

STATE OF FLORIDA

SCANNED

Commissioners:
JOE GARCIA, CHAIRMAN
J. TERRY DEASON
SUSAN F. CLARK
JULIA L. JOHNSON
E. LEON JACOBS, JR.



DIVISION OF RECORDS & REPORTING
BLANCA S. BAYÓ
DIRECTOR
(850) 413-6770

REDACTED

Public Service Commission

July 12, 1999

990000

Citizens First Bank
1129 Main Street
The Villages, Florida 32159

Re: Account Number Little Sumter Utility Company
(Docket No. 960305-WS)

Dear Sir or Madam:

As the Florida Public Service Commission's designated agent in such matters, and as a signatory on the above-referenced escrow account, I hereby authorize you to release \$5,609.31 from the account to Little Sumter Utility Company. I have enclosed a copy of the Company's Request to Release Funds from Escrow and a copy of Commission staff's authorization for release of the indicated amount pursuant to Commission Order No. PSC-96-1121-FOF-WS.

Please do not hesitate to call if you have any questions concerning this matter.

Sincerely,

Blanca S. Bayó
Blanca S. Bayó

bsb/kf
Enclosure

cc: Rosanne Gervasi, Division of Legal Services
Chris Groom, Division of Water and Wastewater
Martin S. Friedman, Rose Law Firm

FA _____
AP _____
AF _____
MU _____
TR _____
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AS _____
PC _____
RR _____
EC _____
JAW _____
TH _____

DOCUMENT NUMBER-DATE
08248 JUL 12 99
FPSC-RECORDS/REPORTING

CAPITAL CIRCLE OFFICE CENTER • 2540 SHUMARD OAK BOULEVARD • TALLAHASSEE, FL 32399-0850

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PSC Website: www.scri.net/psc

Internet E-mail: contact@psc.state.fl.us

REDACTED



Public Service Commission

-M-E-M-O-R-A-N-D-U-M-

RECEIVED-FPSC
JUL 9 9 10:09 AM '99
RECORDS AND REPORTING

DATE: July 7, 1999

TO: DIVISION OF RECORDS AND REPORTING (BAYO)

FROM: CHRIS GROOM, DIVISION OF WATER AND WASTEWATER
 ROSANNE GERVASI, DIVISION OF LEGAL SERVICES

RE: REQUEST BY LITTLE SUMTER UTILITY COMPANY TO ~~RELEASE FUNDS~~
~~FROM ESCROW ACCOUNT~~

By order No. PSC-96-1132-FOF-WS, issued in Docket 960305-WS on September 10, 1996, the Commission directed Little Sumter Utility Company to establish an escrow account to escrow certain revenue each month that can be used only to fund conservation programs approved by the Southwest Florida Water Management District. The escrow account shall be accompanied by an explanation of the specific use of the funds and documentation that the funds will be used to further a conservation program approved by the water management district.

On June 28, 1999, the utility filed the attached Request to Release Funds from Escrow. According to the Request, the utility expended \$5,609.31 on a newspaper advertising program targeted at reducing water consumption. Along with this Request, the utility provided copies of the newspaper advertisements, invoices and Proof of Publication from The Daily Sun Newspaper. These advertisements have been approved by the Southwest Florida Water Management District. The attachments are being retained in the Division of Water and Wastewater for our future reference.

