



BY E-MAIL

May 21, 2024

Alyson Conrad
Chief Financial Officer
187 Erie Street
Stratford ON, N5A 2M6
aconrad@festivalhydro.com

LETTER OF DIRECTION

Dear Ms. Conrad:

**Re: Festival Hydro Inc. (Festival Hydro)
2025 Cost of Service Application
OEB File Number: EB-2024-0023**

The Ontario Energy Board (OEB) has now issued its Notice of Hearing for Festival Hydro's application for 2025 Cost of Service (Notice). The Notice will be published by the OEB, in accordance with directions to the OEB's media agent which were copied to you. The OEB will be posting a Bigbox ad on its X (formerly Twitter) channel. Please note that you must comply with the directions in paragraphs 1 to 4 below prior to **May 30, 2024**, which is the publication date of the newspaper in which the Notice will appear last. If you are unable to comply with the directions within this timeframe, you must inform the Registrar immediately at registrar@oeb.ca.

You are directed:

1. To post the enclosed Notice, the application and evidence, and any amendments thereto, on Festival Hydro's website.
2. To arrange for the service of the enclosed Notice, the application and evidence on all intervenors in Festival Hydro's past proceeding:¹
 - Association of Major Power Consumers in Ontario
 - Energy Probe Research Foundation
 - School Energy Coalition
 - Vulnerable Energy Consumers Coalition

¹ EB-2014-0073

3. To arrange for service of the enclosed Notice on customers for whom Festival Hydro has an email address and the appropriate permissions to use the email address to send utility or regulatory information, together with the following email message:

- a) "Festival Hydro has applied to the Ontario Energy Board to change our electricity distribution rates effective January 1, 2025. Please review the Ontario Energy Board's Notice of Hearing to learn more and to find out how you can participate in the Ontario Energy Board's hearing."

The email must include the words "Notice of Hearing" within the email subject line and provide a link to the Notice as posted on Festival Hydro's website posted in accordance with paragraph 1.

4. To post the following message if Festival Hydro has an X (formerly Twitter), LinkedIn, Facebook, and/or Instagram account:

- a) "We have applied to the Ontario Energy Board to increase our electricity distribution rates effective January 1, 2025. Learn more. Have your say."

The post is required to include the Bigbox ad and to provide a link to the Notice as posted on Festival Hydro's website in accordance with paragraph 1. Please tag @OntEnergyBoard on X (formerly Twitter) when posting on this social media platform. The OEB does not have a Facebook or Instagram account.

5. To provide a copy of the Notice, the application and evidence, and any amendments thereto, to anyone requesting the material.

6. To file with the OEB an affidavit confirming that the steps set out in paragraphs 1 through 4 have been completed.

You are further directed not to include any documents or materials when serving or publishing the Notice other than documents or materials expressly required by this letter of direction.

Yours truly,

Nancy Marconi
Registrar

Enclosed:

- Notice
- Bigbox ad
- Media estimate

cc: Jeff Graham, President and Chief Executive Officer, Festival Hydro Inc.
John Vellone, Legal Counsel, Borden Ladner Gervais LLP