

State of Florida



# Public Service Commission

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

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

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**DATE:** 11/26/2019  
**TO:** Office of Commission Clerk  
**FROM:** Bureau of Consumer Assistance, Office of Consumer Assistance & Outreach  
**RE:** Customer Correspondence

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Please add the attached customer correspondence to Docket Correspondence-Consumers and their Representatives, in Docket 20190038.

RECEIVED-FPSC  
2019 NOV 26 AM 11:47  
COMMISSION  
CLERK



ADVERTISING, INC.

# O U T D O O R   A D V E R T I S I N G

November 21, 2019

Florida Public Service Commission  
2540 Shumard Oak Blvd.  
Tallahassee, FL 32399



To whom it may concern:

I am writing to you in regards to the recent increase in our power bills from Gulf Power Company, which has recently been purchased by Nextera Energy. We are Bill Salter Advertising, Inc. and we have been in business for 60 years in the Milton area. We have 329 locations that we receive power for from Gulf Power. We do not believe it was necessary to give Gulf Power a power increase because they are a “**for profit**” company.

We know that recently the Public Service Commission gave the Gulf Power permission to go up on the surcharge on power bills because of Hurricane Michael. We do not agree with this decision and would like to make a complaint that we are opposed to this increase just because of one hurricane incident.

It was posted that the residential power bills would go up \$8.00 per 1,000 KW Hours used, commercial accounts would go up 8% but in our case our bill has gone up more than 40%. We feel this increase **discriminates** against our company and this rate increase will harm our business and service to our customers. Our company should not have to bear the burden of paying any more for power than any other business out there. Here are some examples of the increases in our power bills:

- Sign #1038 – Cantonment – was \$24.67 and now is \$32.50 = 42%
- Sign #1010 – Century – was \$22.84 and now is \$32.50 = 42%
- Sign #985 – Century – was \$22.84 and now is \$32.50 = 42%
- Sign #975 – Crestview – was \$24.21 and now is \$34.78 = 43%
- Sign #1560 – Crestview – was \$46.01 and now is \$66.13 = 43%
- Sign #967 – Crestview – was \$48.43 and now is \$69.59 = 43%

P.O. BOX 761 • MILTON, FL • 32572

- Sign #841 – Destin – was \$86.49 and now is \$123.15 = 42%
- Sign #1320 – Florosa – was \$40.42 and now is \$57.55 = 42%
- Sign #202 – Milton – was \$45.47 and now is \$64.74 = 42%
- Sign #118 – Milton – was \$45.47 and now is \$64.74 = 42%
- Sign #1060 – Milton – was \$45.47 and now is \$64.74 = 42%
- Sign #1200 – Milton – was \$48.16 and now is \$69.21 = 43%
- Sign #1486 – Milton – was \$45.75 and now is \$65.76 = 43%
- Sign #1215 – Pensacola – was \$45.68 and now is \$65.04 = 42%
- Sign #165 – Pensacola – was \$49.64 and now is \$71.33 = 43%
- Sign #584 – Pensacola – was \$59.86 and now is \$85.22 = 42%
- Sign #555 – Pensacola – was \$45.68 and now is \$65.04 = 42%

These are just a few examples of our power bills that have increased more than 40% above what they were before July when the new rate started. I have many more that I can show you. Our total power bill from Gulf Power has increased from around \$18,600 per month to more than \$24,000 per month. We have met with representatives from Gulf Power and were told that we were put in a different category of lighting charge, which is concerning. They admitted they had not sent out notices or publicized anything but business and residential rate increases. How you, as the Public Service Commission, can allow this type of rate increase is concerning to us and all Gulf Power customers.

This increase may not be a big concern to you but we do not take it lightly. We have 200 - 300 billboards in the Gulf Power customer area that we can use to voice our concern about this rate increase and give the people your phone number so they can voice their complaint to you. I can be reached to discuss at (850) 994-4611.

Sincerely, 

David McCurdy  
General Manager



MDM/lis