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State of Florida



Public Service Commission

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

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SEP - 8 PM 4:00

COMMISSION CLERK

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

DATE: September 2, 2004

TO: Blanca S. Bayó, Commission Clerk and Administrative Services Director

FROM: Timothy J. Devlin, Director, Division of Economic Regulation *TJD*
Richard D. Melson, General Counsel *RD*

RE: Electric Utility Name Change (040000)

The City of Jacksonville Beach notified the Commission that, effective August 16, 2004, the name of the city electric utility has been changed to Beaches Energy Services. The utility stated that the name has been registered with the Florida Department of State, that the current management will continue to direct the daily operations of the utility, and that the City of Jacksonville Beach will retain ownership of the utility. Pursuant to Section 204.C.2.a of the Administrative Procedures Manual, we request that the name change be recognized and that the new name be reflected in the Master Commission Directory for all future correspondence with the utility. The original of the letter requesting the change is attached.

TD/CK:kb
 Attachments
 Cc: Gary Quick, Director, Beaches Energy Services

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DIVISION OF ECONOMIC REGULATION
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BEACHES | ENERGY
SERVICES

04 AUG 16 AM 9:36
FLORIDA PUBLIC SERVICE
COMMISSION
ECONOMIC REGULATION

August 14, 2004

Ms. Connie Kummer
Bureau of Economics, Finance & Rates
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850

Dear Ms. Kummer:

On August 16, 2004, the City of Jacksonville Beach, Florida, will change the name of its Electric Utility to Beaches Energy Services. This new name has been registered as number G03310700004 with the Florida Department of State as a fictitious name. The current management staff will continue to direct the daily operations of Beaches Energy Services and the City of Jacksonville Beach will retain ownership of the utility.

The service area for Beaches Energy Services will remain Neptune Beach, Jacksonville Beach, Ponte Vedra Beach, and Palm Valley. Over 32,200 customers will receive their electric service from Beaches Energy Services.

Please inform any individuals in your organization who may need to know about the new Beaches Energy Services.

Thank you.

Sincerely,

Gary Quick, Director
Electric Utility and Procurement

GQ/mf



BEACHES | ENERGY
SERVICES

For release after
8:00 a.m., August 16, 2004

NEWS RELEASE

WHAT'S IN A NAME? Jacksonville Beach Electric Utility Knows

Jacksonville Beach, Florida – A spokesperson for Jacksonville Beach Electric Utility announced today that they have changed the name of the utility. The new name, Beaches Energy Services, is now official.

In 1914 the citizens of Jacksonville Beach approved the creation of the electric utility which is owned and operated by the City. In the early years, electric service was only provided in Jacksonville Beach. Today, however, the utility provides energy to several of Florida's fast-growing communities on the First Coast. Electric service is provided to Neptune Beach, Jacksonville Beach, Ponte Vedra Beach, and Palm Valley, and the new name more accurately represents the 32,200 customers in the service area.

"We are proud of the new name," said City Manager, George Forbes. "We are a part of the communities we serve and believe we now have a name that reflects not only the areas we serve, but also the high level of customer service we provide." Forbes went on to say, "the name change is just that. There will be no interruption of services, change in management, or change in ownership. Beaches Energy Services will remain committed to using the latest environmentally safe technology, providing reliable electric service, and a level of customer service above and beyond the expected."

To learn more about Beaches Energy Services, visit them online at www.beachesenergy.com. If customers have any questions or concerns, they should call 247-6241.

Contact Person: Gary Quick, Director
Phone Number: 904-247-6281

Beaches Energy Services: Above and beyond the expected.