	Public Welfare	Various	Magazine			0	1708765	19		0	0	0	0	Contribute Ad space to non profits	Info on non-profits	Allow-able Advertising	Informs about opportunities for services	I	Tazewell County Children's Advocacy Center Trivia Night	AIC customers in greater Peoria Area	Magazine
17	CENTRAL ILLINOIS WW II REENACTMENT	300	200	500																								
18	WORLD WAR II REENACTMENT BOOK AD	300	200	500	Mar	Tremont	World War II Reenactment Events	Public Welfare	Safety	Booklet			0	1528356	10		0	0	0	0	Electric and Gas Safety	Safety around electric and gas lines	Allow-able Advertising	Informs group about safety	C, I	Stay tuned to Safety	AIC customers in greater Peoria Area	Booklet
19	CHILDRENS HOME	1,500	1,000	2,500																								
20	MAUI JIM CHARITY GOLF CLASSIC SPONSORSHIP	1,500	1,000	2,500	Mar	Peoria	Maui Jim Charity Event	Public Welfare	Safety	Activities-golf		tickets	400	1521916		1,000	1,260	400	160	240	501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a

AIC 2012 Sponsorships																	Self Disallowance After SurReb.			Responses to BAP 23.01																									
Line	Recipient	Electric	Gas	Total	Date	Location	Sponsorship Description	Attend-ee Benefit	Mess-aging Description	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Staff Gas Ad	SRK Rebuttal Adj.	Total AIC Self Disallowance after Reb.	Total AIC Gas Self Disallowance	Total AIC Elec Self Disallowance	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate-payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific Section 9-225(3) advertising category;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.																	
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	t	u	v	w	x	y	z	aa	ab	ac	ad																		
1 SPONSORSHIPS																																													
160	URBAN LEAGUE S GALA ENTERTAINMENT	840	560	1,400	June	Peoria	Event Sponsor - Entertainment	Public Welfare				meals	1400	1586537				0	1400	560	840	Removed																							
161	US CELLULAR COLISEUM	6,000	4,000	10,000																																									
162	ADVERTISING PARTNERSHIP FOR 2012	6,000	4,000	10,000	June	Bloom-ington	Program Sponsor - Coliseum	Public Welfare	Energy Efficiency	Signage			0	1580694	16	4,000		6,000	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Video & Signage																
163	UNITED WAY OF CHRISTIAN COUNTY	240	160	400																																									
164	UWOCC RANDY FRANCE MEMORIAL ANNUAL GOLF TOURNAMENT	240	160	400	Apr.	Taylorville	Event Sponsor - Hole Sponsor					golf	400	1553520				0	400	160	240	Removed																							
165	VILLAGE OF BATH	60	40	100																																									
166	FISH FRY SPONSORSHIP WEST RICHLAND	60	40	100	July	Bath	Event Sponsor - Fish Fry	Public Welfare	Other				0	1608733				0	100	40	60	Removed																							
167	PARENT TEACHER ORGANIZATION	60	40	100																																									
168	ONE HUNDRED DOLLAR DONATION TO THE WEST RICHLAND P	60	40	100	Oct	Noble	Fundraiser Contribution	Public Welfare	Other				0	1689897				60	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a																
169	ADVERTISERS PRINTING	17,738		17,738																																									
170	Ameren Corporate Informational Printing	16,069		16,069	Var.	Illinois service area	Printing for various Customer Communications including Cold Weather Rule letter, meter brochure, energy advisor brochure, budget billing brochure, note card and envelopes, Point of View and	Public Welfare Educ.	Customer Service messages	Letters, brochures, booklets			0	Various				0	0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets																
171	PURCHASING RATE	336		336														0	0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets																
172	TAX	1,333		1,333														0	0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets																
	TOTALS	208,897											\$ 61,287					\$ 88,055	\$ 98,997	\$ 64,690	\$ 25,389	\$ 39,301																							
																					\$ 37,072	AIC Self Disallowance - Direct																							

Ameren Exhibit 35.1 BAP 23.01 Attach
 AIC 2012 Sponsorships
 Pearce Ex. 13.0 Attachment A
 Self Disallowance After Reb.
 Previously Provided Information
 Staff Disallowed
 Responses to BAP 23.01

Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor-ship Descrip-tion	Attend-ee Benefit	Mess-aging Descrip-tion	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Gas	Electric	Total AIC Self Disallowance after Reb.	Total AIC Gas Self Disallowance	Total AIC Elec Self Disallowance	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate-payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific advertising cate-gory;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.	
16	INTERBUSINESS ISSUES NOT FOR PROFIT SPONSORSHIPS	2,376	1,584	3,960	Nov	Peoria	Ad space donated to not for profits	Public Welfare	Various	Magazine		0	1708765	19				0	0	0	Contribute Ad space to non profits	Info on non-profits	Allow-able advertising	Informs about oppor-tunities for services	I	Tazewell County Children's Advocacy Center Trivai Night	AIC customers in greater Peoria Area	Magazine	
17	CENTRAL ILLINOIS WW II REENACTMENT	300	200	500																									
18	WORLD WAR II REENACTMENT BOOK AD	300	200	500	Mar	Tremont	World War II Reenactment Events	Public Welfare	Safety	Booklet		0	1528356	10				0	0	0	Electric and Gas Safety	Safety around electric and gas lines	Allow-able Advertising	Informs group about safety	C, I	Stay tuned to Safety	AIC customers in greater Peoria Area	Booklet	
19	CHILDRENS HOME MAUI JIM CHARITY GOLF CLASSIC	1,500	1,000	2,500																									
20	SPONSORSHIP	1,500	1,000	2,500	Mar	Peoria	Maui Jim Charity Event	Public Welfare	Safety	Activities-golf	tickets	400	1521916		1,000	1,500	400	160	240	501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a	
21	CITY OF EAST PEORIA	1,200	800	2,000																									
22	FESTIVAL OF LIGHTS PARADE WHALE FLOAT	1,200	800	2,000	Dec	East Peoria	Festival of Lights	Public Welfare	Energy Efficiency	Booklet, Float in Light parade		0	1640158	11				0	0	0	Energy Efficiency awareness	Act-On-Energy Program Know-ledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	Looking for a Better Way to Stay Warm This Winter?	AIC customers attending event	Program Book	
23	CITY OF ELMWOOD CANINE PROGRAM	300	200	500																									
24	SPONSORSHIP	300	200	500	May	Elmwood	Canine program	Public Welfare	Safety			0	1564944		200	300	0	0	0	non -501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a	n/a
25	CITY OF HILLSBORO ILLINOIS	1,200	800	2,000																									
26	PAYMENT 5 OF 5 LIGHTING AT SPORTS COMPLEX	1,200	800	2,000	July	Hillsboro	Lighting at Sports Complex	Public Welfare	Safety			0	1623016		800	1,200	0	0	0	Non 501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a	n/a
27	CITY OF PEORIA ILLINOIS	1,500	1,000	2,500																									
28	SPONSORSHIP - State of the City DANVILLE AREA	1,500	1,000	2,500	Jan	Peoria	Luncheon &Speaker Sponsorship	Public Welfare	Diversity		tickets	400	1736289		1,000	1,500	400	160	240	Educational message	Empl-oyment	Allow-able Advertising	Informs group about jobs	D, I	Joining Together for our Community	Peoria	Present-ation, coworker atten-dance		
29	COMMUNITY NJCAA MEN S NATIONAL BASKETBALL TOURNAMENT	900	600	1,500																									
30	TOURNAMENT	900	600	1,500	Dec	Danville	NJCAA Men's National Basketball Tournament	Public Welfare	Safety	Booklet		0	1736331	12				0	0	0	Educational- Safety	Safety around electricity	Allow-able Advertising	Informs group about safety	C, I	Stay tuned to Safety	Decatur	Program Booklet	

Ameren Exhibit 35.1
BAP 23.01 Attach

AIC 2012 Sponsorships

Pearce Ex. 13.0 Attachment A

Self Disallowance After Reb.

