

Sturgeon Bay Development Tour

MAY
FRIDAY **30** **2025**

DOOR COUNTY MARITIME MUSEUM

120 NORTH MADISON AVENUE, STURGEON BAY, WI 54235

10:00 am Brunch

10:20 am Program

Welcome

Michelle Lawrie, Executive Director, DCEDC

Message from the Mayor

David J. Ward, Mayor, City of Sturgeon Bay

Sturgeon Bay Overview

Josh VanLieshout, Administrator, City of Sturgeon Bay

Stephanie Servia, Planner/Zoning Administrator, City of Sturgeon Bay

Powering Sturgeon Bay

Jim Stawicki, General Manager, Sturgeon Bay Utilities

Quality Education in Sturgeon Bay

Dan Tjernagel, Superintendent, Sturgeon Bay School District

Workforce Housing Resources

Kay Smith, Lender, Door County Workforce Housing Lending Corporation

Door County as a Destination

Julie Gilbert, President and CEO, Destination Door County

Tour Preview

Marty Olejniczak, Community Development Director, City of Sturgeon Bay

11:00 am Break and Networking

11:15 am Depart for Door County Trolley Tour

12:45 pm Return to Door County Maritime Museum

*Complimentary Maritime Museum tours are available following Trolley Tour!
Staff will also be available for questions following the Trolley Tour*



WHY STURGEON BAY

"Kwik Trip chose Sturgeon Bay for its first area store in 2022, and added another store in the City in 2023, due to the growing population and amount of annual visitors to Door County. The City team and officials made the development process straight forward and we greatly appreciate the warm reception from the community."

Troy Mleziva, Director of Real Estate
Kwik Trip, Inc.



POPULATION

PRIMARY RESIDENTS

Sturgeon
Bay
9,861

Door County
30,562

Source: American Community Survey 2023

VISITATION

\$497M
Area Visitor
Spending in
2023

Source: Tourism Economics



HOUSING

EXISTING UNITS
2022

Sturgeon
Bay
5,480

Door County
23,873

Source: American Community Survey 2018-2022

MULTIFAMILY UNITS
IN STURGEON BAY
SINCE 2022

294
Units
Added

285
Units in
Process

Source: City of Sturgeon Bay

TOP EMPLOYERS

EMPLOYER	FTE
Door County Medical Center	600
Fincantieri Bay Shipbuilding	600
Hatco Corporation	360
County of Door	325
Therma-Tron-X	270
Sturgeon Bay School District	230
N.E.W. Industries	206
Marine Travelift & Exactech	170
Door County YMCA	100
WireTech Fabricators	100

Source: Door County Economic Development Corporation

CONTACT US

Michelle Lawrie

Door County Economic Development Corporation

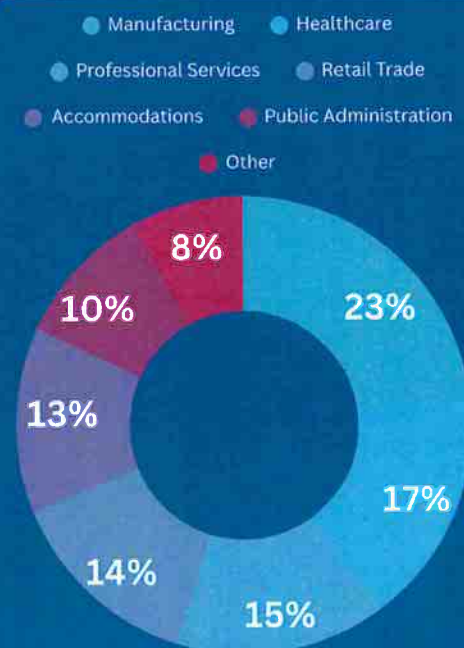
185 East Walnut Street

Sturgeon Bay, WI 54235

920.743.3113 x 1

michelle@doorcountybusiness.com

WORKFORCE OCCUPATIONS



Source: Quarterly Census of Employment and Wages, Bureau of Labor and Statistics (2023 Q4)

Housing Starts in Sturgeon Bay – 2019 to April 2025

	2019	2020	2021	2022	2023	2024	2025 (1Q)
New Single-Family Dwellings	10	8	12	13	20	19	4
New Two-Family Dwellings	2 (4 units)	2 (4 units)	-	1 (2 units)	2 (4 units)	2 (4 units)	-
Manufactured Home Park Units	4	4	9	8	3	3	-
Multiple-Family Dwellings	3 (32 units)	-	2 (25 units)	12 (130 units)	8 (65 units)	2 (6 units)	1 (8 units)
Conversions to Residential	-	2	2	1	3	-	-
Accessory Dwelling Units	-	-	-	-	-	1	-

Totals for 2019 thru 1st Q 2025

New Single-Family Dwellings = 86

New Two-Family Dwellings = 9 (18 units)

Manufactured Home Park Units = 31

Multiple-Family Dwellings = 28 (266 units)

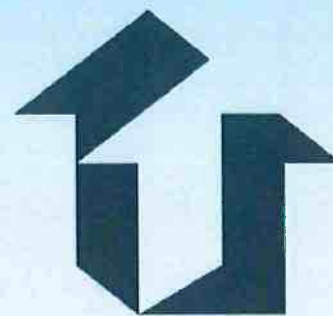
Conversions to Residential = 8

Accessory Dwelling Units = 1

Notes:

1. Reflective of permits within the City of Sturgeon Bay only.
2. New dwellings shown are not net new dwellings due to demolitions, conversions of existing units to other uses, etc.
3. Manufactured home park units are placed on existing parking pads (e.g. replacements) and do not indicate that any MHP has increased in size.

Helping Serve Door County Together.



**Workforce Housing
Lending Corporation**

www.BuildDoorCounty.org

OUR PLATFORM



Financial Incentives have been created for developers to build rental units in Door County that are within the price range of Door County's working families.



Subordinate/gap financing is available for mixed-income and modest-income projects at attractive, below market rates.



