

IN THE MATTER OF the Ontario Energy Board Act,
1998, c.15 (Schedule B);

AND IN THE MATTER OF an Application by Festival Hydro Inc. to the Ontario Energy Board for an Order or Orders approving of fixing just and reasonable distribution rates and other service charges to be effective January 1, 2025, Board File No. EB-2024-0023.

AFFIDAVIT

I, **ALYSON CONRAD**, of the City of Stratford, **MAKE AN OATH AND SAY AS FOLLOWS:**

I am the Chief Financial Officer for Festival Hydro Inc. and, as such, have knowledge of the matters hereinafter deposed to.

Pursuant to the OEB's Letter of Direction dated May 21, 2024 (the "Letter") in the above-referenced case (attached to this Affidavit as Exhibit 1), Festival Hydro Inc. has completed the following steps:

1. In accordance with paragraph 1 of the Letter, the Notice of Hearing, the Application and the evidence, and any amendments thereto, were posted on Festival Hydro Inc. website. The form of the posted notice is attached to this Affidavit as Exhibit 2.
2. In accordance with paragraph 2 of the Letter, the Notice of Hearing, the Application and the evidence, and any amendments thereto, were served directly by email on May 27, 2024, to all intervenors in Festival Hydro Inc. previous cost of service rate proceeding, EB-2014-0073, i.e., Association of Major Power Consumers in Ontario, Energy Probe Research Foundation, the Vulnerable Energy Consumers Coalition and School Energy Coalition. The form of notice sent to the intervenors is attached to this Affidavit as Exhibit 3.
3. With respect to paragraph 3 of the Letter, Festival Hydro Inc. either does not have customers' email addresses or does not have the appropriate permissions to use the customers' email addresses to send utility or regulatory information, and therefore is unable to comply with paragraph 3.
4. In accordance with paragraph 4 of the Letter, the required message was posted on Festival Hydro Inc.'s X (formerly Twitter), Facebook, Instagram account, and LinkedIn accounts. As required, the posts include a short-form description of Festival Hydro Inc.'s 2024 distribution rate application and a link to the Notice of Hearing as posted on Festival Hydro Inc.'s website in accordance with paragraph 1 of the Letter. In accordance with paragraph 4 of the Letter, the post on Festival Hydro Inc.'s X (formerly Twitter) account includes a tag @OntarioEnergyBoard. The OEB does not have a Facebook or Instagram account. A copy of the required posts is attached as Exhibit 4.

Sworn remotely by Alyson Conrad of the City of)
Stratford in the Province of Ontario, before me)
at the City of Toronto in the Province of Ontario,)
on May 27, 2024, in accordance with O. Reg.)
431/20, Administering Oath or Declaration Remotely)
)

Colm Boyle

Colm Boyle)
LSO No. 81369L)
Commissioner for Taking Affidavits in the Province of)
Ontario)

Alyson Conrad

Alyson Conrad

The attached document is **Exhibit 1** to the Affidavit of Alyson Conrad.

Sworn remotely by Alyson Conrad of the City of Stratford in the Province of Ontario, before me at the City of Toronto in the Province of Ontario, on May 27, 2024, in accordance with O. Reg. 431/20, Administering Oath or Declaration Remotely.



Colm Boyle
LSO No. 81369L
Commissioner for Taking Affidavits in the Province of Ontario

EXHIBIT 1
LETTER OF DIRECTION



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

The attached document is **Exhibit 2** to the Affidavit of Alyson Conrad.

