

The Public Power
Difference

2021 ANNUAL REPORT | HEARTLAND CONSUMERS POWER DISTRICT

HEARTLAND CONSUMERS POWER DISTRICT

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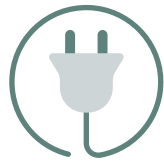
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The Public Power
Difference

is more than
supplying reliable power.

It is going
above and beyond
to serve your community.

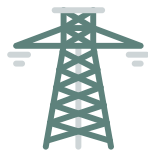
At a Glance



Public power, wholesale electric energy provider, serving 29 municipal electric systems in South Dakota, Minnesota, Iowa and Nebraska



\$47.6M
Total Operating Revenue
\$44.5M
Total Operating Expenses

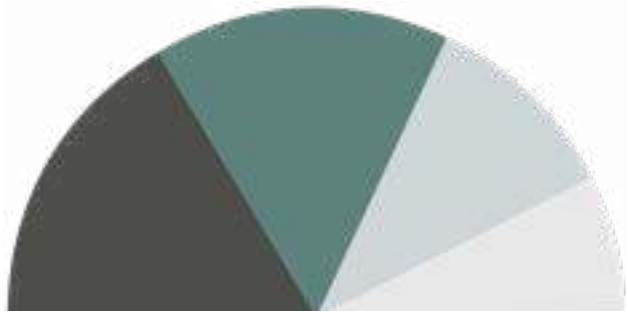


Maintains a diverse power supply portfolio including coal-fired baseload power and renewable wind energy



Provides a suite of programs to help customers grow, use energy efficiently and protect against cyber breaches

Customer Fuel Mix



● 33.2% Hydro ● 31.1% Coal ● 21.2% Wind ● 14.5% Peaking

Generation



● Availability ● Capacity Factor



Operations



86 MW
Customer Peak



463,777 MWh
Energy Sales

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Insert FY 2021 Audit



About Heartland

A modern building with large glass windows and a green roof, situated on a grassy hill. The building has a contemporary design with a mix of glass and dark panels. The foreground is filled with tall, dry grass, and the background shows a clear sky.

“

*They're always there...
if we have a question,
they have an answer.*

*[They go] above and
beyond.*

Heartland customer, when asked
about their power provider

Board of Directors



Mark Joffer, President
SUBDIVISION 1: BON HOMME,
DOUGLAS, HANSON, HUTCHINSON,
MCCOOK & TURNER COUNTIES



Lisa Rave, Vice President
SUBDIVISION 8: MINNEHAHA
COUNTY, EXCLUDING SPLIT ROCK
TOWNSHIP THEREOF



Jeff Heinemeyer, Secretary
SUBDIVISION 6: BEADLE, CLARK,
KINGSBURY, LAKE & MOODY
COUNTIES



Roger Fritz, Treasurer
SUBDIVISION 9: BROOKINGS,
CODINGTON, DEUEL & HAMLIN
COUNTIES



**Larry Nielson, Asst.
Secretary/Treasurer**
SUBDIVISION 3: BROWN, BUFFALO,
HAND, HYDE, JERAULD & SPINK
COUNTIES



Pat Anderson
SUBDIVISION 2: CLAY, UNION &
YANKTON COUNTIES



Lee Ann Wheeler
SUBDIVISION 4: LINCOLN COUNTY
& SPLIT ROCK TOWNSHIP OF
MINNEHAHA COUNTY



Dave Hahler
SUBDIVISION 5: DAY, GRANT,
MARSHALL & ROBERTS COUNTIES



Vern Hill
SUBDIVISION 7: AURORA, BRULE,
CHARLES MIX, DAVISON, MINER
& SANBORN COUNTIES & THE
MUNICIPALITY OF PLANKINTON, SD