Accordingly, we approve the request of the utility to release funds from the escrow account. Pursuant to the escrow account, the bank shall disburse funds to the utility upon written instructions of the Commission through the Director of the Division of Records and Reporting. Staff therefore requests that you provide written instructions to First Bank of the Village to release \$5,609.31 from the escrow account to Little Sumter Utility Company.

cc: Division of Water and Wastewater (Bethea)

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

IN RE: Application for rate
increase in Sumter County by
LITTLE SUMTER UTILITY COMPANY

) Docket No. 960305-WS
)
)
)

RECEIVED

JUN 28 1999

Florida Public Service Commission
Division of Water and Wastewater

REQUEST TO RELEASE FUNDS FROM ESCROW

LITTLE SUMTER UTILITY COMPANY ("Little Sumter"), by and through its undersigned officer and pursuant to Order No. PSC-96-1132-FOF-WS, requests the Director of the Division of Records and Reporting to provide written instructions to the Citizens First Bank ("Bank") to release \$5,609.31 from the escrow account held in such Bank, and in support thereof states:

1. Order No. 96-1132-FOF-WS established an escrow account to be used to pay for conservation programs targeted to make customers reduce their consumption.
2. Little Sumter has expended the following amounts of money on a newspaper advertising program targeted at reducing water consumption:

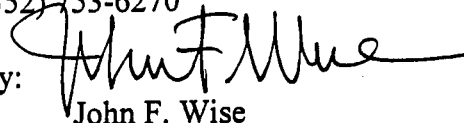
Daily Sun Newspaper – May 1999 advertising	<u>\$5,609.31</u>
--	-------------------
3. Copies of invoices are attached as Composite Exhibit "A".
4. Copies of the newspaper advertisements and the dates of publication are attached hereto as Exhibit "B".
5. Pursuant to the Escrow Agreement, the Bank shall disburse funds to Little Sumter upon written instructions of the FPSC, Director of Division of Records and Reporting.
6. The newspaper conservation advertisements have all been previously reviewed by the Southwest Florida Water Management District.

WHEREFORE, Little Sumter requests the Director of Records and Reporting provide written instructions to the Bank to pay \$5,609.31 from the escrow account to little Sumter.

Respectfully submitted on this
24th day of June, 1999, by:

Little Sumter Utility Company
1100 Main Street
The Villages, FL 32159
(352) 753-6270

By:



John F. Wise
Treasurer

ADVERTISING INVOICE/STATEMENT

2	06/01/99
---	----------

From
DAILY SUN 1153 Main Street The Villages, FL 32159 Phone: 352-753-1119

Billing Period	Terms of payment
05/01/99 - 06/01/99	30 days

Billed Account
JOHN PARKER LITTLE SUMTER UTILITIES 1100 MAIN ST THE VILLAGES, FL 32159

Billed Account #	Phone #
06100040-000	(352)753-6270
Name of Advertiser/Client	
LITTLE SUMTER UTILITIES	

Date	Reference #	Charges or Credits Description/Product Code	Size	Runs	Billed Units	Rate	Net Amount
05/03/99	06510202	2004	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/04/99	06510204	2005	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/05/99	06510206	2006	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/06/99	06510208	2007	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/07/99	06510210	2008	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/08/99	06510212	2009	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/10/99	06511517	2001	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/11/99	06511519	2002	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/12/99	06511521	2003	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/13/99	06511523	2004	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/14/99	06511525	2005	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/15/99	06511527	2006	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/17/99	06512150	2007	3.00 x 7.00	1	21.00	10.83 /in	227.43
05/18/99	06512152	2008	3.00 x 7.00	1	21.00	10.83 /in	227.43
05/19/99	06512154	2009	3.00 x 7.00	1	21.00	10.83 /in	227.43
05/20/99	06512163	2001	3.00 x 7.00	1	21.00	10.83 /in	227.43
05/21/99	06512165	2002	3.00 x 7.00	1	21.00	10.83 /in	227.43
05/22/99	06512167	2003	3.00 x 7.00	1	21.00	10.83 /in	227.43
05/24/99	06512686	2004	3.00 x 7.00	1	21.00	10.83 /in	227.43
05/25/99	06512688	2005	3.00 x 7.00	1	21.00	10.83 /in	227.43
05/26/99	06512690	2006	3.00 x 7.00	1	21.00	10.83 /in	227.43
05/27/99	06512692	2007	3.00 x 7.00	1	21.00	10.83 /in	227.43
05/28/99	06512694	2008	3.00 x 7.00	1	21.00	10.83 /in	227.43
05/29/99	06512696	2009	3.00 x 7.00	1	21.00	10.83 /in	227.43
06/01/99	SVC51331	Service Charges May 99					86.40
		Current Balance					5,609.31

Total Balance Due	Current Net Amount	1-30	31-60	Over 60
11456.01	5695.71	5760.30	0.00	0.00

5,609.31

~~11,369.61~~

5,609.31
Please cut along dotted line.

