



AGENDA
City Council Workshop
Monday, May 18, 2026 at 4:00 PM
City of Gulf Breeze
1070 Shoreline Drive
Gulf Breeze, FL 32561

1. AGENDA ITEMS

- 3 - 4 A. Natural Gas Business and Marketing Plan Workshop
[Agenda Memo - Natural Gas Business and Marketing Plan Workshop - Pdf](#)

2. PUBLIC FORUM

3. ADJOURNMENT

If any person decides to appeal any decisions made by the City Council or any City Board with respect to any matter considered at such meeting or public hearing, such person will need a record of the proceedings, and that, for such purpose, that person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and any evidence upon which the appeal is to be based. The public is invited to comment on matters before the City Council, City Boards or Committees upon seeking and receiving recognition from the Mayor or Chairperson. If you are a person with a disability who needs accommodation in order to participate in a public hearing you are entitled to the provision of certain assistance. Please contact the City Clerk's office at (850) 934-5115 or at 1070 Shoreline Drive, Gulf Breeze, Florida, at least 48 hours prior to the date of the public hearing.



Memorandum

To: Samantha D. Abell, City Manager
From: Jeff Huggins, Director of Public Works
Date: May 13, 2026
Subject: Natural Gas Business and Marketing Plan Workshop

REQUEST:

The City Council desire a new Business Plan and Marketing Plan for its Gulf Breeze Natural Gas to ensure the sustainability of the enterprise. Raftelis has substantially completed Phases 1 and 2 of the Natural Gas Utility Growth Strategy scope of services, culminating in a workshop in advance of the annual Budget Sessions. Raftelis will present its findings and recommendations at the May 18th workshop advertised for 4 PM.

A copy of the Raftelis presentation will be emailed by the City Clerk to Council ahead of Monday's meeting.

BACKGROUND:

The Natural Gas workshop will provide an opportunity for the city's consultant to present findings from **Phase 1 and Phase 2** of the Natural Gas Utility Growth Strategy. Phase 1 included the development of a payback model and initial growth strategy recommendations. The study scope included a review of current regional market conditions and an assessment of incentive strategies designed to attract new residential and commercial customers.

Phase 2 included implementation planning for the recommended growth strategies through the preparation of a market study and business plan. This phase evaluated potential areas for utility system expansion, assessed the feasibility and return on investment of those opportunities, and identified strategies for pursuing intentional system growth and utility use through service extension and targeted marketing efforts.

Phase 3 of the program will be based on council review and feedback following Phase 2 and will include developing a marketing and customer outreach strategy to support new customer acquisition and increased demand from existing customers. This phase would build on the opportunities identified in previous phases and may include evaluating branding, incentive

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programs, marketing channels, website content, customer communications, GIS system visualization, graphics, and multimedia tools.

DISCUSSION:

City staff and the consultant, Raftelis, have met regularly over the last eleven months to review and discuss marketing improvements and business strategies for presentation at the Council workshop. Raftelis has prepared a presentation which discusses feasible natural gas system expansion opportunities, including:

- Online calculators for installation and service costs.
- Expanding services to infill within existing service areas that don't currently have gas service
- Encouraging existing customers to increase gas usage by installing additional gas appliances.

FINANCIAL IMPACT:

There is no financial impact at this time.

RECOMMENDATION:

That the City Council consider the presentation of Phase 1 and Phase 2 by Raftelis regarding a Natural Gas Business Plan and Marketing Plan.

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