Donna Fawbush*
SUBDIVISION 10: THE
MUNICIPALITIES OF GROTON,
MADISON & VOLGA, SD



Bill Lewellen
SUBDIVISION 11: THE
MUNICIPALITIES OF ARLINGTON,
HOWARD & MILLER, SD

**Madison, SD resident Josh Palli served as director
for Subdivision 10 January-October, 2021*

Staff



Russell Olson
CHIEF EXECUTIVE OFFICER



Nate Jones
CHIEF OPERATIONS OFFICER



Mike Malone
CHIEF FINANCIAL OFFICER



Ann Hyland
CHIEF COMMUNICATIONS OFFICER



Casey Crabtree
DIRECTOR OF ECONOMIC
DEVELOPMENT



Kelly Dybdahl
CUSTOMER RELATIONS MANAGER



Adam Graff
DIRECTOR OF POWER SUPPLY



McCord Stowater
DIRECTOR OF MARKET
OPERATIONS



Sharla Fedeler
ACCOUNTANT



Katie Hahn
EXECUTIVE ASSISTANT



Danielle Kearin
PROJECTS & MARKETING
COORDINATOR



Theresa Schaefer
DIRECTOR OF HUMAN RESOURCES

Heartland is more
than a public
power utility.

As a non-profit, wholesale public power supplier, Heartland is dedicated to providing reliable, affordable energy to our customers. We are also committed to being a trusted leader and partner of choice in the delivery of competitively priced electricity while adding value to the communities we serve.

Heartland owns generation, sells electricity and offers a full suite of services to customers. Heartland's customer base includes 29 municipal electric systems throughout South Dakota, Minnesota, Iowa and Nebraska. We provide supplemental, partial or full-requirements wholesale electric energy, depending on the needs of each customer.

We also provide energy solutions to six public institutions in South Dakota and have a unit contingent contract with North Iowa Municipal Electric Cooperative Association.

In order to best meet the needs of our customers, Heartland maintains a diverse power supply portfolio.

Our resource mix includes coal-fired baseload power from Whelan Energy Center Unit 2 (WEC 2) located near Hastings, Nebraska, renewable energy from the Wessington Springs Wind Energy Center located near Wessington Springs, SD, as well as local capacity. We enhance our mix with market purchases made at economically beneficial times to supplement our load-serving requirements.

Heartland is a load-serving entity within the Midcontinent Independent System Operator (MISO) and the Southwest Power Pool (SPP), and can deliver power across both systems.

Heartland is governed by an eleven-member board of directors, each member elected to represent a designated subdivision within the district. Directors are elected on a non-partisan basis in the general election for terms of six years. The board functions in the best interest of our customers and emphasizes reliable and economical generation and delivery systems.

Heartland's Customer Connections Committee provides customers the opportunity to offer their perspective and feedback on services and operations. The committee may consist of up to 9 customer representatives, with members elected to serve three-year, staggered terms. The committee meets as needed and works with Heartland staff to develop agenda items and relay information to the entire customer base.

Heartland offers a variety of programs and services to help our customers

succeed, including economic development, energy efficiency and cybersecurity programs.

Grants, incentives and a revolving loan fund help customers promote their communities, encourage expansion and recruit a strong workforce. The Energy ONE Incentive offers a special energy-only rate to new large loads within Heartland customer communities.

Our energy efficiency program, Power Forward, provides rebates and grants to help residents, businesses and utilities make energy efficient upgrades. Our cybersecurity programs ensures customers are protected from cyber threats and information is protected.

In addition, Heartland hosts four customer meetings each year. Our annual meeting covers timely industry topics as well as provides education and motivation. The Summer Conference is geared toward economic development and introducing tools to help communities grow and thrive as well as face challenges head on. We host a budget meeting in the fall where we lay out our financial plan for the following year to help customers adequately plan their own budgets. Finally, the Winter Conference provides training on a variety of topics from safety to electric vehicles to workplace culture.

In 2021, Heartland introduced a new program to assist customers with workforce development and recognized those who go above and beyond for their communities. We also celebrated a month of giving by making and donating bird feeders to nursing homes throughout our customer communities.

Heartland looks forward to continued partnerships with our customers, and is excited to strengthen relationships along the way. We will continue to make sound decisions today to ensure a bright future for our customers.

