



Clearwater Gas System Rebrand Proposal

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CURRENT SITUATION

Clearwater Gas System is an established and growing utility provider with changing needs.

- The current brand name has multiple name variations (i.e., Gas Dept., City of Clearwater Gas, CGS).
- The Clearwater Gas System brand name does not deliver a consistent identity.



LOGO UPDATE

Previous Logo

Branding 30 Years Old



Updated Logo (2024)

Celebrate 100 Year Anniversary



WHY CHANGE?

We have expanded well beyond our original geography, with 75% of our customers outside of city limits.

We are trying to connect with a broad audience.

There are substantial growth opportunities outside of Clearwater, particularly in central Pasco County.



CURRENT NAME



CGS

**CLEARWATER
GAS SYSTEM**

PROPOSED NAME



CGS
ENERGY



VISION STATEMENT

Current:

Clearwater Gas System will be the energy provider of choice, and be recognized as such by our customers and the communities that we serve.

Proposed:

TO BE THE ENERGY PROVIDER OF CHOICE.

MISSION STATEMENT

Current:

To serve the natural and propane (LP) gas needs of the customers in the Clearwater and surrounding Florida Suncoast area in the most safe, reliable, and economical manner possible while optimizing load growth, customer satisfaction, financial return to the city of Clearwater, and the equity value of the Clearwater Gas System.

Proposed:

To provide dependable, cost-effective, and safe energy solutions to both residents and businesses in Clearwater and its neighboring municipalities. While fostering a culture of superior public service, we energize communities and enhance the economic well-being of the city of Clearwater.

BRAND GROWTH OPPORTUNITIES

- Reduces focus on “gas” and fossil fuels
- Becomes more inclusive to the other municipalities that we currently serve.



BRAND GROWTH OPPORTUNITIES

- Conveys the entrepreneurial nature of our business
- “Energy” is inclusive of other energy product offerings such as Renewable Natural Gas (RNG) and Compressed Natural Gas (CNG).



OTHER UTILITY EXAMPLES



B E A C H E S | E N E R G Y
S E R V I C E S

Beaches Energy Services

The electric and gas utility was originally created by the citizens of the City of Jacksonville Beach in 1915. In the early years was named Jacksonville Beach Electric Utility. In 2004, they changed the name of the utility to Beaches Energy Services to reflect all the communities they serve. These areas include Jacksonville Beach, Ponte Vedra Beach, Palm Valley and Neptune Beach.



Total Customers Served: 36,000

OTHER UTILITY EXAMPLES



Orlando Utilities Commission

OUC provides electric and water services in Orlando, Florida and portions of adjacent unincorporated areas of Orange County, as well as St. Cloud, Florida, in Osceola County.

Total Customers Served: 240,000



OTHER UTILITY EXAMPLES



Peoples Gas System

Formerly: Tampa Electric Company

TECO became a holding company after acquiring Peoples Gas elements in 1981. TECO does retain Tampa Electric branding on their website.

Total Customers Served: 470,000



OTHER UTILITY EXAMPLES



Pensacola Energy

Formerly: City of Pensacola Gas and Energy Services of Pensacola.

Total Customers Served: 43,000



SUMMARY

A name change and updated Vision and Mission statements will help align to our current business model, while providing a pathway to expand into new markets.

Meets Strategic Objective 1.5, as it embraces a culture of innovation that drives continuous improvement and successfully serves our customers.



QUESTIONS?



CGG
ENERGY