Assisted units must serve year-round residents (who meet income criteria) for at least 20 years. Other (negotiable) terms, conditions, and possibilities apply.

WHY CHOOSE US?

To learn more or to schedule a consultation, contact us today.

Funding program made possible by: the County of Door, the Wisconsin Housing and Economic Development Authority and Community Support.



OUR STORY



The Workforce Housing Lending Corp. (WHLC) is a 501(c)(3) charitable organization that is jointly governed by the Door County Community Foundation and Neighborworks Green Bay. WHLC was formed to increase the availability of affordable workforce housing in Door County, WI.

OUR VISION



Our vision is simple. Every fully employed person can afford a safe, quality place to live.

OUR MISSION



Our mission is ambitious. We are increasing the availability of workforce housing in Door County and potentially all of Northeast Wisconsin.



www.builddoorcounty.org 920.770.0830
kay@builddoorcounty.org





421 Michigan Street

Sturgeon Bay, WI 54235

www.sturgeonbaywi.org

City Contacts:

Josh VanLieshout

City Administrator

Phone: 920-746-2900

Fax: 920-746-2905

Email: jvanlieshout@sturgeonbaywi.gov

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Planner/ Zoning Administrator

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Fax: 920-746-2905

Email: sservia@sturgeonbaywi.gov

WELCOME TO STURGEON BAY



WELCOME GUIDE



sbunet.com • (920) 746-2820

At Sturgeon Bay Utilities, we join forces with other local, not-for-profit utilities through WPPI Energy to share resources and lower costs.

SHARED STRENGTH THROUGH @WPPI ENERGY



WELCOME NEW CUSTOMER

Welcome to Sturgeon Bay Utilities (SBU)! To help you get to know us, we compiled some useful information into a guide — how to pay your bill, incentives to save money, and more!

SBU is a not-for-profit, locally-owned municipal electric, water, and wastewater utility that provides safe, dependable, and cost-competitive services. Our mission is simple and straightforward: Sturgeon Bay Utilities is dedicated to exceeding customer expectations with innovative, reliable, and sustainable services.

**TO LEARN MORE ABOUT THE PROGRAMS AND SERVICES IN THIS GUIDE,
PLEASE VISIT OUR WEBSITE, SBUNET.COM OR CALL US AT (920) 746-2820**

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WHO WE ARE

SBU is a municipally owned and operated electric, water, and wastewater utility, serving more than 9,500 customers in Sturgeon Bay, Wisconsin. We strive to provide reliable, competitively-priced service with a community-focused, personal touch. We are your friends and neighbors who share your values and understand your needs.

SBU was founded in 1904. While a lot has changed over the past century, the focus of the utility has not. Today, we still offer our customers some of the lowest electric rates in the area — rates significantly lower than those in territories that are served by most investor-owned utilities. And, since we live and work in the community, we provide reliable energy with superior customer service.

SBU also provides our customers with clean, high-quality water that meets or exceeds all state and federal standards. Our water quality and capacity are monitored every day by well-trained system operators.

Finally, we are a regional processing facility for wastewater and septage. Our wastewater processing results in clean water returned to the area's surface waters in addition to a Class A biosolid of Exceptional Quality (EQ) that is land applied at local farms.

PUBLIC POWER BENEFITS

Public power utilities are community-owned, locally controlled and operated on a not-for-profit basis. Each utility is a little different, depending on the population, geography, structure, and community values/goals. The foundation for success stems from the ability to tailor operations and services to local needs.

We are one of the country's 2,000 public power systems. The benefits are numerous, including local control, affordability, reliability, community investment, and environmental responsibility.

SBU has 27 employees. Their dedication is integral in making the utility the best it can be. They constantly exceed expectations and deliver superior service. We are proud of their active participation in the community and their local mindset. Without people like them, SBU wouldn't be where it is today.

FOR MORE INFORMATION ON PUBLIC
POWER UTILITIES, [CLICK HERE](#)



HOW TO READ YOUR UTILITY STATEMENT

- A** Your account information including Account Number, Service Address and Statement Date are displayed in the top right corner of the statement.
- B** The Previous Balance is the amount that was due on the previous month's bill. This section also displays your latest payment and any outstanding charges due on the account listed as Balance Forward, due immediately.
- C** This area is used to display important information each month.
- D** Individual charges are displayed here. Each type of service is subtotaled.
- E** Track your current electric and water consumption with convenient graphs. Compare your current usage to your usage last year and set conservation goals.
- F** This is the Total Amount Due, including any past due charges carried over from previous billing cycles.
- G** Detach this pay stub and return with your payment. On this pay stub, you will find your Account Number, Service Address, Statement Date, the Due Date and the Total Due. If the amount you are paying is different than the amount due, please write the payment amount in the Amount Enclosed space. Checks should be made payable to SBU and should always include your account number. Please do not staple, tape or fold your check or pay stub.

SBU **Utility Bill**

Account Information:
 Account Number: 123456789
 Service Address: 123 Main St, Anytown, TX 75401
 Statement Date: 01/15/2024
 Billing Period: 12/01/2023 - 12/31/2023
 Bill Type: Standard

Previous Balance: \$100.00
Payments: \$50.00
Balance Forward: \$50.00

Charges:

Service	Usage	Rate	Amount
Electricity	1000 kWh	\$0.10	\$100.00
Water	1000 gal	\$0.05	\$50.00
Gas	1000 cu ft	\$0.05	\$50.00
Other	-	-	\$0.00
Total			\$200.00

Usage Comparison:

Electricity: 1000 kWh (100% of goal)
 Water: 1000 gal (100% of goal)
 Gas: 1000 cu ft (100% of goal)

Amount Due: \$200.00
Due Date: 02/01/2024

Amount Enclosed: \$150.00
Amount Due: \$50.00

Pay Stub:
 SBU
 123 Main St, Anytown, TX 75401
 Statement Date: 01/15/2024
 Billing Period: 12/01/2023 - 12/31/2023
 Bill Type: Standard
 Account Number: 123456789
 Service Address: 123 Main St, Anytown, TX 75401
 Statement Date: 01/15/2024
 Billing Period: 12/01/2023 - 12/31/2023
 Bill Type: Standard
 Amount Due: \$200.00
 Due Date: 02/01/2024

HOW TO READ YOUR UTILITY STATEMENT (CONTINUED)

- H** Meter information is found in this section. SBU's AMI meters differentiate between on-peak and off-peak usage. The sum of the two is your total electric usage for the month.
- I** Electric and water usage based on monthly meter readings is shown here.
- J** These two boxes display billing messages from SBU. Be sure to check here for energy conservation tips, safety information, dates and other useful information.
- K** In this section you will find terminology definitions and bill payment information.