Annual Meeting



Education, information and inspiration

Summer Conference



Tools, programs and networking

Budget Meeting



Financial planning

Winter Conference



Safety training and industry insight

Customer Map



Customer Connections Committee

Jerry Jongeling, Chair
SIOUX FALLS, SD

Paul Kosel
GROTON, SD

Grant Groos
COLMAN, SD

Brad Lawrence
MADISON, SD

Adam Jans
PARKER, SD

Kris Manderfeld
NEW ULM, MN

Matt Jaquet
VOLGA, SD

Bailey Willman
WESSINGTON SPRINGS, SD

Economic Development

Growth Incentives



55
Businesses



22
Customer Cities



3,177 MWh
New/Expanding



\$135,482
Rebates Awarded

Grants



\$123,024 Awarded
18 Recipients

Financing



\$97,500 Awarded
1 Recipient

Energy ONE Incentive



4 Participating Facilities
11.4 GWH Total Sales
\$729K Retail Customer Savings



The Holiday Inn & Suites and attached Crooked Pint Ale House opened in 2018 in Sioux Falls, SD. Elmwood Hospitality, which owns both businesses, qualified for over \$116,000 in rebates in its first three years of operation. The incentives offered a much-needed boost during the pandemic. From left to right, Heartland Director of Economic Development Casey Crabtree, Customer Relations Manager Kelly Dybdahl and Sioux Falls Traffic, Light and Power Superintendent Jerry Jongeling presented the rebates to Holiday Inn General Manager Justin Kallas.

Energy Efficiency

Grants

 **\$35,100** Awarded



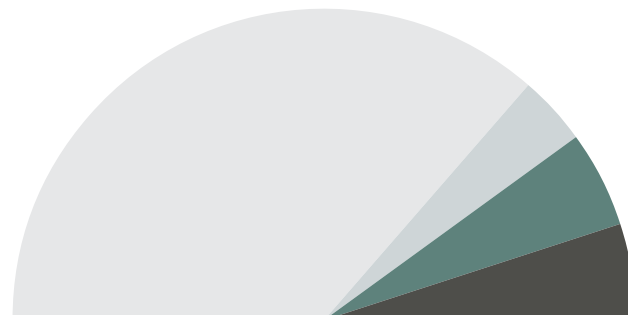
167,087 Kwh
Annual Savings



\$18,212
Annual Savings

Rebates

 **\$42,679** Awarded



- 29 Water Heaters
- 3 Commercial Refrigerators
- 4 Air-Source Heat Pumps
- 4 Central Air Conditioners



3,375 Commercial LEDs
56 Residential LEDs

Creating Workforce Solutions

Heartland funding helps customers hire, retain and develop employees.

Heartland's customer service programs are focused on meeting local needs. Labor has become a pressing matter for public power utilities across the nation that have endured a wave of retirements and turnovers.

Heartland customers are no exception.

We appreciate Heartland's help easing the cost burden associated with accredited programs. This helps ensure we have qualified, properly trained employees who will be the most effective in serving our community.

“



Judd Guida
UTILITY SUPERVISOR, LINEWORKER
CITY OF TYLER, MN

In 2021, Heartland launched a Workforce Development Program to help customers attract and retain quality employees. Heartland awarded five customers \$14,720 in the program's first year to assist with the hiring process.

Though targeted toward lineworkers, the program can be used for other positions if determined to be critical to the operation of the utility. Ultimately, the goal is to help municipalities bolster their workforce and ensure long-term success.

Heartland's program offers various funding opportunities to help municipalities entice prospective candidates.

Customers can apply for dollars to offer signing bonuses or moving allowances to help draw new employees. Both are offered as a lump sum payment upon hiring of a specific candidate.

Heartland also offers scholarships or forgivable loans for eligible students entering the workforce. To qualify, students must enter a Power Line Construction and Maintenance program at an authorized institution.

Furthermore, the student must accept a contract position at a customer utility for a set time period, depending on education completed and funding amount.

The goal is to help customers find skilled candidates who will make long-term commitments to the utility.

Another component is focused on career development. Smaller, rural utilities often face challenges developing and maintaining a highly-skilled workforce. Additionally, as employees retire, they often take with them decades of knowledge and experience.

Through continuing education opportunities, we can help our customers' employees become more capable and more valuable to the community.

Heartland offers 25% tuition cost reimbursement for approved on-site training programs. The offer is geared toward apprentice and journeyman lineworkers—professions heavily dependent on mentoring and on-the-job training.

Two Heartland customers—Tyler, MN and Plankinton, SD—utilized the tuition reimbursement program to enroll employees in Minnesota Municipal Utilities Association's (MMUA) Apprentice Lineworker Training Program.

MMUA's course provides on-site, on-demand professional training to municipal employees. Over the course of four years, students receive a cutting-edge academic program as well as extensive hands-on training. Safety is of prime importance.

