

Gulf Power

FACTS

2009



Who We Are

Gulf Power Company is an investor-owned electric utility with all of its common stock owned by Atlanta-based Southern Company. Our mission is to safely deliver affordable, reliable and environmentally responsible energy to very satisfied customers in strong communities. Here's a quick snapshot as of Jan. 1, 2009:

Corporate Headquarters: Pensacola, Florida

Customers: 427,929

Employees: 1,342

Chief Executive Officer: Susan Story

Gulf Power Generating Units:

Generating capacity: 2,659.4 megawatts

Plant Crist: 970 MW

Generating units 4

Type of fuel coal

Plant Smith: 889.9 MW

Generating units 4

Type of fuel coal, natural gas and fuel oil

Plant Scholz: 80 MW

Generating units 2

Type of fuel coal

Gulf Power owns generating units at:

Mississippi Power's Plant Daniel 500 MW (50% ownership)

Georgia Power's Plant Scherer 204.5 MW (25% ownership)

Commercial generation Pea Ridge, FL 15 MW

Transmission & Distribution (miles of line):

Transmission: 1,600

Distribution: 7,579 (1,697 underground)

Service Area: 7,550 square miles

10 counties

71 towns in Northwest Florida

Prices Around the State

Gulf Power's electricity prices are regulated by the Florida Public Service Commission. Each year, the prices are adjusted with PSC approval – either up or down – depending on costs of fuel for generating electricity, environmental compliance, energy conservation efforts and purchased power. As of January 2009, here's a look at the price of 1,000 kilowatt hours (an industry standard) at the state's major investor-owned utilities:

Tampa Electric (TECO)	\$128.44
Progress Energy Florida	\$137.87
Florida Power & Light	\$109.55
Gulf Power	\$124.10

Environment & Conservation

Gulf Power has reduced overall emissions from power plants in Northwest Florida by 73 percent since 1992 while energy demand has increased almost 20 percent. Here are a few highlights of ongoing efforts:

- Mercury Research Center – the nation's first full-scale test site for international studies of best technologies to reduce and capture mercury emissions.
- Control technology operational in 2009 that will “scrub” emissions of all four units at Plant Crist – further reducing sulfur dioxide, mercury, chlorides and particulate matter.
- A home energy management program – residential customers have reduced electricity demand by enough to power 50,000 homes.
- Land management and partnership activities contribute to many conservation efforts both in Northwest Florida as well as throughout the South – highlights include waterway cleanups through Renew Our Rivers, Project Greenshores estuary restoration, ecosystem restoration through Longleaf Legacy, Power of Flight and 5-Star Wetlands.

Building Strong Communities

Gulf Power Company is the largest single taxpayer in Northwest Florida. City, county, state and federal taxes totaled \$129.1 million for 2008. That amounts to 9.3 cents out of every dollar we take in, or \$301 per customer. The company's daily tax bill for 2008 amounted to \$352,809.

Gulf Power supports each community in which we live and serve. In 2008, the company supported local agencies, chambers of commerce, economic development groups and United Way as well as other charitable organizations with close to \$1.16 million. Employees also contributed \$64,035 to charitable organizations in Northwest Florida.