



230 E. Vine Street
P.O. Box 27
Sturgeon Bay, WI 54235

Phone: 920.746.2820
Fax: 920.746.2822
sbunet.com

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CUSTOMERS OF STURGEON BAY UTILITIES

Sturgeon Bay Utilities has filed an application with the Public Service Commission of Wisconsin (PSC) to increase electric rates. The adjustment is necessary to cover increased operation and maintenance expenses that will allow the utility to continue providing reliable and quality service to our customers. The last electric rate increase was approved in June 2011.

The utility is requesting an overall increase of 9.12%, or \$1,321,501. The final impact of the rate increase upon individual customers will not be definitely known until the PSC issues an order; however, under the proposed rate structure, based on an average usage of 640 kilowatt-hours (kWh), the typical residential customer's monthly bill would increase from \$70.57 per month to \$77.13 per month, an increase of \$6.56.

The PSC will conduct a public hearing at locations in Sturgeon Bay and Madison. A notice of the hearing will be published after a date has been set. For more information, please contact the PSC at (608) 266-5481 and refer to the Sturgeon Bay Utilities electric rate application under Docket 5780-ER-106.

Thank you for being a customer of Sturgeon Bay Utilities. We appreciate your business.

A handwritten signature in black ink that reads "Jim Stawicki". The signature is written in a cursive, flowing style.

Jim Stawicki, General Manager
Sturgeon Bay Utilities
920-746-2820