

**Jefferson Cocke County Utility District Marketing Plan  
(July 1, 2008 through June 30, 2011)**

- A) Identify commercial and home development before construction has begun (or as early as possible) Action: **Assign a JCCUD Employee to identify development**
- B) Share the benefits of natural gas and propane at construction site. Also inform customer of incentives that are available. Action: **Assign a JCCUD employee to make site visit**
- C) Appliance rebates have been offered in the late winter and early spring months to pull installation away from the busy fall light up season. In recent years the demand on JCCUD installation and service crews has been reduced. Action: **Rebates should be offered 12 months per year to encourage year round usage.**
- D) New residential and remodeling construction should encourage year round appliance usage such as dryers, hot water heaters, etc. Action: **Offer rebates and waive service application fee if two or more year round appliance are installed**
- E) Enhance JCCUD's relationship with Heating and Air contractors. Action: **Develop a qualified contractors list (Need to develop standards for them to qualify to be on the list such as requiring the contractor to carry \$1,000,000 in liability insurance)**
- F) Encourage installation of Gas furnaces: Action: **offer homeowners a rebate for installation of a gas furnace (\$300) (Not dual fuel) ( Both New Construction and Change outs)**
- G) Encourage installation of Gas furnaces: Action: **offer heating and air contractor a rebate of \$250 for installation of a gas furnace on JCCUD's distribution system. (Contractor can earn a \$50.00 bonus per installation if JCCUD employee's site visit to approve installation does not result in additional inspection trips for reinspection.) ( Both New Construction and Change-outs) Maximum rebate per home to contractor equals \$300.**
- H) Encourage Heating and Air advertising gas furnaces: Action: **If contractor installs 8 gas furnaces on JCCUD's distribution system in a six month period JCCUD will pay contractor up to \$500 for reimbursement of advertising expense (Must be local ad for natural gas or propane units specifically.) Copy of advertising invoice must be submitted identifying natural gas and /or propane furnace units only. Disbursement eligible to be repeated upon the installation of 8 additional units within a six months period.**
- I) Assist local Heating & A/C dealers with gas furnace sales: Action: **Develop plan to offer financing through local banks to finance gas furnaces for local heating and A/C dealers**
- J) Encourage Residential and Commercial to switch from Electric to Natural Gas: Action: **Offer a special \$1,000 Rebate program if customer converts from electric to natural gas both furnace (not dual fuel) and hot water heater at the same time. This offer would be a stand alone offer and customer would not be eligible for other standard rebates on these two items offered at the same time. \$50.00 rebate per additional furnace unit installed.**
- K) Continue to focus on current builder's program in which building contractor can win a free trip

**Jefferson Cocke County Utility District Marketing Plan**

**(July 1, 2008 through June 30, 2011)**

- L) Jefferson Cocke Utility District reserves the right to end this program at any time**

### **JCCUD's Quality Contractor's Qualification**

- **Proper Insurance (\$1,000,000 for general liability insurance coverage, \$500,000 for each occurrence, and a minimum of \$500,000 for employee liability insurance)**
- **Must have a reputation of responding to customer calls and requests**
- **Must not be listed on the Tennessee Division of Consumer Affairs – Problem Contractor List - [www.state.tn.us/consumer/documents/ProblemCont](http://www.state.tn.us/consumer/documents/ProblemCont)**

**Jefferson Cocke Utility District  
Quality Heating and Air Conditioning  
Contractor Rebate Program**

<b>Legal Company Name</b>	<b>Contact Person and Title</b>

<b>Address (street, City, State, Zip)</b> _____	<b>Telephone #</b> ( ) - _____	<b>Fax #</b> ( ) - _____
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<b>Business Structure</b> <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> General Partnership <input type="checkbox"/> LLC
Social Security Number / Federal Tax ID # _____

<b>Insurance</b>
General Liability Coverage Amount: \$ _____ (required \$1,000,000.)
Each Occurrence: \$ _____ (required \$ 500,000.)
Employee Liability Insurance: \$ _____ (required \$ 500,000.)