Previously Provided Information

Staff Disallowed

Responses to BAP 23.01

Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor-ship Description	Attend-ee Benefit	Mess-aging Description	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Gas	Electric	Total AIC Self Disallowance after Reb.	Total AIC Gas Self Disallowance	Total AIC Elec Self Disallowance	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate-payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific advertising category;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.	
31	DECATUR CELEBRATION	4,500	3,000	7,500																									
32	SPONSORSHIP OF OUTDOOR FESTIVAL DECATUR FUTURES	4,500	3,000	7,500	June	Decatur	Outdoor musical celebration	Public Welfare	Safety			Tickets	500	1504479		3,000	4,500	500	200	300	Educational-Safety	Safety around electricity	Allow-able Advertising	Inform group about safety	C, I	Stay tuned to Safety	Decatur	Banners	
33	CHARITY	4,320	2,880	7,200																									
34	TATE AND LYLE PLAYERS CHAMPIONSHIP DECATUR HUMAN RELATIONS	4,320	2,880	7,200	June	Decatur	Tate and Lyle Player Championship Golf	Public Welfare	Energy Efficiency	Banner, Signage	Booth	golf, tickets event & parking	5000	1532939	13	2,880	4,320	5000	2000	3000	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	Decatur	Banner, bags, signage	
35	MLK SCHOLARSHIP BANQUET DECATUR PARK DISTRICT	600	400	1,000	Jan	Decatur	Scholarship and Banquet	Public Welfare	Diversity			tickets	400	1713480		400	600	400	160	240	Scholarship contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	
36	DECATUR PARK DISTRICT	6,000	4,000	10,000																									
37	DECATUR PARK SINGERS AND FIRST TEE SPONSORSHIP DECATUR PUBLIC SCHOOL	6,000	4,000	10,000	Sum.	Decatur	Park Singers and First Tee (golf for children in need)	Public Welfare	Safety				0	1543679		4,000	6,000	0	0	0	501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	
38	TURKEY TOURNAMENT BASKETBALL SPONSORSHIP EDWARDSVILLE GLEN CARBON CHAMBER	3,000	2,000	5,000	Nov.	Decatur	High School Basketball Tournament	Public Welfare	Energy Efficiency	Booklet			0	1713471	20			0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	Decatur	Booklet Ad	
39	CHAMBER	387	258	645																									
40	6/22/2012 EDWARDSVILLE/GLEN CARBON CHAMBER OF COMM EDWARDSVILLE ROTARY	387	258	645	June	Edwards-ville	Chamber event and fundraiser	Public Welfare	Energy Efficiency				0	1584648	13	258	387	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	Edwards-ville	Banner, bags	
41	30TH ANNUAL ROTARY FUNDRAISER ON MAY 18, 2012. CO	312	208	520	May	Edwards-ville	Rotary event and fundraiser	Public Welfare	Energy Efficiency				0	1563347	13	208	312	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	Edwards-ville	Banner, bags	

Ameren Exhibit 35.1
BAP 23.01 Attach

AIC 2012
Sponsorships

Pearce Ex. 13.0
Attachment A

Self Disallowance After Reb.

Previously Provided Information

Staff Disallowed

Responses to BAP 23.01

Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor-ship Description	Attend-ee Benefit	Mess-aging Description	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Gas	Electric	Total AIC Self Disallowance after Reb.	Total AIC Gas Self Disallowance	Total AIC Elec Self Disallowance	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate-payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific Section 9-225(3) advertising category;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.	
61	KICKOFF BREAKFAST HOSPICE OF SOUTHERN ILLINOIS	106	70	176	Aug.	Peoria	Kick-off breakfast					tickets	176	1630826		70	106	176	70	106	Removed								
62	RED CARPET GALA ILLINOIS CENTRAL COLLEGE	300	200	500		Marion	Red Carpet Gala					tickets	500	1704363		200	300	500	200	300	Removed								
63	COUGAR PLEX 2ND INSTALLMENT SPONSORSHIP ILLINOIS DEPARTMENT OF AGRICULTURE	1,500	1,000	2,500	Apr.	East Peoria	Installment - Cougar Complex	Public Welfare	Safety				0	1543658		1,000	1,500	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	
64	ILLINOIS STATE FAIR SPONSORSHIP ILLINOIS HIGH SCHOOL ASSOCIATION	6,000	4,000	10,000	July	Spring-field	Sponsor area/booth	Public Welfare	Energy Efficiency	Bags		tickets	2500	1624141	13			2500	1000	1500	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	Kids ActOnEnergy	AIC Customers attending event	Bags	
65	MARCH MADNESS EXPERIENCE SPONSORSHIP AND BANQUET ILLINOIS INSTITUTE OF TECNOLOGY	25,500	17,000	42,500	Mar.	Peoria	Event Sponsor	Public Welfare	Energy Efficiency	Signage, Booklet		tickets	3000	1532126	18	17,000	25,500	3000	1200	2800	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	Choose an Energy Efficient Lifestyle	Energy Efficiency awareness	AIC customers attending event	
66	SPONSORSHIP FOR GREAT LAKES SYMPOSIUM ON SMART GRID and the new Energy Economy ILLINOIS STATE BLACK CHAMBER	9,000	6,000	15,000	Aug.	Chicago	Event Sponsor	Public Welfare	Safety		Booth		0	1630929		6,000	9,000	0	0	0	EIMA/MAP	EIMA-MAP Infra-structure changes	Allow-able Advertising	Informs group about pipes and wire, and meter improvements	A, C, E, I	We are modernizing our energy delivery system to improve reliability, safety, customer satisfaction.	AIC customers attending event	Nimloks, brochures	
67	SPONSORSHIP OF CHAMBER CONVENTION	6,000	4,000	10,000	July	Peoria	Event Sponsor	Public Welfare	Diversity, jobs				0	1605747				0	0	0	Employment Recruiting	Job Oppor-tunities	Allow-able Advertising	Informs about employ-ment	D, I	Joining Together for our Community	AIC customers attending event	Program Booklet	