**QUESTIONS ABOUT YOUR NEW BILL?
CALL (920) 746-2820**



sbunet.com • (920) 746-2820

At Sturgeon Bay Utilities, we join forces with other local, not-for-profit utilities through WPPI Energy to share resources and lower costs.

SHARED STRENGTH THROUGH **@WPPI ENERGY**

PAYMENT OPTIONS

SBU bills are due on the 3rd of each month. The bill includes the current amount due and a date when the amount will be past due. A late penalty will be assessed if your payment does not arrive at our office by the due date.

AUTOPAY

Signing up for the free Automatic Payment (AutoPay) option means your bill payment will be automatically deducted every month on the due date.

Designed for ease and convenience, you can use AutoPay with or without MyAccount.

With MyAccount: Sign into your account, click AutoPay, and Enroll in AutoPay. You can then type in your checking account or savings account. AutoPay will not apply until the next billing cycle, so you do need to pay your bill the month you signed up.

Without MyAccount: Download our enrollment form from our [website](#) here and follow the instructions. For this method, you can use a checking or savings account. If you sign up for AutoPay and later decide against it, you can cancel whenever you want.

BILL PAYMENT OPTIONS



24/7 AUTOMATED CREDIT CARD OR BANK CHECK PAYMENTS

Call our Automated Payment Line at 866-658-7573.



MYACCOUNT CUSTOMER PORTAL

Online – myaccount.sbunet.com.



MAILED CHECK

Sturgeon Bay Utilities, PO Box 27, Sturgeon Bay, WI 54235.



DROP BOX

Outside the Vine Street SBU entrance.



KIOSK PAYMENT

Cash or cards are accepted at the kiosk 24/7.



BANK

Payments with payment stub can be dropped off at any bank in Sturgeon Bay or at City Hall.

Gift Certificates are available for purchase and can be gifted and applied to any customer account. Certificates are purchased by calling the office and you can choose to have the certificate sent to you or directly to the recipient.

For further details on payment options, [visit our website](#)

CUSTOMER SERVICE

Our customer service department is available during open business hours for questions about your bill, payment plans, current rebates, and customer programs, or if you just have comments/concerns about water, electricity, or wastewater.

As your local utility, we are here to help! If our office is closed, we utilize an answering service for after-hour calls.

OUR FRIENDLY STAFF ARE AVAILABLE:

- 🕒 Mon – Fri, 8:00 AM – 4:00 PM
- 📞 920-746-2820
- ✉️ sbucustomerservice@sbunet.com



You can access MyAccount through our website or download the MyAccount app in the Apple or Android app store.

MYACCOUNT

MyAccount allows you to track your energy and water use, pay your bill, and manage your account from the comfort of your home.

With this customized tool, you can:

- ✓ View current and past bills
- ✓ Pay your bill online
- ✓ View payment history
- ✓ View usage history
- ✓ Sign up for AutoPay
- ✓ Sign up for paperless billing

CREATE YOUR ACCOUNT IN A FEW SIMPLE STEPS

- 1 Visit myaccount.sbunet.com
- 2 Click **"Create an Account"**. Be sure to use your exact account number (including dashes) and name as it appears on your monthly utility bill (in all capital letters).
- 3 After creating your account and logging in, you will see a dashboard with 8 options. Select from options to pay your bill, view your energy (and water) usage, see your payment history, and manage your services. Through MyAccount, paperless billing and AutoPay are offered and can be accessed.

INCENTIVES

We've made several resources accessible for you on our website. These incentives are available so you can save money whether you rent or own your home.



INCENTIVES

[Efficiency Improvement Projects](#)

[Renewable Energy](#)

[Going Solar](#)

TAX CREDITS

[Federal Clean Energy Tax Credits Summary](#)

[Federal Tax Credits for Homeowners](#)

[Complete Summary of IRA Tax Credits](#)

[Solar Tax Credits](#)

You can also apply for our **Nights and Weekends Smart Plan** to help lower your monthly electricity cost. You reduce costs by moving your household's heavy electrical use to later at night or on weekends. Instead of one flat rate for all of your electrical use, the plan is less expensive from 8 PM to 8 AM and more expensive during daytime hours on weekdays. Electricity costs more during weekdays because that's when the demand for it is highest.



Focus on Energy offers statewide programs and incentives designed to promote cost-effective energy efficiency and renewable energy projects. Some of them include:

- ✓ Product Discounts
- ✓ Heating and Cooling Improvements Program
- ✓ Free Focus Packs
- ✓ Energy Assessments

Visit focusonenergy.com to learn more.



Additionally, SBU offers the **Choose Renewable** program. For \$2 a month, you can supply a portion of your home or business with a block of renewable energy — from renewable resources like wind, solar, and biogas.

SAFETY

SBU is proud of the safety and reliability of our electric distribution system, but no electricity provider can guarantee zero outages 100 percent of the time. We recommend all customers protect their expensive and sensitive electronics with surge protection. An electric surge can happen with a lightning strike or when electric service is re-established after an outage.

We also recommend customers understand what a water **cross connection** is and how you can prevent backflow. A cross connection is a direct or potential arrangement of drinking water piping that is or can be connected to a questionable source. An example is the common garden hose attached to an outside tap, also known as a sillcock (without a backflow preventer), with the end of the garden hose submerged into a bucket of detergent.