REMITTANCE ADVICE

Detach and return this portion with your payment.

Any payment received after the 26th will not be posted until the following month

Remit To
DAILY SUN 1153 Main Street The Villages, FL 32159 Phone: 352-753-1119

Billed Account #	Billed Customer Name	Amount Enclosed
06100040-000	LITTLE SUMTER UTILITIES	

All amounts shall be due and payable in The Villages, Florida within 30 days of billing date.
 All past due amounts will accrue interest at a rate of eighteen (18%) percent per annum.

ADVERTISING INVOICE/STATEMENT

Page #	Billing Date
1	06/01/99

From
DAILY SUN 1153 Main Street The Villages, FL 32159 Phone: 352-753-1119

Billing Period	Terms of payment
05/01/99 - 06/01/99	30 days

Billed Account
JOHN PARKER LITTLE SUMTER UTILITIES 1100 MAIN ST THE VILLAGES, FL 32159

Billed Account #	Phone #
06100040-000	(352)753-6270
Name of Advertiser/Client	
LITTLE SUMTER UTILITIES	

Date	Reference #	Charges or Credits Description/Product Code	Size	Runs	Billed Units	Rate	Net Amount
04/01/99	06506438	2004	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/02/99	06506440	2005	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/03/99	06506442	2006	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/05/99	06507568	2007	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/06/99	06507570	2008	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/07/99	06507572	2009	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/08/99	06507574	2001	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/09/99	06507576	2002	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/10/99	06507578	2003	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/12/99	06508586	2004	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/13/99	06508588	2005	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/14/99	06508590	2006	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/15/99	06508592	2007	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/16/99	06508594	2008	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/17/99	06508596	2009	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/19/99	02510610	2001	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/20/99	02510612	2002	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/21/99	02510614	2003	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/22/99	02510616	2004	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/23/99	02510618	2005	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/24/99	02510620	2006	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/26/99	06509781	2007	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06509856	2008	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/28/99	06509858	2009	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/29/99	06509860	2001	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/30/99	06509862	2002	3.00 x 7.00	1	21.00	10.55 /in	221.55
05/01/99	06509864	2003	3.00 x 7.00	1	21.00	10.55 /in	221.55

Total Balance Due	Current Net Amount	1-30	31-60	Over 60
	5695.71	5760.30	0.00	0.00

Please cut along dotted line.

REMITTANCE ADVICE

Detach and return this portion with your payment.

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Remit To
DAILY SUN 1153 Main Street The Villages, FL 32159 Phone: 352-753-1119

Billed Account #	Billed Customer Name	Amount Enclosed
06100040-000	LITTLE SUMTER UTILITIES	

* All amounts shall be due and payable in The Villages, Florida within 30 days of billing date.
 All past due amounts will accrue interest at a rate of eighteen (18%) percent per annum.