Previously Provided Information															Pearce Ex. 13.0 Attachment A		Self Disallowance After Reb.											
Previously Provided Information															Staff Disallowed		Responses to BAP 23.01											
Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor-ship Description	Attend-ee Benefit	Mess-aging Description	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Gas	Electric	Total AIC Self Disallowance after Reb.	Total AIC Gas Self Disallowance	Total AIC Elec Self Disallowance	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate-payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific advertising category;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.
121	SANTA CLAUS PARADE UNDER THE SEA FLOAT	600	400	1,000	Dec.	Peoria	Event Sponsor-Santa Claus Parade	Public Welfare	Other	Float in parade			0	1679613		400	600	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a
122	YULE LIKE PEORIA POLE DECORATION	126	84	210	Oct.	Peoria	Event Sponsor-Holiday Decorations	Public Welfare	Other			0	1694456		84	126	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	
123	PEORIA CHIEFS	2,880	1,920	4,800												1,920	2,880	4800	1920	2880	Removed							
124	SEASON TICKETS	2,880	1,920	4,800	Jan.	Peoria	Baseball season tickets					tickets	4800	1480136		1,920	2,880	4800	1920	2880	Removed							
125	PEORIA CIVIC CENTER	28,602	19,068	47,669																								
126	BROADWAY THEATER SERIES SPONSORSHIP	16,500	11,000	27,500	Aug.	Peoria	Program Sponsor-Broadway Theatre	Public Welfare	Other			tickets	17000	1640162	16	11,000	16,500	17000	6800	10200	Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage
127	Peoria Civic Center Signage Agreement	10,584	7,056	17,640	Jan.	Peoria	Program Sponsor-Civic Center	Public Welfare	Energy Efficiency	Signage, Internet			0	1481062	16	7,056	10,584	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage
128	PURCHASING RATE	318	212	529									0		16	212	318	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage
129	WORLDVEST SPONSORSHIP	1,200	800	2,000	Nov.	Peoria	Event Sponsor - Worldfest	Public Welfare	Other				0	1705698	16	800	1,200	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage
130	PEORIA OFFICIALS ASSOCIATION	150	100	250																								
131	SPONSORSHIP FOR HOSPITALITY ROOM AT MARCH MADNESS	150	100	250	Mar.	Peoria	Event Sponsor-IHSA Officials	Public Welfare				meals	250	1514831		100	150	250	100	150	Removed							
132	PEORIA RIVERMEN HOCKEY	24,182	16,122	40,304																								
133	SPONSORSHIP	24,182	16,122	40,304	Nov.	Peoria	Program Sponsor - Goals for Kids	Public Welfare	Energy Efficiency, Kids Act-On-Energy	Booklet		tickets	6000	1702070	17	16,122	24,182	6000	2400	3600	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	KidsActOnEnergy - GOALS program	AIC customers and families attending events	Program Booklet, Goals Card,