Some training takes place at MMUA's 30-acre Training Center in Marshall, MN. The program also includes annual 'tuition free' attendance to the MMUA Overhead, Underground, Transformer and Meter Schools.



The city of Tyler, Minnesota utilized Heartland's Workforce Development Program in 2021 for electric department employees Scott Wilkison, left, and Judd Guida. Both men received tuition reimbursement for attending Apprentice Lineworker Training through Minnesota Municipal Utilities Association. Wilkison also qualified for a new employee relocation allowance.

Whether connecting with future laborers or further developing existing employees, Heartland customers can use the workforce development program to address the critical needs in their communities and gain a competitive edge in hiring.

In all instances, customers must apply to receive program funding. However it is designed to be as flexible as possible to best suit the unique goals of each utility.

Award-Winning Service

Heartland takes pride in adding value to the communities we serve.

We take our responsibility of providing reliable, affordable power seriously, and continually strive to be a partner of choice to our customers.

While we make every effort to partner with our customers for their continued success, there are countless leaders within those communities who make a difference every day.



Sweet Grass of Wessington Springs was the inaugural recipient of Heartland's Community Spark Award, which recognizes outstanding small businesses in Heartland customer communities. Helping present the award to owner Heather Larson, left, is city Finance Officer Linda Willmann, right.

The Community Spark and Excellence in Energy Efficiency awards were created in 2021 to salute businesses that go the extra mile in serving both customers and their community.

These are in addition to the Distinguished Service Award, which was created in 2015 to recognize exceptional employees at Heartland customer utilities.

Community Spark

Small businesses are the heart of rural communities. They provide local shopping opportunities and services, create jobs and most importantly, give back to the community.

To celebrate the many contributions small businesses make in our customer communities, Heartland created the Community Spark award. The award honors small businesses that boost economies and support local causes. It is awarded in conjunction with National Small Business Week, which is celebrated the first week of May.

Sweet Grass of Wessington Springs, SD was the inaugural Community Spark recipient.

Opened by Heather Larson in 2012, Sweet Grass is an eatery, bakery, coffee shop and catering service, filling a niche in the rural community of just under 900.

Larson moved to Wessington Springs in 2000 with her husband and two children. She spent the next decade driving 100 miles per day to work in another town. Tired of the commute and seeking to follow her passion, she took the plunge into the small business world. She turned her hobbies of baking cakes and catering into a full-time job.

Sweet Grass serves breakfast and lunch five days a week, plus dinner on Friday and Saturday evenings. The java shop's menu features South Dakota-roasted coffee. A large variety of wines, domestic beers and teas are also available.

The bakery features freshly baked pies, cookies, cakes, breads and more. Homemade jams, salsa, and apple



sauce, as well as Sweet Grass rubs and seasonings are also available.

Sweet Grass also offers catering within a 150-mile radius. Larson creates custom menus for each occasion or follows special recipes upon request.

A believer in supporting local, Larson utilizes ingredients from the local grocery store as much as possible. She also worked with the local bank to finance her dream.

Sweet Grass exemplifies the vital role small businesses play in a community. Larson volunteers with local organizations, and hosts events and fundraisers at Sweet Grass for various causes. She exemplifies going above and beyond to serve.

Nominations were accepted for the Community Spark award across Heartland's customer base. Sweet Grass was recommended by an anonymous party, citing Larson's many contributions to the community.

Excellence in Energy Efficiency

Grocery stores are an important amenity in any community. Convenient access to quality food and fresh ingredients are vital to a town's success.

Sunshine Foods is a pillar of the Madison, SD community. The family-owned grocery store has served the area since 1998 and employs 70 full- and part-time staff.

Several years ago, owner Dan Roemen started looking at his electricity bills and wondered what he could do to reduce costs, to in turn benefit customers.

Roemen began making upgrades, which eventually led to a 27% reduction in the store's electricity usage. Heartland presented Sunshine with the Excellence in Energy Efficiency Award for their efforts.

The lights are on at Sunshine about 18 hours a day, seven days a week, making it a major portion of the electric bill and a simple way to reduce costs.

Roemen began by replacing some of the store's overhead fluorescent lights with LED bulbs. When replacing lights, they also noticed they could take out a bulb in each fixture and still get the same amount of light as the old fixtures.

