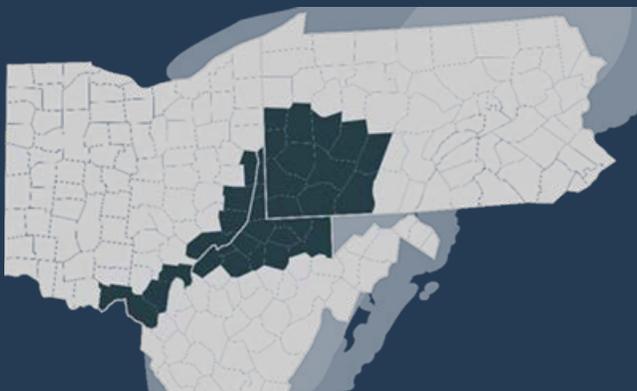




## Value Proposition for Energy Industry Engagement

### Background

The Shale POWER project provides technical assistance and business support to small and medium-sized manufacturers and testing laboratories seeking to expand business in the burgeoning shale gas and downstream manufacturing sectors of the tri-state region. The project is funded with a grant from the Appalachian Regional Commission, Washington DC, administered by the Southwestern Pennsylvania Commission, led by Catalyst Connection, with participation from additional manufacturing economic development organizations in northern West Virginia and eastern Ohio. The impetus for the project is the need to assist coal-impacted communities by diversifying and building capacity and performance and driving economic impact and job creation among manufacturers\*.



Map depicts grant-covered counties for manufacturers, but participating shale companies can be located anywhere in the tri-state region.

### Executing the Project

The project plan includes the following key elements:

- Resources about the industry to help manufacturers better understand new markets for their products
- One-on-one consultation with industry advisors to help determine next steps
- Small technical assistance grants to manufacturers for targeted projects to help them enter, or expand in, the shale value chain
- Workshops, events and tours (within COVID-19 guidelines, when appropriate) to expand industry knowledge and contacts

### Benefits to Participating Shale Industry Companies

Companies in the Upstream, Midstream, Downstream and their major contractors and vendors will want to be involved in the project for the following reasons:

- Opportunities to identify new suppliers in the region, leading to lower transportation costs and higher reliability and supply chain redundancy
- Access to new technologies with the potential to significantly lower costs or increase productivity
- Collaboration with local businesses and economic development organizations that could lead to unique long-term partnerships
- Visibility for the company and industry as a supporter of regional manufacturing jobs

\* Eligible companies operate under NAICS codes 31-33 and 541380

## Next Steps

Contact one of the Industry Engagement managers to discuss how your company can best work with the project:

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