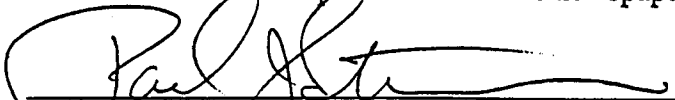
Proof of Publication

STATE OF FLORIDA
COUNTY OF LAKE

Before the undersigned authority personally appeared, Paul J. Stubler, who is Marketing Director of the DAILY SUN, a daily newspaper published in Lake County, Florida: that the attached copy of the legal advertisement appeared in said newspaper in the issues of:

May 1, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 14, 15, 17, 18,
19, 20, 21, 22, 24, 25, 26, 27, 28, 29, 1999

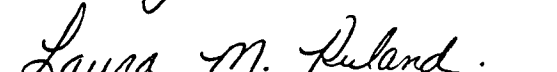
Affiant further says that said DAILY SUN is a newspaper published by The Villages of Lake-Sumter Counties, Inc., in Lake County, Florida, and that the said newspaper has heretofore been continuously published in Lake County, Florida, and has been entered as second class mail matter at the post office in Lady Lake, in said Lake County, Florida for a period of one year next preceeding the first publication of the attached copy of advertisement: and affiant further says that he has neither paid nor promised any person, firm or corporation any discount, rebate, commission or refund for the purpose of securing this advertisement for publication in this newspaper.


(Signature of affiant)

Sworn to and subscribed before me this 3rd day of June 19 99



Laura M. Ruland
MY COMMISSION # CC810723 EXPIRES
February 21, 2003
BONDED THRU TROY FAIN INSURANCE, INC.


(Signature of notary)

Personally known or
produced identification ✓

ROSE, SUNDSTROM & BENTLEY, LLP

2548 BLAIRSTONE PINES DRIVE
TALLAHASSEE, FLORIDA 32301

(850) 877-6555

CHRIS H. BENTLEY, P.A.
F. MARSHALL DETERDING
CAROL L. DUTRA
MARTIN S. FRIEDMAN, P.A.
JOHN R. JENKINS, P.A.
STEVEN T. MINDLIN, P.A.
DAREN L. SHIPPY
WILLIAM E. SUNDSTROM, P.A.
DIANE D. TREMOR, P.A.
JOHN L. WHARTON

MAILING ADDRESS
POST OFFICE BOX 1567
TALLAHASSEE, FLORIDA 32302-1567

TELECOPIER (850) 656-4029

ROBERT M. C. ROSE
OF COUNSEL

April 19, 1999

VIA HAND DELIVERY

Ms. JoAnn Chase
Florida Public Service Commission
Water and Wastewater Division
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850

RECEIVED

APR 19 1999


Florida Public Service Commission
Division of Water and Wastewater

Re: Little Sumter Utility Company
Our File No. 30059.01

Dear JoAnn:

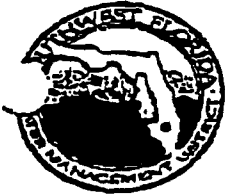
In accordance with your request, enclosed is a copy of a letter the Southwest Florida Water Management District approving of the newspaper advertisements used by Little Sumter Utility Company to promote water conservation. The Utility will be incorporating some of the District's suggestions in its upcoming advertisements.

Very truly yours,



MARTIN S. FRIEDMAN
For The Firm

MSF/brm
Enclosure
cc: Mr. John Wise



An Equal Opportunity Employer

Southwest Florida Water Management District

2379 Broad Street • Brooksville, Florida 34609-6899 • 1-800-423-1476 (Florida Only)
or (352) 796-7211 • SUNCOM 628-4150 • T.D.D. Number Only (Florida Only); 1-800-231-6103
Internet address: <http://www.dep.state.fl.us/swfwmd>