Once they made the switch, Roemen saw the savings almost immediately. Today, nearly every bulb in the store is LED as well as the outdoor signage. They were also able to take advantage of rebates offered through the city and Heartland to help defray costs.

From there, Roemen also began upgrading coolers, fridges, and freezers, installing units with doors in the produce section to contain the cool air. The doors have anti-sweat controllers to ensure the doors don't fog up, otherwise blocking the view to what's inside. A controller to run the refrigeration system more efficiently was also installed.



At left: Sunshine Foods owner Dan Roemen accepts the Excellence in Energy Efficiency Award.

Below: April Abeln, second from right, was nominated for the Distinguished Service Award by her co-workers at the Groton Finance Office. From left to right, Heartland Customer Relations Manager Kelly Dybdahl, Groton Finance Officer Hope Block, Abeln and Assistant Finance Officer Kellie Locke.



While making efficiency upgrades, Roemen also installed new flooring, self-checkout stations and other amenities to create a more pleasant experience for shoppers.

Since beginning improvements in 2013, Roemen has seen a savings of about 420,000 kWh on his electric bill each year, resulting in \$30,000 in annual savings.

Roemen says reducing operational expenses helps with overall cost control as they strive to keep prices affordable.

Sunshine is one of the top ten highest consumers of electricity in Madison.

Heartland presented the award to Sunshine in conjunction with Public Power Week, celebrated October 3-9.

Distinguished Service

April Abeln's job is centered around doing what's best for her community.

As deputy finance officer for Groton, SD, she helps manage city operations and ensure reliable utility service to residents.

Serving in this capacity, it was an easy decision to find more ways to help others and give back. Her mantra is simple: if you're working for the city, you might as well WORK for the city.

In recognition of her outstanding service, selfless attitude, and commitment to her community, Abeln was the recipient of Heartland's 2021

Distinguished Service Award. It was presented in conjunction with Public Power Week.

Abeln has been a member of the Groton community since 2003 and has never been afraid to step up when needed. If she's asked, she's most likely going to help. In fact, she plays a key role in organizing two of the community's largest annual events: Summer Fest and Pumpkin Fest.

She is the main planner for Pumpkin Fest and leads a large group of volunteers. The event draws hundreds from around the region and is a passion project for Abeln. The event is free to the public as Abeln and her team line up dozens of sponsors to help with expenses.

Abeln studied accounting at Northern State University in Aberdeen, SD. In her current role with the city, she is responsible for payroll for thirteen full-time employees, in addition to a variety of other tasks.

Each year, Heartland recognizes one employee from a customer community with the Distinguished Service Award. The award aims to acknowledge the exceptional people behind public power.

Abeln was nominated for the award separately by co-workers Hope Block and Kellie Locke. Both commended her expertise, willingness to help and community involvement.

Making a Difference



Public power is defined by commitment to community.

Public power supports local commerce, employs 93,000 people in hometown jobs, and invests more than \$2 billion annually directly back into the communities they serve.

Employees volunteer their time on community boards and improvement projects. Residents have a voice in utility operations and the opportunity to make decisions that benefit the community.

Public power is embedded in the fabric of the communities we serve. We are quite literally community powered.

To celebrate our commitment to community, public power utilities across the nation celebrated a Month of Giving in June.

American Public Power Association has organized a Public Power Day of Giving since 2008. The event traditionally kicked off APPA's National Conference, where attendees and guests spent the day volunteering with local service organizations in the conference host community or in their own communities.

Due to ongoing safety precautions connected with the COVID-19 pandemic, APPA revamped the event in 2021 to a month-long celebration. Utilities were

encouraged to plan special efforts to give back to their communities or highlight the many ways they already give.

Heartland marked the occasion by donating bird feeders and bird houses to senior living centers in our customer communities.



Title page: Heartland Customer Relations Manager Kelly Dybdahl, left, presented bird feeders to residents and staff at The Good Samaritan Society in Tyndall, SD. From left to right, Dybdahl, Amanda Souhrada, George Schuch, Julie Rothschild and Nikki DeFries.

This page, top: Residents of the Akron, IA Care Center enjoy their gift.

This page, bottom: Heartland staff spent an afternoon painting the bird houses, which were constructed by Madison resident and friend of the company, Paul Hansen. Pictured are Director of Power Supply Adam Graff and Chief Operations Officer Nate Jones..