To maintain a safe and dependable drinking water supply, we sometimes need to make requirements for improvements to your internal plumbing. We ask that you help us protect our drinking water supply by adhering to the [Cross Connection Control Program](#) required by the Wisconsin Department of Natural Resources and any future efforts to increase the awareness of cross connections.

As part of our ongoing educational efforts, SBU provides **educational materials** and presentations to schools, seniors, and service groups.

NO WIPES DOWN THE PIPES

To avoid issues with your sanitary sewer service, SBU recommends a “no wipes down the pipes” mentality. Anything other than human waste and toilet paper being flushed can result in blockages in your service line or the sewer main that runs in front of your home.



STREET LIGHT OUTAGES

We appreciate your assistance in making Sturgeon Bay a safer place for pedestrians, traffic, and the community. If you see a city street light out, please report it on our website. SBU will take the appropriate action to make sure the light is replaced as quickly as possible.



DIGGERS HOTLINE

SBU would like to remind you when you're planning projects that require any digging, there may be underground utilities that could be affected.

Please plan ahead and call [Diggers Hotline](#) before you dig to have utilities located and marked. Calling 811 is a new FCC-designated national N-11 number created to help simplify contacting one-call centers across the country.

IN THE EVENT OF AN OUTAGE

Providing dependable electric service is a top priority. However, storms, high winds, and other circumstances sometimes knock out power, and, despite our best efforts, service can be interrupted. These resources will help you stay informed if our crews need to repair an outage at your service address:



CALL US

Call us right away at **(920) 746-2820** if a power outage happens. If there is a large outage, our phone system may receive a high volume of calls so patience is appreciated.



FOLLOW US

Follow our Facebook page to stay up-to-date on prolonged repairs:

www.facebook.com/SturgeonBayUtilities





UTILITY COMMISSION

Sturgeon Bay Utilities is governed by a seven-member commission. The Mayor maintains a seat on the commission. Three commission members are nominated for seven-year terms by the Mayor and approved by the Common Council. Three additional commissioners are selected from the Common Council membership, each serving a one-year term.

The Utilities Commission's regular meetings are generally held at noon in our offices (230 E. Vine Street) on the second Tuesday of every month.

SBU takes great pride in our customer service. If you have any comments or suggestions on how staff can serve you better, please feel free to contact us. We invite you to call/email us anytime!



Follow us on Facebook!

QUICK REFERENCE

Customer Service

920-746-2820

sbucustomerservice@sbunet.com

24/7 Payments

866-658-7573

Website

sbunet.com

Business Hours

Mon – Fri, 8:00 AM – 4:00 PM

Address

PO Box 27, 230 E. Vine St., Sturgeon Bay, WI 54235

MyAccount Portal

myaccount.sbunet.com

Your Rights as a Residential Customer

Click on the following document to view on our website: [WPSC Customer Bill of Rights](#)

WASTEWATER RATES

Effective 1/1/2025

General Sewage Service – Metered (Smg-1)	
Meter Size	Monthly Service Charge
5/8 in. meter	\$ 14.40
3/4 in. meter	\$ 14.40
1 in. meter	\$ 35.99
1 1/2 in. meter	\$ 71.98
2 in. meter	\$ 103.65
3 in. meter	\$ 194.35
4 in. meter	\$ 323.91

Plus Volume Charge		
Per 1,000 gallons	\$ 6.28	per month

FIRE PROTECTION CHARGE

Effective 10/1/2023

General Service (F-1)	
Meter Size	Monthly Service Charge
5/8 in. meter	\$ 9.00
3/4 in. meter	\$ 9.00
1 in. meter	\$ 22.00
1 1/4 in. meter	\$ 33.00
1 1/2 in. meter	\$ 45.00
2 in. meter	\$ 71.00
3 in. meter	\$ 134.00
4 in. meter	\$ 223.00
6 in. meter	\$ 447.00
8 in. meter	\$ 715.00
10 in. meter	\$ 1,072.00
12 in. meter	\$ 1,430.00

CUSTOMER CHARGE

This monthly charge covers some of the fixed costs of being connected to the local electricity grid including meters, poles and wires.

OTHER CHARGES

Insufficient Funds: \$25.00

Late Payment Fee: 1% of outstanding balance

POWER COST ADJUSTMENT CLAUSE (PCAC)

All energy sales are subject to a positive or negative power cost adjustment charge equivalent to the amount of which the current cost of power (per kWh of sales) is greater or less than the base cost of power purchased and produced (per kWh).

COMMITMENT TO COMMUNITY

As required by state law, the Commitment to Community fee is collected to fund low-income programs and energy conservation programs.

To find out more about these programs contact Sturgeon Bay Utilities or visit our website at www.sbunet.com

RECONNECTION CHARGES

Regular Hours: Mon-Fri	\$ 50.00 Electric
	\$ 50.00 Water
After Regular Hours	\$ 80.00

REFUSE RATES & COMPOST CHARGE

Effective 12/1/2024

Refuse User Fee - per month	\$ 13.40
Compost Yard Waste Fee - per month	\$ 2.00



At Sturgeon Bay Utilities our mission is simple and straight forward: We are here to provide low-cost, reliable electric, water and sewer service with a hometown, personal touch.

We're proud to be your locally owned and operated utility.

