



Public Service Commission

-M-E-M-O-R-A-N-D-U-M- 990000

DATE: June 10, 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 May 19, 1999, the utility filed the attached Request to Release Funds from Escrow. According to the Request, the utility expended \$11,742.15 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, and a letter from John Wise, Treasurer, Little Sumter Utility Company, informing the Commission that the Southwest Florida Water Management District reviewed and approved the newspaper advertisements as part of a conservation program. 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 \$11,742.15 from the escrow account to Little Sumter Utility Company.

- AFA _____
- APP _____
- CAF _____
- CMU _____
- CTR _____
- EAG _____
- LEG _____
- MAS _____
- OPC _____
- RRR _____
- SEC _____
- WAW _____
- OTH _____

cc: Division of Water and Wastewater (Bethea)

Copy to Kay ✓

DOCUMENT NUMBER-DATE

07033 JUN-8 97-916

PSC-RECORDS/REPORTING

107913

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

MAY 19 1999

Florida Public Service Commission
Division of Water and Wastewater

69
MAY 19 AM 9:59
RECEIVED

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 \$11,742.15 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 – March 1999 advertising	\$ 5,981.85
Daily Sun Newspaper – April 1999 advertising	\$ <u>5,760.30</u>
	<u>\$11,742.15</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.

WHEREFORE, Little Sumter requests the Director of Records and Reporting provide written instructions to the Bank to pay \$11,742.15 from the escrow account to little Sumter.

Respectfully submitted on this
17th day of May, 1999, by:

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

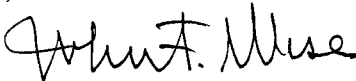
By: 
John F. Wise
Treasurer

EXHIBIT A

ADVERTISING INVOICE/STATEMENT

Page #	Billing Date
2	05/01/99

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

Billing Period	Terms of payment
04/01/99 - 05/01/99	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
03/16/99	06505580	2008	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06505580	ck 2362 \$5981.85					-221.55
03/17/99	06505679	2009	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06505679	ck 2362 \$5981.85					-221.55
03/18/99	06505681	2001	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06505681	ck 2362 \$5981.85					-221.55
03/19/99	06505683	2002	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06505683	ck 2362 \$5981.85					-221.55
03/20/99	06505685	2003	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06505685	ck 2362 \$5981.85					-221.55
03/22/99	06506032	2004	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06506032	ck 2362 \$5981.85					-221.55
03/23/99	06506061	2005	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06506061	ck 2362 \$5981.85					-221.55
03/24/99	06506063	2006	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06506063	ck 2362 \$5981.85					-221.55
03/25/99	06506065	2007	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06506065	ck 2362 \$5981.85					-221.55
03/26/99	06506067	2008	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06506067	ck 2362 \$5981.85					-221.55
03/27/99	06506069	2009	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06506069	ck 2362 \$5981.85					-221.55
03/29/99	06506431	2001	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06506431	ck 2362 \$5981.85					-221.55
03/30/99	06506434	2002	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06506434	ck 2362 \$5981.85					-221.55
03/31/99	06506436	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
<i>April 1999</i>	5760.30	0.00	0.00	0.00

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.

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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
03/01/99	06503540	2004	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06503540	ck 2362 \$5981.85					-221.55
03/02/99	06503542	2005	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06503542	ck 2362 \$5981.85					-221.55
03/03/99	06503544	2006	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06503544	ck 2362 \$5981.85					-221.55
03/04/99	06504086	2007	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06504086	ck 2362 \$5981.85					-221.55
03/05/99	06504088	2008	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06504088	ck 2362 \$5981.85					-221.55
03/06/99	06504090	2009	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06504090	ck 2362 \$5981.85					-221.55
03/08/99	06504883	2001	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06504883	ck 2362 \$5981.85					-221.55
03/09/99	06504885	2002	3.00 x 7.00	1	21.00	5.55 /in	116.55
03/23/99	06504885	Color Charge					105.00
04/27/99	06504885	ck 2362 \$5981.85					-221.55
03/10/99	06504887	2003	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06504887	ck 2362 \$5981.85					-221.55
03/11/99	06504889	2004	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06504889	ck 2362 \$5981.85					-221.55
03/12/99	06504891	2005	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06504891	ck 2362 \$5981.85					-221.55
03/13/99	06504893	2006	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06504893	ck 2362 \$5981.85					-221.55
03/15/99	06505458	2007	3.00 x 7.00	1	21.00	10.55 /in	221.55
04/27/99	06505458	ck 2362 \$5981.85					-221.55

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

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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
04/27/99	06506436	ck 2362 \$5981.85					-221.55
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
		Current Balance					5760.30

*26 days @ \$221.55 =
\$5760.30*

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

Please cut along dotted line.