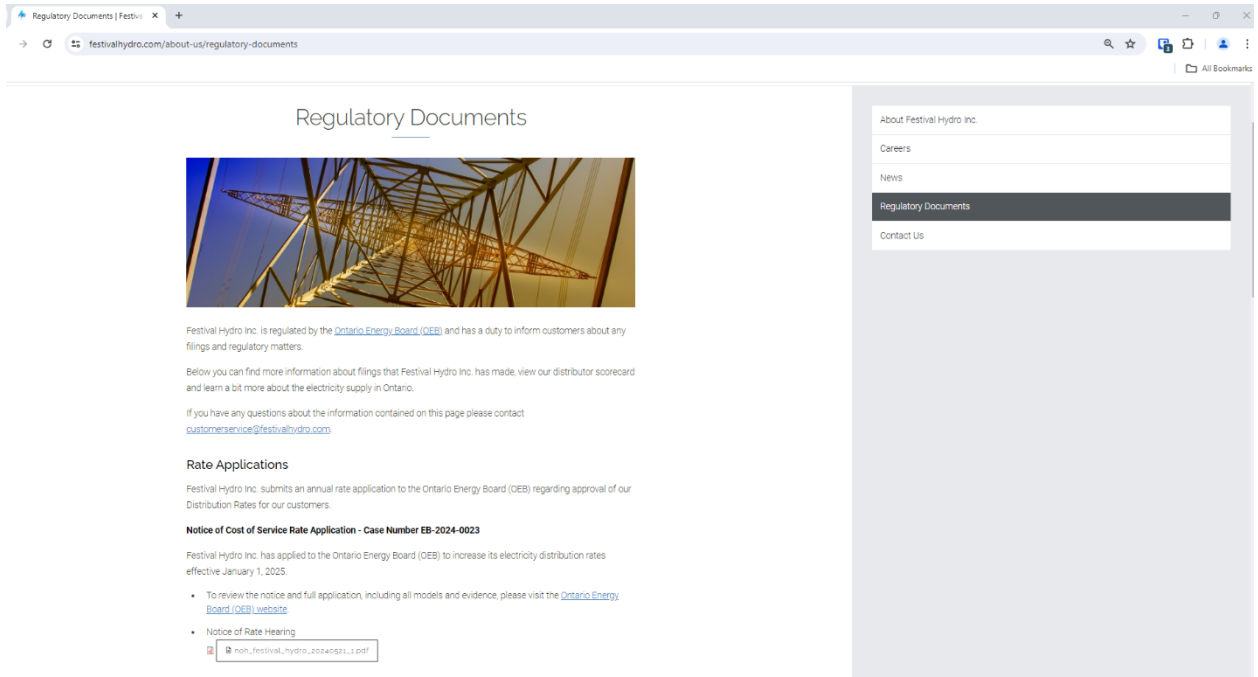
Sworn remotely by Alyson Conrad of the City of Stratford in the Province of Ontario, before me at the City of Toronto in the Province of Ontario, on May 27, 2024, in accordance with O. Reg. 431/20, Administering Oath or Declaration Remotely.



Colm Boyle
LSO No. 81369L
Commissioner for Taking Affidavits in the Province of Ontario

EXHIBIT 2

FORM OF NOTICE - WEBSITE



The screenshot shows a web browser window with the URL festivalhydro.com/about-us/regulatory-documents. The page title is "Regulatory Documents". The main content area features a large image of a power transmission tower. Below the image, the text states: "Festival Hydro Inc. is regulated by the [Ontario Energy Board \(OEB\)](#) and has a duty to inform customers about any filings and regulatory matters. Below you can find more information about filings that Festival Hydro Inc. has made, view our distributor scorecard and learn a bit more about the electricity supply in Ontario. If you have any questions about the information contained on this page please contact customerservice@festivalhydro.com".

Rate Applications

Festival Hydro Inc. submits an annual rate application to the Ontario Energy Board (OEB) regarding approval of our Distribution Rates for our customers.

Notice of Cost of Service Rate Application - Case Number EB-2024-0023

Festival Hydro Inc. has applied to the Ontario Energy Board (OEB) to increase its electricity distribution rates effective January 1, 2025.

- To review the notice and full application, including all models and evidence, please visit the [Ontario Energy Board \(OEB\) website](#).
- Notice of Rate Hearing
[non_festival_hydro_20240521_1.pdf](#)

The right sidebar contains a navigation menu with the following items: "About Festival Hydro Inc.", "Careers", "News", "Regulatory Documents" (highlighted), and "Contact Us".

The attached document is **Exhibit 3** to the Affidavit of Alyson Conrad.

Sworn remotely by Alyson Conrad of the City of Stratford in the Province of Ontario, before me at the City of Toronto in the Province of Ontario, on May 27, 2024, in accordance with O. Reg. 431/20, Administering Oath or Declaration Remotely.



Colm Boyle
LSO No. 81369L
Commissioner for Taking Affidavits in the Province of Ontario

EXHIBIT 3

FORM OF NOTICE - INTERVENORS

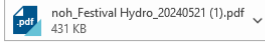
Festival Hydro Inc. Notice of Application EB-2024-0023



Alyson Conrad <aconrad@festivalhydro.com>
To: markgarner@rogers.com; bharper.consultant@bell.net; jlawford@piac.ca
Cc: Boyle, Colm

☺ Reply Reply All Forward ...

Mon 2024-05-27 10:30 AM



[External / Externe]

Good morning,

In accordance with the Letter of Direction issued by the OEB on May 21, 2024, please find attached the Notice of Application for Festival Hydro Inc. EB-2024-0023. All Application documents submitted at this time can be found here: <https://www.rds.oeb.ca/CMWebDrawer/Record?q=CaseNumber=EB-2024-0023&sortBy=recRegisteredOn-&pageLength=400>.

Thank you,
Alyson Conrad

Alyson Conrad
CFO Festival Hydro Inc. / Rhizome Networks
187 Erie Street, Stratford
ON, N5A 6T5, Canada
Office: 519.271.4700, ext. 221
Mobile: 226.261.2010
Email: aconrad@festivalhydro.com



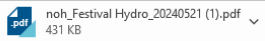
Festival Hydro Inc. Notice of Application EB-2024-0023



Alyson Conrad <aconrad@festivalhydro.com>
To: mark@shepherdrubenstein.com; jay@shepherdrubenstein.com; SEC@oesc-cseo.org
Cc: Boyle, Colm

☺ Reply Reply All Forward ...