RATE SUMMARY



230 E. Vine Street • PO Box 27
Sturgeon Bay, WI 54235

sbunet.com (920) 746-2820

Digger's Hotline 811 or (800) 242-8511

SHARED STRENGTH THROUGH @WPPI ENERGY

ELECTRIC RATES

Effective 6/15/2021

Residential Service (Rg-1)		
Year-Round		
Customer Charge (single phase)	\$ 13.00	per month
Customer Charge (three phase)	\$ 21.00	per month
Energy Charge	\$ 0.0985	per kWh

Residential Service - Optional Time-of-Day (Rg-2)		
Customer Charge (single phase)	\$ 13.00	per month
Customer Charge (three phase)	\$ 21.00	per month
Energy Charge - On-Peak	\$ 0.1615	per kWh
Energy Charge - Off-Peak	\$ 0.0595	per kWh

General Service (Gs-1) Customer demand less than 20 kW		
Customer Charge (single phase)	\$ 13.00	per month
Customer Charge (three phase)	\$ 21.00	per month
Energy Charge	\$ 0.1031	per kWh

General Service - Optional Time-of-Day (Gs-2)		
Customer Charge (single phase)	\$ 13.00	per month
Customer Charge (three phase)	\$ 21.00	per month
Energy Charge - On-Peak	\$ 0.1635	per kWh
Energy Charge - Off-Peak	\$ 0.0615	per kWh

Area Lighting (Ms-1)		
Customer Charge (per lamp)	\$ 5.00	per month
Energy Charge	\$ 0.0688	per kWh

On-peak hours: 8am to 8pm Monday through Friday excluding holidays as specified below.

Off-peak hours: All times not specified as on-peak including all day Saturday and Sunday and the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day, or the day designated to be celebrated as such.

One year term minimum is required for time-of-day rates.

Large General Service (Gs-3) Customer demand greater than 20 kW		
Customer Charge	\$ 30.00	per month
Distribution Demand Charge	\$ 1.00	per kW of distribution demand
Demand Charge	\$ 5.90	per kW of billed demand
Energy Charge - On-Peak	\$ 0.0950	per kWh
Energy Charge - Off-Peak	\$ 0.0650	per kWh

Small Power Time of Day Service (Cp-1 TOD) Customer demand greater than 50 kW		
Customer Charge	\$ 50.00	per month
Distribution Demand Charge	\$ 1.00	per kW of distribution demand
Demand Charge	\$ 8.00	per kW of billed demand
Energy Charge - On-Peak	\$ 0.0810	per kWh
Energy Charge - Off-Peak	\$ 0.0510	per kWh

Large Power Time of Day Service (Cp-2) Customer demand greater than 200 kW		
Customer Charge	\$ 125.00	per month
Distribution Demand Charge	\$ 1.50	per kW of distribution demand
Demand Charge	\$ 9.50	per kW of billed demand
Energy Charge - On-Peak	\$ 0.0730	per kWh
Energy Charge - Off-Peak	\$ 0.0435	per kWh

Industrial Power Time of Day Service (Cp-3) Customer demand greater than 1,000 kW		
Customer Charge	\$ 250.00	per month
Distribution Demand Charge	\$ 1.50	per kW of distribution demand
Demand Charge	\$ 11.75	per kW of billed demand
Energy Charge - On-Peak	\$ 0.0680	per kWh
Energy Charge - Off-Peak	\$ 0.0385	per kWh

WATER RATES

Effective 10/1/2023

General Service - Metered (Mg-1)	
Meter Size	Monthly Service Charge
5/8 in. meter	\$ 10.00
3/4 in. meter	\$ 10.00
1 in. meter	\$ 15.00
1 1/4 in. meter	\$ 20.00
1 1/2 in. meter	\$ 25.00
2 in. meter	\$ 37.00
3 in. meter	\$ 59.00
4 in. meter	\$ 87.00
6 in. meter	\$ 150.00
8 in. meter	\$ 224.00
10 in. meter	\$ 321.00
12 in. meter	\$ 417.00

Plus Water Volume Charge		
First 10,000 gallons/mo	\$ 4.45	per 1,000 gallons
Next 290,000 gallons/mo	\$ 4.25	per 1,000 gallons
Over 700,000 gallons/mo	\$ 3.90	per 1,000 gallons
Over 1 million gallons/mo	\$ 3.20	per 1,000 gallons

STURGEON BAY UTILITIES
ELECTRIC RATE COMPARISON - BASED ON 2025 ACTUALS (JAN-MAR) AND BUDGET
MONTHLY BILL CALCULATION

RATES	Sturgeon Bay (1)	WE Energies (2)	Percent Above or Below	Wisconsin Public Service (3)	Percent Above or Below	Alliant Energy (4)	Percent Above or Below	XCEL Energy (5)	Percent Above or Below	Madison Gas & Electric (6)	Percent Above or Below
RESIDENTIAL											
100 kWh	\$23.55	\$33.38	41.7%	\$32.23	36.8%	\$31.43	33.5%	\$28.72	22.0%	\$33.16	40.8%
500 kWh	\$65.75	\$106.91	62.6%	\$89.45	36.0%	\$97.14	47.7%	\$83.60	27.2%	\$105.81	60.9%
750 kWh	\$92.13	\$152.86	65.9%	\$125.21	35.9%	\$138.20	50.0%	\$117.91	28.0%	\$151.21	64.1%
1,000 kWh	\$118.50	\$198.81	67.8%	\$160.97	35.8%	\$179.27	51.3%	\$152.21	28.4%	\$196.61	65.9%
2,000 kWh	\$224.00	\$382.62	70.8%	\$304.02	35.7%	\$343.54	53.4%	\$289.41	29.2%	\$378.22	68.8%
GENERAL SERVICE											
4 kW 500 kWh (1-phase)	\$68.05	\$98.56	44.8%	\$91.81	34.9%	\$87.08	28.0%	\$83.60	22.9%	\$98.23	44.3%
16 kW 2,000 kWh (1-phase)	\$233.20	\$349.22	49.8%	\$284.33	21.9%	\$297.34	27.5%	\$289.41	24.1%	\$321.22	37.7%
30 kW 6,000 kWh (3-phase)	\$753.39	\$1,017.66	35.1%	\$814.31	8.1%	\$966.71	28.3%	\$860.70	14.2%	\$1,245.59	65.3%
40 kW 10,000 kWh (3-phase)	\$1,166.65	\$1,569.89	34.6%	\$1,327.71	13.8%	\$1,479.18	26.8%	\$1,279.81	9.7%	\$1,789.74	53.4%
SMALL POWER SERVICE											
150 kW 60,000 kWh (secondary)	\$5,798.72	\$7,905.51	36.3%	\$6,212.31	7.1%	\$6,539.84	12.8%	\$6,406.51	10.5%	\$8,321.13	43.5%
LARGE POWER TOD SERVICE (7)											
300 kW 120,000 kWh (secondary)	\$11,291.82	\$15,750.19	39.5%	\$12,331.63	9.2%	\$13,204.93	16.9%	\$13,482.84	19.4%	\$16,972.52	50.3%
500 kW 200,000 kWh (primary)	\$18,396.22	\$25,595.71	39.1%	\$20,085.32	9.2%	\$21,297.79	15.8%	\$21,178.26	15.1%	\$27,683.37	50.5%
1,000 kW 400,000 kWh (primary)	\$37,039.31	\$50,590.37	36.6%	\$38,743.54	4.6%	\$42,406.08	14.3%	\$42,176.53	13.9%	\$51,929.59	40.2%