7601 Highway 301 North
Tampa, Florida 33637-6759
1-800-836-0797 or (813) 985-7481
SUNCOM 578-2770

170 Century Boulevard
Dunlaw, Florida 33630-7700
1-800-973-7842 or (941) 536-1448
SUNCOM 578-6200

115 Cooperation Way
Venice, Florida 34282-3524
1-800-320-3803 or (941) 486-1213
SUNCOM 526-6900

3600 West Sovereign Path, Suite 226
Lecanto, Florida 34461-8070
(352) 527-4131
SUNCOM 667-3271

January 29 1999

- James L. Allen
Chairman, Business
- James E. Martin
Vice Chairman, St. Petersburg
- Sally Thompson
Secretary, Tampa
- Ronald C. Johnson
Treasurer, Lake Wales
- Ramon F. Campa
Brandon
- Joe L. Davis, Jr.
Wausatchia
- Pamela Jo Davis
Largo
- Rebecca M. Egert
Scrassola
- John P. Harlow, IV
Bradenton
- Curis L. Law
Land O'Lakes
- Mendo Mendez
Tampa
- E. D. "Zenny" Vergara
Executive Director
- Gene A. Heath
Assistant Executive Director
- and B. Helvenston
General Counsel

John Parker, Vice-President
Little Sumter Utility Company
1100 Main Street
The Villages, Florida 32159

Dear Mr. Parker:

This letter is in response to a request that Bill McElroy from CH2MHill made on your behalf. He asked me to review nine newspaper advertisements that promote water conservation and water quality protection within the Little Sumter Utility Company service area, which is partially within the Southwest Florida Water Management District.

Conceptually, you have produced a good series of messages. Please be sure to retain copies for inclusion in water conservation plan progress reports or permit renewal documentation that you may need to file in relation to your Water Use Permit (Consumptive Use Permit).

Here are some suggestions for refining each advertisement (there is no need to send them back to me for a secondary review):

- All advertisements: If you have brochures or other materials that expand upon the messages, consider including a telephone number that customers can use to get more information.
- All advertisements: Unless an agency has provided financial assistance or otherwise specifically requires that their name be included on each advertisement, there is no need to include the "This information is provided..." clause at the bottom of each advertisement. This may be a good location to add the telephone number (recommended above).
- Water Saving Tip ("Report all ..."): Text reads fine as written.
- Fertilizer and Pesticide Use: Text reads fine as written.
- Help Protect Our Water Resources: Text reads fine as written.
- How to Save Water in the Bathroom: Consider re-wording the third and fourth sentences as follows: "Toilets account for up to 40 percent of the water used

Excellence
Through
Quality
Service

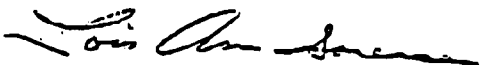
Mr. John Parker
Page 2 of 2
January 29 1999

within a typical home. Properly installed water displacement devices (bottles, bags, or "toilet dams") can reduce the amount of water flushed by older toilets. State-of-the-art water-conserving models should be installed when a toilet is replaced." Also consider adding a sentence (or a separate message) about checking each toilet for proper operation. The reasoning behind this suggestion is that, by the time a person can actually hear a leaking toilet, it may be wasting as much as 100 gallons a day.

- Refrain from Car Washing: Consider re-wording the title (negative titles can offend readers). One alternative would be "Wash Your Car Carefully." Consider re-wording the second, third, and fourth sentences as follows: "If you wash your own car, park on grass that needs watering. Get the car wet, then use a cloth or soft brush to loosen dirt instead of relying on water pressure to do the job. Use the hose to rinse the car, being sure to have an automatic shut-off nozzle.
- Water-Saving Tip ("Encourage your friends ..."): Delete the last sentence. Within our district, Green Industry professionals are not receptive to the "Turn it Off" phrase.
- Limit Water Softening: Text reads fine as written.
- Water-Saving Tip ("Try to do ..."): Consider re-wording the second sentence as follows: "Don't worry if the savings seem small."
- How to Save Water, Energy and Money: The title does not fit well with the text. Consider changing the title to something like "Why Conserve?" Consider shortening the text to read as follows: "It's important to use water wisely (whether there's a drought or not) in our homes, schools, and businesses. By conserving water today, we can do our part to keep water pure and plentiful for future generations."

Please let me know if I can be of further assistance.

Sincerely,



Lois Ann Sorensen
Demand Management Coordinator

LAS

cc: Bill McElroy (CH2MHill, Gainesville office)
Vivian Bielski