Bird-watching is a popular pastime for elderly adults. It relieves stress, helps people reconnect with nature and is accessible for people with a range of abilities. It also provides sensory and memory benefits.

During the pandemic, it became especially important as people were stuck indoors and socially isolated.

Heartland donated 115 bird feeders and 30 bird houses to 29 facilities in 19 communities. What started as a simple idea grew into quite the undertaking, and was ultimately a very rewarding experience.

Each facility received five items of their choice, plus bird seed with the feeders. Paul Hansen, Madison resident and friend to Heartland, volunteered his time to construct most of the bird houses while Heartland staff painted them.

Throughout the month, we took turns traveling to communities and making deliveries. Each visit was a reminder of how little things can make a big difference in the lives of others.

Local officials were also invited to join us for presentations and be recognized as the hometown public power provider. In Sioux Falls, SD, the city matched Heartland's donation to the Evangelical Lutheran Good Samaritan.

We won't forget the looks on residents' and facility staff's faces when we handed off the items. We hope our gesture leaves a lasting impact for them as well.

We traveled more than 2,400 miles overall and committed about 60 hours to this project. What can't be measured is how much joy it brought to everyone involved.

“

As a public power provider and public servant, we are driven by the people who live here. Being able to give back to the community you serve is the best reward.



Jerry Jongeling
TRAFFIC, LIGHT & POWER SUPERINTENDENT
CITY OF SIOUX FALLS, SD

Message from the Board President and CEO

There are numerous benefits to being served by a public power utility, including local ownership, local control, and reliability.

Most importantly, public power utilities add value to their communities. They go beyond what is necessary to make a difference in the lives of the people they serve.

Providing reliable electricity is at the core of our operations. But it's what we do to make our communities better that sets us apart. Aside from the various investments including grants, loans and incentives, Heartland forges strong partnerships with individuals in those communities to help them grow and thrive.

Throughout this report you'll find examples of how Heartland has gone the extra mile to serve our customers. More importantly, you'll find stories of leaders within the communities we serve who work every day to make an impact on those around them.

The public power difference goes beyond providing electricity. It is about the people served.

It is also about planning for a strong future for the communities we serve. Throughout 2021, Heartland witnessed events where long-term planning paid off.

Unprecedented winter storm

In February 2021, Winter Storm Uri brought record low temperatures across the 14-state region covered by the Southwest Power Pool (SPP), which stretches from North Dakota down into parts of Texas.

Customers throughout the region were asked to conserve electricity and, in some cases, controlled power outages were implemented to prevent longer, sustained outages. Fortunately, most of Heartland's customers did not experience any outages.

Heartland experienced the highest market price to serve load since joining SPP. We also exceeded our market purchase power budget by multiple times in that short period. Fortunately, Heartland bears all risk related to these events and has adequately mitigated itself from extreme market conditions with our base load unit Whelan Energy Center 2 (WEC2).

WEC2 operated throughout Uri and helped support the system throughout the emergency. Heartland was adequately compensated from the Southwest Power Pool and cost exposure was mitigated.

Heartland utilized excess funds from this event to reduce costs long-term through an advance refunding. Heartland advance refunded a portion of debt related to the Nebraska Public Power District transmission buyout, reducing debt service by approximately \$400,000 annually and eliminating the 2029 and 2030 debt service payments of approximately \$3.6 million annually.

The elimination of the last two years better aligns Heartland's debt service with its current contracts and continues to stabilize rates long-term.

Stability and Innovation

Rate stability has long been Heartland's goal and continues to be our focus. Early in 2021, the city of Stanhope, IA voted to extend their power supply contract with Heartland through the year 2030. Heartland began supplying the city with wholesale power and energy in 2014. Their original contract was set to expire at the end of 2023.

Heartland approached the city about extending to continue taking advantage of stable pricing. The extension would also make Stanhope a long-term customer, giving them access to customer programs.

Financial stability was a key factor in Heartland's credit opinions remaining unchanged in 2021. Moody's Investors Services released their opinion early in the year, maintaining our rating of A2 and a stable outlook. Moody's previously upgraded Heartland's rating to A2 from A3 in 2018, shortly after Heartland divested of ownership in the Missouri Basin Power Project, namely 51 MW from Laramie River Station.