- (1) STURGEON BAY UTILITIES bills estimated using rates effective 6/15/21 and a projected 2025 PCAC of
(2) WE Energies based on their approved 2025 rates and includes a fuel adjustment of \$0.00 (1/1/24) and Env Control Charge (12/1/24) that varies by rate class for a total adj of:
(3) WPSC based on their approved 2025 rates and includes a fuel adjustment of \$0.00 (eff 1/1/23) for a total of:
(4) Alliant Energy based on their approved 2025 rates and includes a fuel adjustment of \$0.004667 (1/1/24-12/31/25) plus \$0.001602 (1/1/25-12/31/25) for a total of:
(5) XCEL Energy based on their approved 2024 rates and includes a fuel adjustment credit of \$0.00346 (1/1/25-12/31/25) for a total of:
(6) MG&E based on their approved 2025 rates and a fuel adjustment credit of \$0.00247 (1/1/25) for a total of:
(7) For TOU rates, on- and off-peak energy splits are adjusted to match the billing periods of each utility.

\$ 0.0070 per kWh
\$ 0.00056 per kWh
\$ - per kWh
\$ 0.00627 per kWh
\$ (0.00346) per kWh
\$ (0.00247) per kWh



CAPACITY GENERATOR PROGRAM OVERVIEW

Get backup power when you need it with a high return on investment.

Are you considering an on-site backup generator to ensure reliability and safety for your facility? Or, have you already invested in a standby generator? In either case, we can help you achieve more for your investment.

OVERVIEW

Our Capacity Generator Program provides your business with a cost-effective solution when a backup power source is needed at your facility. The program allows you to receive monthly payments for often idle equipment, while still enabling you to operate during power outages.

By partnering with us, you will also be helping to lower energy expenses for your business over the long term. One of the most significant cost drivers in the utility industry is the need to supply reliable power during periods of high demand, constrained power or extreme pricing. The Capacity Generator Program helps keep electricity affordable well into the future.

ELIGIBILITY

As a participant in this program, you agree to make your backup unit available as a generating resource on request. An untapped power resource is put to use, and in exchange your business gets additional return on its investment.

WPPI Energy, our not-for-profit wholesale power supplier, will make monthly payments to customers that choose to participate, and have generators 500 kW or larger that are interconnected to the utility system. Participants must be able to bring their generator online within 30 minutes notice and will be compensated for the fuel needed to power the unit when called into service by WPPI Energy.

HOW TO GET STARTED

For more information, contact your Energy Services Manager today.



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ENERGY ASSESSMENT GRANTS

When identifying new ways to control energy costs at commercial or industrial facilities, an energy assessment can be the best way to begin.

Efficiency, engineering or other feasibility analyses performed by third-party contractors can provide you with a clear plan for implementing specific energy efficiency upgrades.

PROJECT ELIGIBILITY

Grant funding is available for the following:

Energy Assessments

Assessments targeting electrical efficiency improvements and that deliver estimated project costs and energy saving benefits. Examples of eligible assessments include compressed air surveys, pump analyses, process evaluations, energy efficiency project feasibility studies and other specialized technology reviews.

Energy Assessments grants will be capped at 50 percent of the invoiced project cost, up to \$10,000 per project.

This cap includes other incentive and grant funding from sources such as the Department of Energy, Focus on Energy and Energy Innovations Collaborative.

Supplemental Project Support Services

Grant funding may also be used to contract additional technical services such as energy audit support, technical design review, equipment or process energy analyses, or other specific project support.

Supplemental project support grants will be capped at 100 percent of the invoiced project cost, up to \$10,000 per project.

CUSTOMER ELIGIBILITY

Businesses with an electrical peak demand greater than 200 kW are eligible to receive grant funding. All municipal and public school facilities are also eligible. Businesses must be an electric customer of Sturgeon Bay Utilities.

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SHARED SAVINGS PROGRAM OVERVIEW

If you can afford \$0, then your business can afford energy efficiency. Energy efficiency can offer big returns for businesses. It lowers utility bills, heightens performance and productivity, and shows a commitment to greener alternatives that your customers and community will appreciate.

NOW YOU CAN SAVE ENERGY WITHOUT HAVING TO SAVE UP FOR COSTLY UPGRADES.

We're giving businesses the capital needed to make qualifying energy-efficient improvements — up to \$50,000 worth. Repayments are made in regular installments on your company's monthly utility bill. And because your repayment plan is based entirely on the money those energy-efficient improvements will save, your utility bill should stay almost the same.

CUSTOMER ELIGIBILITY

You must:

- have an established utility bill payment history
- complete an application package for consideration

PROJECT ELIGIBILITY

Projects may include any new electrical energy-saving or demand-reducing measure that results in lasting impacts for the facility.

- **Project equipment** must meet minimum efficiency requirements.
- **The project** must reduce electric use and/or electric demand for the duration of the repayment period at a minimum.
- **The customer** must agree with all requirements relevant to the location and installation of project equipment as defined in the agreement.
- **The project** cannot be implemented (including any engineering and/or equipment purchases) prior to the written execution of an agreement between the customer and utility.
- **Previously installed** or retrofitted measures do not qualify.