Mon 2024-05-27 10:30 AM



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Alyson Conrad
CFO Festival Hydro Inc. / Rhizome Networks
187 Erie Street, Stratford
ON, N5A 6T5, Canada
Office: 519.271.4700, ext. 221
Mobile: 226.261.2010
Email: aconrad@festivalhydro.com



My working hours may not be your working hours. Please do not feel obligated to respond to this email outside of your normal working hours.

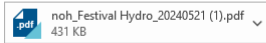
Festival Hydro Inc. Notice of Application EB-2024-0023



Alyson Conrad <aconrad@festivalhydro.com>
To: tom.ladanyi@rogers.com; patriciaadams@probeinternational.org
Cc: Boyle, Colm

☺ Reply Reply All Forward ...

Mon 2024-05-27 10:30 AM



[External / Externe]

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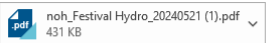
Festival Hydro Inc. Notice of Application EB-2024-0023



Alyson Conrad <aconrad@festivalhydro.com>
To: shellee.grice@rogers.com; canderson@ampco.org
Cc: Boyle, Colm

☺ Reply Reply All Forward ...

Mon 2024-05-27 10:30 AM



[External / Externe]

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Thank you,
Alyson Conrad

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187 Erie Street, Stratford
ON, N5A 6T5, Canada
Office: 519.271.4700, ext. 221
Mobile: 226.261.2010
Email: aconrad@festivalhydro.com



The attached document is **Exhibit 4** to the Affidavit of Alyson Conrad.

Sworn remotely by Alyson Conrad of the City of Stratford in the Province of Ontario, before me at the City of Toronto in the Province of Ontario, on May 27, 2024, in accordance with O. Reg. 431/20, Administering Oath or Declaration Remotely.



Colm Boyle
LSO No. 81369L
Commissioner for Taking Affidavits in the Province of Ontario

EXHIBIT 4

FORM OF POSTS – ON TWITTER, FACEBOOK, INSTAGRAM AND LINKEDIN

Festival Hydro
@Festival_Hydro
Distributor of electrical power to customers in Stratford, Seaford, Brussels, Dashwood, Hensall, St. Marys, and Zurich -page is not monitored 24/7
Stratford, Ontario festivalhydro.com Born November 1, 2000
Joined June 2016
209 Following 1,884 Followers

Festival Hydro @Festival_Hydro · 1m
We have applied to the Ontario Energy Board to increase our electricity distribution rates effective January 1, 2025. Learn more. Have your say. Visit festivalhydro.com/about-us/regulatory for more information. @OntarioEnergyBoard

Festival Hydro Inc.
Applied to the Ontario Energy Board to change its rates
[Learn More](#)

Festival Hydro
1.9K likes · 2.5K followers

Festival Hydro
1m ·
We have applied to the Ontario Energy Board to increase our electricity distribution rates effective January 1, 2025. Learn more. Have your say. Visit www.festivalhydro.com/about-us/regulatory-documents for more information.

Festival Hydro Inc.
Applied to the Ontario Energy Board to change its rates
[Learn More](#)

12:22



FESTIVAL_HYDRO_STRATFORD
Posts



festival_hydro_stratford



Festival Hydro Inc.

Applied to the Ontario Energy Board
to change its rates

Learn More



Ontario
Energy
Board

Commission
de l'énergie
de l'Ontario



festival_hydro_stratford We have applied to the Ontario Energy Board to increase our electricity distribution rates, effective January 1, 2025. Learn more. Have your say. Visit <https://www.festivalhydro.com/about-us/regulatory-documents> for more information.

1 minute ago



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Festival Hydro



Festival Hydro

Utilities - Stratford, ON - 1K followers - 11-50 employees

Jordan follows this page

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Following



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About

Since November 1, 2000 Festival Hydro has been an active supporter of the communities that its customers call home, including: Stratford, Brussels, Dashwood, Hensall, St. Marys, Seaforth, and Zurich. We strive to supply cost effective, reliable and safe electric power for our customers with a vision to ... see more

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Page posts



Festival Hydro
1,189 followers
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We have applied to the Ontario Energy Board to increase our electricity distribution rates effective January 1, 2025. Learn more. Have your s ...see more

Festival Hydro Inc.
Applied to the Ontario Energy Board to change its rates
Learn More

Ontario Commission on Energy and the Environment

Like Comment Repost Send

Festival Hydro
1,189 followers
3m • 🔒

It's #NationalPlayOutsideDay! Get out there and enjoy the day. While you're at it - be safe! And, ensure your kids are taught to respect el ...see more

2

Like Comment Repost Send