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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
02/11/99	06501149	2001 ✓	3.00 x 7.00	1	21.00	5.55 /in	116.55
03/29/99	06501149	ck 2343 \$3218.25					-116.55
02/12/99	06501264	2002 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06501264	ck 2343 \$3218.25					-221.55
02/13/99	06501266	2003 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06501266	ck 2343 \$3218.25					-221.55
02/15/99	06501494	2004 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06501494	ck 2343 \$3218.25					-221.55
02/16/99	06501883	2005 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06501883	ck 2343 \$3218.25					-221.55
02/17/99	06501885	2006 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06501885	ck 2343 \$3218.25					-221.55
02/18/99	06501887	2007 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06501887	ck 2343 \$3218.25					-221.55
02/19/99	06501889	2008 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06501889	ck 2343 \$3218.25					-221.55
02/20/99	06501891	2009 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06501891	ck 2343 \$3218.25					-221.55
02/22/99	06502736	2007 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06502736	ck 2343 \$3218.25					-221.55
02/23/99	06502738	2008 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06502738	ck 2343 \$3218.25					-221.55
02/24/99	06502740	2009 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06502740	ck 2343 \$3218.25					-221.55
02/25/99	06502742	2001 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06502742	ck 2343 \$3218.25					-221.55
02/26/99	06502745	2002 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55

already
reimbursed

Total Balance Due	Current Net Amount	1-30	31-60	Over 60
March 1999	5981.85	0.00	0.00	0.00

Please cut along dotted line.

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Name of Advertiser/Client	
LITTLE SUMTER UTILITIES	

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03/29/99	06502745	ck 2343 \$3218.25					-221.55
02/27/99	06502747	2003 ✓	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/29/99	06502747	ck 2343 \$3218.25					221.55
03/01/99	06503540	2004	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/02/99	06503542	2005	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/03/99	06503544	2006	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/04/99	06504086	2007	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/05/99	06504088	2008	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/06/99	06504090	2009	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/08/99	06504883	2001	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/09/99	06504885	2002	3.00 x 7.00	1	21.00	5.55 /in	221.55
03/23/99	06504885	Color Charge					221.55 } 116.55 105.00
03/10/99	06504887	2003	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/11/99	06504889	2004	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/12/99	06504891	2005	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/13/99	06504893	2006	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/15/99	06505458	2007	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/16/99	06505580	2008	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/17/99	06505679	2009	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/18/99	06505681	2001	3.00 x 7.00	1	21.00	10.55 /in	221.55
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03/26/99	06506067	2008	3.00 x 7.00	1	21.00	10.55 /in	221.55

27 days @ \$221.55 =
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	5981.85	0.00	0.00	0.00

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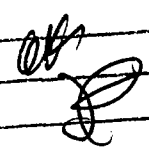
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03/29/99	06506431	2001	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/30/99	06506434	2002	3.00 x 7.00	1	21.00	10.55 /in	221.55
03/31/99	06506436	2003	3.00 x 7.00	1	21.00	10.55 /in	221.55
VENDOR # _____ INVOICE # <u>06100040-000</u> AMOUNT <u>5981.85</u> A/P DATE <u>4-1-99</u> ACCOUNT # _____ 							
Current Balance							5981.85

Total Balance Due	Current Net Amount	1-30	31-60	Over 60
5981.85	5981.85	0.00	0.00	0.00

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.

LAW OFFICES

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 33637-4759
1-800-836-0797 or (813) 985-7441
SUNCOM 578-2070

170 Century Boulevard
Bartow, Florida 33830-7700
1-800-492-7842 or (841) 536-1448
SUNCOM 572-6220

115 Corporation Way
Venice, Florida 34292-3524
1-800-320-3503 or (941) 466-1212
SUNCOM 526-6900

3600 West Sovereign Path, Suite 226
Lecanto, Florida 34461-4070
(352) 527-6131
SUNCOM 667-3271

January 29 1999

James L. Allen
Chairman, Bushnell
James E. Martin
Vice Chairman, Sr. Petersburg
Sally Thompson
Secretary, Tampa
Ronald C. Johnson
Treasurer, Lake Wales
Ramon F. Campa
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Pamela Jo Davis
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Rebecca M. Eger
Seaside
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Bradenton
Curtis L. Law
Lakeland
Minda Menendez
Tampa

E. D. "Sonny" Vargas
Executive Director
Gene A. Heath
Assistant Executive Director
and B. Helvansten
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



Little Sumter Utility Company

1100 Main Street • Lady Lake, Florida 32159
352/753-6690

Sent Via Fax
(850) 413-6941

May 28, 1999

Mr. Chris Groom
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850

Reference: Little Sumter Utility Company – Conservation Escrow Release

Dear Mr. Groom,

You have requested additional information concerning the “Request to Release Funds from Escrow” that I sent you dated May 17, 1999. The purpose of this letter is to inform you that the Southwest Florida Water Management District reviewed all of the conservation advertisements contained in the escrow release.

Please contact me should you have any questions.

Very truly yours

John F. Wise
Treasurer

JFW/lct
L0167

RECEIVED
JUN 1 1999
Florida Public Service Commission
Division of Water and Wastewater