SHARED SAVINGS PROGRAM OVERVIEW

FUNDING TERMS AND CONDITIONS

Receive between \$2,500 and \$50,000 for your energy efficiency project, based on the cost and energy savings potential of the planned improvements.

Shared savings funding will equal the project energy savings over 60 months less any incentives or other outside funding. The total combined funding will not exceed the project cost.

Repayment occurs for up to a 60-month period.

Payments include a 2 percent APR service fee, compounded monthly.

Project funding can range from \$2,500 to \$50,000 based on the cost and energy savings potential of the energy efficiency improvements.

Upon completion, the applicant must submit a Certificate of Project Completion form.



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NEW CONSTRUCTION PROGRAM OVERVIEW

The New Construction Program is designed to reduce the electric demand and energy use for new construction projects.

TO BE CONSIDERED FOR PARTICIPATION IN THIS PROGRAM, FOLLOW THESE STEPS:

1. Read the information below to determine whether your construction project is eligible.
2. If the project is eligible, submit an Application to Participate to the Program Administrator. See reverse for contact information.

After the Program Administrator reviews the project, applicants will be notified of acceptance or rejection. Accepted applicants will work with the Program Administrator to receive technical assistance and earn financial incentives.

ELIGIBLE PROJECT

This Program is offered solely for construction projects that will become non-residential electric customers of WPPI Energy member communities. All eligibility determinations are at the sole discretion of WPPI Energy. WPPI Energy accepts no liability for eligibility determinations.

Eligible Project Types

(One of the following must apply)

- Construction of any size new building.
- Construction of any size new addition to an existing facility.
- Major renovation to an existing facility that requires compliance with the state's energy code. To be eligible, renovations must involve a change in occupancy classification or affect at least two of these three systems: building envelope, HVAC systems, or lighting systems.

PARTICIPATION CONDITIONS

- Participating gross floor area must be non-residential or multi-family residential.
- Facility is located within the electric service territory of WPPI Energy member community.
- Projects will not be accepted if the energy-saving measures have already been purchased or installed.
- A project must enter the program during the design process, or must be willing to upgrade the energy-saving measures beyond current efficiency levels.
- All financial incentives must be pre-approved by WPPI Energy.

Projects that have, or will receive, funding from other energy efficiency programs available to businesses will be reviewed on a case-by-case basis for funding from this Program.

NEW CONSTRUCTION PROGRAM OVERVIEW

PROJECT ACCEPTANCE

If your project meets eligibility requirements, submit an Application to Participate to the Program Administrator. Requests to participate are evaluated by WPPI Energy on a case-by-case basis. Building size, project type, design phase, and project opportunities will guide the selection of participants. Prospective participants are encouraged to apply early in the design phase to earn the highest potential incentive.

SERVICES AVAILABLE TO ACCEPTED PROJECTS

Technical Assistance Services to an owner or design team. Services may include facilitation in the design process, reviewing plans and construction documents, assisting with research and product selections, analyzing energy savings, and verifying installation and operation of measures.

Design Incentives paid to the design team leader to help offset the costs of developing energy-efficient designs.

Measure Incentives paid to the owner to help reduce cost barriers to adopting electric energy-saving measures.

PROGRAM PARTICIPATION APPROACHES

The program assists an accepted construction project through one of two participation approaches:

Single System Approach provides financial incentives and project assistance to encourage integrated design. Measure incentives are paid through building construction techniques that produce quantifiable electrical energy reduction. This approach is chosen when

there is opportunity to achieve greater energy savings through integrated design, but the project size or schedule warrants a more streamlined approach.

Comprehensive Approach offers the highest level of project assistance and financial incentives for custom design solutions. This approach allows the greatest flexibility to meet energy performance goals by adopting integrated design solutions analyzed through whole building energy simulations. This approach is chosen when project size, schedule, complexity, and interest level justify a high level of program resources to achieve the benefits of integrated building design. This approach is generally reserved for projects that are brought to the program early in the process.

OTHER PROGRAMS

Other programs are available to assist existing commercial, state government, multi-family, and industrial customers in purchasing and installing energy-efficient equipment. If your construction project is not eligible for the New Construction Program, or if your project involves an existing building, you may qualify for financial incentives from these programs.

FOR ADDITIONAL INFORMATION ON THESE PROGRAMS CONTACT:



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REQUEST FOR PROPOSALS FOR ENERGY EFFICIENCY PROGRAM OVERVIEW

The Request for Proposals (RFP) for Energy Efficiency Program is an alternative approach for additional incentives. It allows businesses the flexibility to determine how best to meet their financial requirements while maintaining their eligibility for other incentive programs.

PROGRAM ELIGIBILITY

- Open to all commercial, industrial, and institutional customers receiving electric service from Sturgeon Bay Utilities.
- Eligible businesses may bid for the required incentive award needed to implement energy efficiency projects and meet their company financial hurdles.

Projects must:

- Reduce annual energy consumption by at least 100,000 kWh.
- And/or reduce site electrical demand by at least 20 kW during the on-peak hours of 2 p.m. to 5 p.m., Monday through Friday, during the months of June, July, August and September.

APPLICATION DETAILS

Bid applications may be submitted in partnership with an equipment vendor, engineering consultant, contractor or other third-party service provider.

All bids will be reviewed, scored, and ranked with the highest ranking bids funded first until available funds are expended.

MORE INFORMATION

For program details and application materials, visit our energy supplier's (WPPI Energy) website at wppienergy.org.

You may also contact your local Energy Services Representative today for information on technical project support, load metering or feasibility study grants that may be available to help your company evaluate savings for facility-specific projects.

REQUEST FOR PROPOSALS FOR ENERGY EFFICIENCY PROGRAM OVERVIEW

PAST PROJECT HIGHLIGHTS

The following are a few examples of the many projects in WPPI Energy member communities that have reaped the benefits of this program.