Previously Provided Information															Pearce Ex. 13.0 Attachment A		Self Disallowance After Reb.		Responses to BAP 23.01											
Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor-ship Descrip-tion	Attend-ee Benefit	Mess-aging Descrip-tion	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Gas	Electric	Total AIC Self Disallowance after Reb.	Total AIC Gas Self Disallowance	Total AIC Elec Self Disallowance	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate-payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific advertising cate-gory;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.		
166	FISH FRY SPONSORSHIP WEST RICHLAND PARENT TEACHER ORGANIZATION	60	40	100	July	Bath	Event Sponsor - Fish Fry	Public Welfare	Other				0	1608733		40	60	100	40	60	Removed									
167	ONE HUNDRED DOLLAR DONATION TO THE WEST	60	40	100			Fundraiser Contribution	Public Welfare	Other				0	1689897		40	60	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a	
168	RICHLAND P ADVERTISERS	60	40	100	Oct	Noble							0			40	60	0	0	0										
169	PRINTING	17,738		17,738			Printing for various Customer Communications including Cold Weather Rule letter, meter brochure, energy advisor brochure, budget billing brochure, note card and envelopes, Point of View and Social Responsibility booklets.																							
170	Ameren Corporate Informational Printing	16,069		16,069	Var.	Illinois service area		Public Welfare Educ.	Customer Service messages	Letters, brochures, booklets			0	Various		16,069		0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets		
171	PURCHASING RATE	336		336												336		0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets		
172	TAX TOTALS	1,333		1,333									61287			1,333		0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets		
															94055		64690	25519	40171											

Ameren Exhibit 35.1
BAP 23.01 Attach

AIC 2012
Sponsorships

Pearce Ex. 13.0
Attachment A
Staff Disallowed

Self Disallowance After Reb.

Previously Provided Information

Responses to BAP 23.01

Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor-ship Description	Attend-ee Benefit	Mess-aging Description	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Gas	Electric	Total AIC Self Disallowance after Reb.	Total AIC Gas Self Disallowance	Total AIC Elec Self Disallowance	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate-payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific advertising category;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.
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Ameren Exhibit 35.1
BAP 23.01 Attach

AIC 2012
Sponsorships

Pearce Ex. 13.0
Attachment A
Staff Disallowed

Self Disallowance After Reb.

Previously Provided Information

Responses to BAP 23.01

Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor-ship Descrip-tion	Attend- ee Benefit	Mess- aging Descrip- tion	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Gas	Electric	Total AIC Self Disallow ance after Reb.	Total AIC Gas Self Disallo wance	Total AIC Elec Self Disallow ance	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate- payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific Section 9- 225(3) advertis- ing cate- gory;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.
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Ameren Illinois Company's
Response to ICC Staff Data Request
Docket No. 15-0142
Proposed General Increase in Gas Delivery Service Rates

AG 13.04

Ref: Ameren response to data request AG 8.02, Attachment (Confidential).

Please indicate the nature of the contribution for each of the 181 line items: sponsorship, unrestricted funds, in-kind donation, or other applicable categories. Please provide supporting information if anything other than unrestricted funds.

RESPONSE

Prepared By: Thomas B. Kennedy, III
Title: Director, Community and Public Relations
Phone Number: 309-677-5489
Date: 08/21/2015

Objection. Vagueness. The terms "unrestricted fund, in-kind donation, or other applicable categories" are undefined.

Objection. Relevance. The request asks for information on specific expenses incurred in 2015, which are outside the test year.

Subject to these objections, AIC provides the following response sponsored by Mr. Kennedy:

The expenses identified in AG 8.02 Attachment (Confidential) are amounts that are charged to FERC Account 426.1, minor C2, which is the account to which AIC charges its charitable/public welfare contributions. AIC generally classifies Contributions as "Public Welfare" and/or "Charitable" Contribution by the nature of the recipient and the intended use. To qualify to receive a Contribution from AIC, the recipient must be a non-profit organization and must demonstrate that it intends to use the Contribution for a public welfare or charitable purpose. In addition, the recipient, project or program that receives the Contribution must be located within AIC's service territory or provide a benefit to AIC customers.

Ameren Illinois Company's
Response to ICC Staff Data Request
Docket No. 15-0142
Proposed General Increase in Gas Delivery Service Rates

AG 13.05

Ref: Ameren Exhibit 6.0 at lines 219-221 (“To the degree that AIC has the financial resources to increase its charitable giving, then senior leadership desires to put more of these financial resources to work to help improve the lives of citizens in the AIC service territory.”)

Is the term “financial resources” as used herein referring to authorized expense recovery through customer rates, shareholder equity, or something else?

RESPONSE

Prepared By: Thomas B. Kennedy, III
Title: Director, Community and Public Relations
Phone Number: 309-677-5489
Date: 08/21/2015

Please refer to Ameren Exhibit 37.3 (AIC's response to ST 12.03) for my discussion of "resources."