



Stoughton Utilities

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Serving Electric, Water & Wastewater Since 1886

News Release

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FOR IMMEDIATE RELEASE

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Contact: Jill Weiss, Utilities Director

Stoughton Utilities Donates \$500 to the Stoughton Chamber of Commerce

Stoughton Utilities recently donated \$500 to the Stoughton Chamber of Commerce to recognize their efforts in making the Community Recharge incentive program a success.

In July, Stoughton Utilities created a special customer incentive in response to the COVID-19 public health crisis, called our “Community Recharge” program. We partnered with the Stoughton Chamber of Commerce to administer this incentive program.

Through this program, SU doubled all City of Stoughton Chamber Bucks purchases, up to \$50 per SU customer, to help encourage spending at local businesses that have been negatively impacted by COVID-19. Chamber Bucks are redeemable at over 150 local Stoughton businesses, and can also be used to pay Stoughton Utilities bills.

Community Recharge program funding, made available through our partnership with WPPI Energy, totaled \$18,200. Program promotion began on July 8, 2020, and the program was scheduled to run through September 30, 2020, or while program funding lasted.

The program was a huge success, and the customer participation rate exceeded expectations. Program funds were exhausted on August 5, 2020, well ahead of schedule. In the 30 days following the first promotions of the program, 347 customers purchased a total of 639 Chamber Bucks Certificates. Stoughton Utilities matched these purchases, and as a grand total, this program resulted in 1,378 Chamber Bucks certificates totaling \$36,166 being printed to be spent at local Stoughton businesses.

Stoughton Utilities has made these donations in partnership with its not-for-profit, member-owned wholesale power supplier, WPPI Energy, in order to help address the local health and economic impacts of COVID-19.

Founded in 1886, Stoughton Utilities serves electric customers in Stoughton and the surrounding area, and wastewater and water customers in Stoughton.