

**LMFS-96-21**  
**LIGNITE ENERGY MARKETING PLAN – REGIONAL MARKETING PLAN**

**CONTRACTOR:** Simmons Advertising, Inc.  
Himle Horner Incorporated

**PRINCIPAL INVESTIGATOR:** Fred Lukens  
Phone: (701) 746-4583  
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**CONTRACT AMOUNT:** \$183,329.54

**Project Schedule – 6 Months**

Contract Date – 4/22/96  
Start Date – 4/22/96  
Completion Date – 12/1/96

**Project Deliverables**

Interim Report – 5/17/96 ✓  
Interim Report – 7/10/96 ✓  
Interim Report – 8/1/96 ✓

**Project Schedule – 10 Months**

Addendum to Contract – 9/6/96  
Start Date – 9/6/96  
Completion Date – 9/30/97

**Project Deliverables**

Interim Report – 11/15/96 ✓  
Interim Report – 3/16/97 ✓  
Final Report – 9/30/97 ✓

**OBJECTIVE / STATEMENT OF WORK**

The objective of this project is to develop a regional lignite energy marketing plan.

**Project Description**

The contractor will use marketing research, communication tools and creative services to develop a long-term regional lignite energy marketing plan. The project has been extended to include the development of tools and creative communication works. Also, the contractor is assisting in presentation of the long-term plan to potential funding entities.

**STATUS**

The contractor successfully developed a regional lignite energy marketing plan that was partially funded as Project FY97-XXV-72, “Implementation of Regional Lignite Energy Marketing Plan.”