

#991141

Marketing and Communication



Jodi Gentry
Corporate Communications
334-3400 ext 1032

Some Background

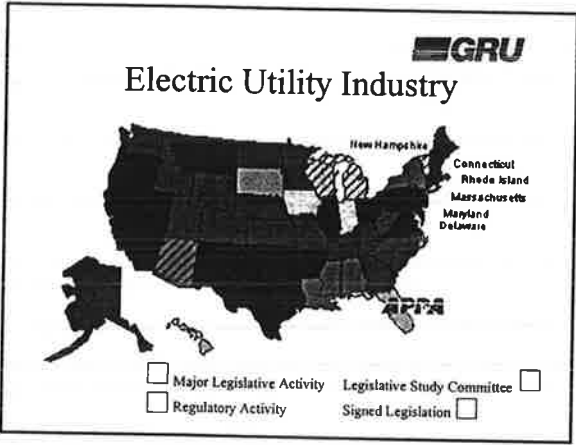


- Owned by the City of Gainesville
- Operate as Five Business Units
- Provide a Return of \$22 Million
 - To Support City Services, like Police & Fire

We're Already Competing



- GRUCom—Telecommunications
 - Includes ISP—GRUNet
 - 2500 Customers
- Natural Gas
 - Competing with LP Gas Companies Like
TECO Peoples Gas and Suburban Gas
 - Other Electric Providers



Examples ...

GRU

What We Know

- Competition Is Already Here
 - Natural Gas, Telecommunications
- Retail Choice in Electric Is Coming
- Protecting Future Revenues Starts Now
- We Must Approach Business Differently



Where We Have Been

- Performed Customer Focus Groups and Surveys
- Hired Large Account Representatives to Work With Top Customers
- Become More Involved in the Community Through Sponsorships



Where We Have Been

- “Power of Our Community”
- “Water” Commercials
- Safety/Y2K, Events
- “Eye on the Environment” Print Ads
 - Solar, Energy Star, Chapman’s Pond & Nature Trails, Boulware Springs, Kanapaha Botanical Gardens, Natural Gas, Project Habitat



Why Change?

- It’s Time to Coordinate
 - Not Issue by Issue
 - This Is Not New Money
- Raise Bar of Entry for Competition so We Hold on to Existing Customers
- Eventually... Get New Customers



Where Are We Going?

- Develop a Brand Identity
 - Who We Are
 - What Our Values Are
 - More Than a Marketing Strategy
- Streamline Our Marketing Process
 - Most Efficient Use of Resources
- Provide a Consistent Look and Feel to Everything We Do



Cramer-Krasselt

- Research, Media Strategy/Placement, Copywriting, Ad Design, Tracking, and Evaluation
- Branding and Marketing Strategies
- Experience Working with Government Agencies, Utilities and Private Sector



Cramer-Krasselt

- 80% Budget Expected to Stay Local
- \$480,000 in Approved FY 2000 O&M budget
- No Additional Funds Required

We are recommending C/K serve as the lead in helping us strategically position GRU for a more competitive future.