A few months later, Fitch Ratings affirmed the credit rating of Heartland at A- with a stable outlook. The rating reflected the strong wholesale take-and-pay power sales contracts, independent ability to adjust rates as necessary and low operating cost environment.

While accolades are never motivation for the work we do, recognition is always appreciated. Heartland earned the 2021 Award of Continued Excellence from the American Public Power Association's Demonstration of Energy and Efficiency Developments (DEED) program.

The award recognizes continued commitment to the DEED program and its ideals, including support of research, development and demonstration, improving efficiency, renewable resources, and support of public power.

Heartland has been a DEED member since 1987. We actively promote DEED programs throughout our customer base and extend DEED membership to all our customer utilities.

We have benefited from sponsoring four interns with DEED scholarships, which included projects that ranged from performing customer research to evaluating the effect of economic development incentives. Our intern-developed renewable energy calculator earned the APPA Energy

Innovator Award in 2020 and led to our participation in two webinars regarding the project.

Planning for the long-term

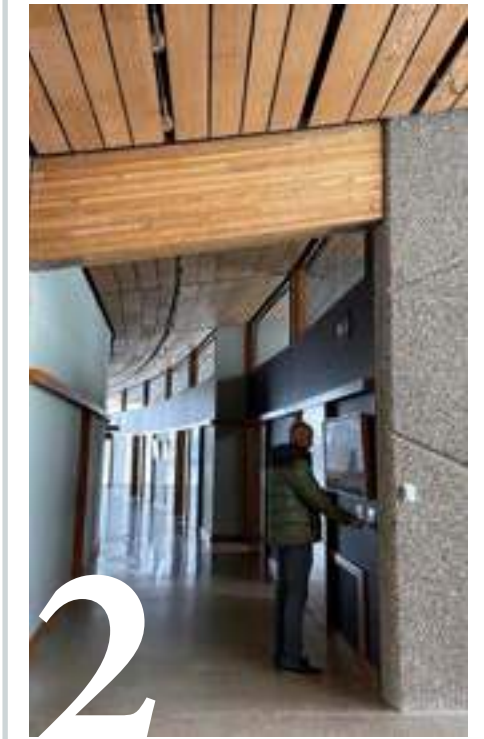
Heartland continually seeks new means to strengthen our position for the benefit of customers. Rates are to remain stable for 2022. We are always looking at cost-cutting measures and areas of growth to mitigate long-term inflationary costs related to providing power supply to our customers.

The electric utility industry continues to evolve, and we continue to assess both opportunities and challenges that may come our way. The emergence of new technologies and market changes are just some of the areas we have our eyes on.

We remain committed to a strong financial future. We look forward to continued partnerships with our customers for the benefit of their communities.

2021 Heartland Highlights

1) Heartland hosted U.S. Senator John Thune (R-SD, center) in April for a public forum with local community members and public officials. 2) During Southwest Power Pool's energy emergency in February, Heartland CEO Russell Olson was spotted turning off the lights at Heartland's headquarters to help conserve energy and ease strain on the city's system. 3) Olson (third from left) was named to the Executive Committee for the American Public Power Association Board of Directors in June. 4) Summer interns Sydney Powers (left) and Kaden Karst helped Heartland participate in #CityHallSelfieDay. Their efforts helped Heartland win an award for the social media event, conducted by advocacy group Engaging Local Government Leaders. 5) Heartland teamed up with Dakota State University to sponsor a community summer concert event, DownTown in MadTown.



Heartland Board President Mark Joffer, left, and CEO Russell Olson

*Public power is embedded
in the fabric of the
communities we serve.
We are quite literally
community powered.*

To celebrate our commitment to community, Heartland joined public power utilities across the nation in recognizing a Month of Giving in June of 2021. Heartland marked the occasion by donating 115 bird feeders and 30 bird houses to 29 senior living centers in 19 customer communities. Pictured is Heartland's donation to The Good Samaritan Society in Miller, SD. From left to right, Good Samaritan Activities Director Kevin Hofer, Heartland Accountant Sharla Fedeler, Miller Electrical Superintendent Dustin Graham, and Heartland Director of Human Resources Theresa Schaefer. See story on page 25.



The Public Power Difference: 2021 Annual Report

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