VENTILATION UPGRADES

A 163,000-square-foot medical facility identified its outdated ventilation system as a potential target. Through a comprehensive feasibility study, it was determined that upgrading the air handler controls and adding variable frequency drives could reduce energy consumption by more than 200,000 kilowatt-hours.

The facility was awarded \$30,000 to complete the upgrade. This investment yielded \$15,700 in annual energy savings while improving indoor air quality and comfort for patients and employees.

PROPER PUMP AND MOTOR SIZING

A major paper supplier received more than \$150,000 in incentives to replace an oversize aeration blower in its facility. It was determined that a correctly sized blower and motor with a variable speed inlet would decrease energy consumption and increase reliability. This project saves more than 1 million kilowatt-hours annually, decreasing their energy bill by \$108,000.

AIR COMPRESSORS

Though everything appeared to be working properly, a compressed air evaluation conducted at a mid-sized manufacturing facility revealed inefficiencies in a compressor. An older 75 hp air compressor satisfied all peak air demand loads without fail, but was oversized for lower use times. The facility was awarded \$20,000 to complete the replacement with a new highly efficient base load compressor and variable speed trim compressor. The facility now enjoys savings of more than \$16,000 annually.

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CURTAILABLE CAPACITY PROGRAM OVERVIEW

If your business has the ability to shed load upon request during periods of high demand, we can help you lower your electric costs substantially. Our Curtailable Capacity Program provides participating businesses with a financial incentive to reduce the strain on the electric system during periods of high demand or extreme pricing.

OVERVIEW

In addition to lowering your utility bills today, you may be helping to ensure lower energy costs for your business tomorrow. One of the most significant cost drivers in the utility industry is the need to supply reliable power during periods of peak demand. By helping to meet the demand for power at these times with existing resources, you can help ensure reliable, affordable power is available well into the future.

Businesses depend on the continued availability of electric power at a reasonable cost to remain competitive. By participating in this program, your business will not only save money; you will also contribute to a strong local economy.

ELIGIBILITY DETAILS

Available to commercial and industrial customer with an average monthly on-peak demand of at least 1,000 kilowatts (kW) who have the ability to shed a minimum of 500 kW of electrical load when notified.

As a participating business, you may be called upon to reduce energy consumption when the demand for power surges, by shifting your usage or turning off equipment for brief periods. In return for agreeing to partner with us and help us manage the demand for power at these peak times, your business will receive a significant financial incentive every month.

This program is designed to minimize the disruption to your operations, with customized contracts, limited interruption times and advance notification of power interruptions.

CURTAILABLE CAPACITY PROGRAM OVERVIEW

HOW THE PROGRAM WORKS

CONTRACT OPTIONS. As a participant, you will contract directly with our power supplier, WPPI Energy. In exchange for reducing energy consumption during periods of extreme demand for power, you will receive a payment each month from WPPI Energy. Monthly program payments are guaranteed regardless of whether or not you are actually called upon to reduce your energy use.

INTERRUPTIBLE LIMITS. During peak usage times, most often occurring in the hottest days of summer, interruptions will be limited to no more than 40 hours per month and 300 hours per year. WPPI Energy will contact program participants at least 60 minutes prior to the need to cut energy usage and will provide an estimate of the interruption duration. You will be notified by WPPI Energy when the interruption has ended so that your normal operations can resume.

HOW TO GET STARTED

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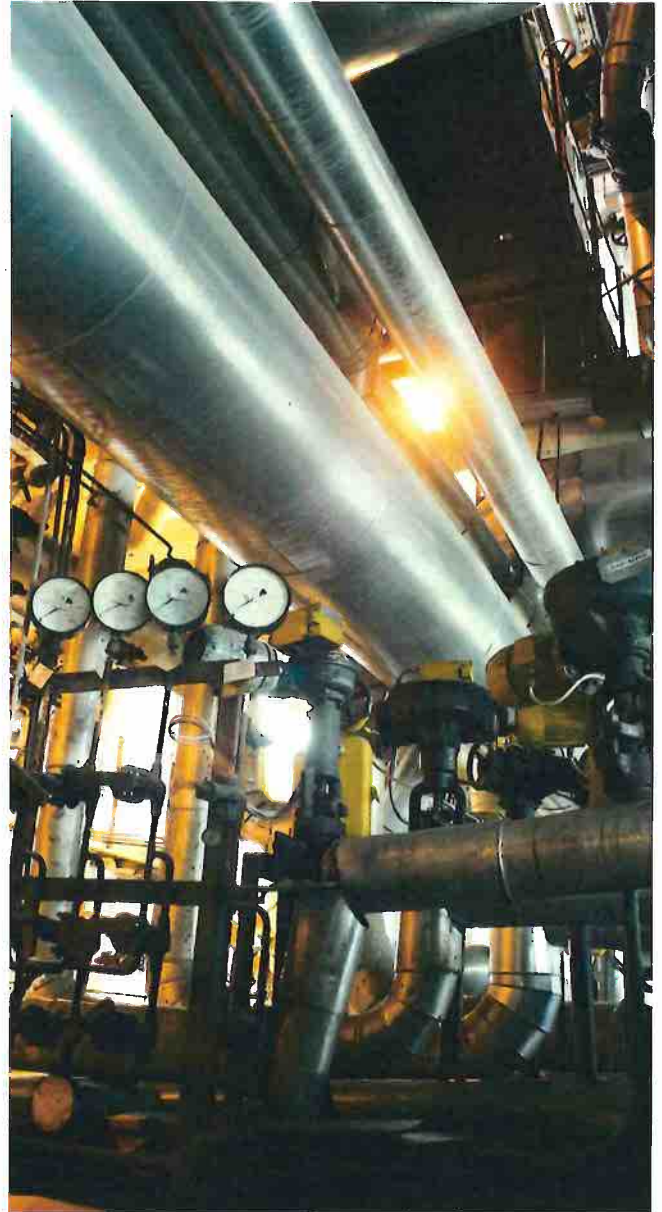
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