I have a service department <input type="checkbox"/> Yes <input type="checkbox"/> No
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I certify that the information provided is correct:

Applicant Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Jefferson Cocke Utility District**  
**Standard Rebate Program**  
**For**  
**Contractors installing Natural gas or Propane furnaces on JCCUD's**  
**Distribution System**

<b>Date:</b>	<b>Work order #</b>
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<b><u>Contractor's Name:</u></b>
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<b><u>Customer's name and Service Address:</u></b> _____
_____
_____

	Natural Gas or Propane Heating Unit (\$250)	(Bonus) Heating Unit (\$ 50)
<b>Make:</b>	*                      *	
<b>Model:</b>	*                      *	
<b>Serial #:</b>	*                      *	

**Contractor's Signature:** \_\_\_\_\_  
**JCCUD Employee Signature** \_\_\_\_\_

- **Rebate will be awarded after a FREE final installation inspection has passed our Service Department.**
- **Equipment identification information listed above must match the information gathered by JCCUD's Service Department**
- **Please note: Contractor bonus of \$50 per furnace installation if JCCUD employee's site visit to approve installation does not result in additional inspection trip for reinspection of unit**
- **Maximum rebate (including Bonus) paid per home to contractor is \$300.00**
- **Please note: If contractor installs 8 gas furnaces (not dual fuel) on JCCUD's Distribution System within a six month period, Contractor will be eligible to be reimbursed for up to \$500 advertising expense. Must be local ad specifically promoting natural gas and/or propane furnace units. Copy of advertising invoice must be submitted identifying natural gas and /or propane furnace units only. Disbursement eligible to be repeated upon the installation of 8 additional units within a six months period.**
- **Rebates must be applied for within thirty (30) days of Final Inspection date**
- **Contractor representative must be present at time of inspection**
- **If you have any questions please call our Marketing Department at 623-3069 or 475-2300**

**This Rebate program is offered during the following timeframe:**  
**July 1<sup>st</sup>, 2008 thru June 30, 2011**

# Jefferson Cocke Utility District

Electric to Natural Gas Conversion  
(NOT DUAL FUEL and DOES NOT apply to new construction)  
\$1,000 Rebate

Date:	Work Order #
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Name: \_\_\_\_\_

Natural Gas Account Number \_\_\_\_\_

Service Address: \_\_\_\_\_

Mailing Address (if different) \_\_\_\_\_

Phone Number: \_\_\_\_\_

	Heating Unit Information	Water Heater Information
Make:	*	*
Model:	*	*
Serial #:	*	*

Customer's Signature: \_\_\_\_\_

JCCUD Employee Signature \_\_\_\_\_

- Both Furnace and Water Heater **MUST BE** converted from Electric to Natural Gas (not dual fuel) at the same time to qualify for the \$1,000 Conversion Rebate, plus \$50 rebate per each additional furnace unit
- If Natural Gas Furnace and Water Heater are **NOT** converted at the same time, standard rebate structure will apply
- Rebate will be awarded after a **FREE** final installation inspection has passed our Service Department.
- Customer must furnish receipt of purchase and apply for Rebate **within thirty (30) days** of final inspection by completing and returning this form to JCCUD's Business office
- Customer rebate will be processed and mailed to you approximately **10 working days** after the final inspection
- Standard rebate on these items does not apply with this special offer but standard rebate is available on gas dryers and ranges
- Equipment identification information listed above must match the information gathered by JCCUD's Service Department
- If you have any questions please call our Marketing Department at 623-3069 or 475-2300

This conversion program is offered during the following timeframe:  
July 1<sup>st</sup>, 2008 thru June 30, 2011

**Jefferson Cocke Utility District**  
**Standard Rebate Program**  
**For Installation of Natural Gas**  
**Appliances**

<b>Date</b>	<b>Work Order #</b>
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<b>Name:</b> _____
<b>Natural Gas Account Number</b> _____
<b>Service Address:</b> _____
<b>Mailing Address (if different)</b> _____
<b>Phone Number:</b> _____

	<u>(Not dual Fuel)</u>			
	Natural Gas Furnace (\$300)	Water Heater (\$150)	Gas Dryer (\$150)	Gas Range (\$100)
<b>Make:</b>	*	*	*	*
<b>Model:</b>	*	*	*	*
<b>Serial #:</b>	*	*	*	*

**Customer's Signature:** \_\_\_\_\_  
**JCCUD Employee Signature** \_\_\_\_\_

- **Rebate will be awarded after a FREE final installation inspection has passed our Service Department.**
- **Equipment identification information listed above must match the information gathered by JCCUD's Service Department**
- **Customer must furnish receipt of purchase and apply for Rebate within thirty (30) days of final inspection by completing and returning this form to JCCUD's Business office**
- **Please note: If new natural gas construction and two or more year round appliances are installed, JCCUD's Application Service Fee of \$100 will be waived**
- **Customer rebate will be processed and mailed to you approximately 10 working days after the final inspection**
- **If you have any questions please call our Marketing Department at 623-3069 or 475-2300**

**This standard rebate program is offered during the following  
timeframe: July 1<sup>st</sup>, 2008 thru June 30, 2011**

**Jefferson Cocke Utility District**  
**Standard Rebate Program**  
**For Installation of Propane**  
**Appliances**

<b>Date:</b>	<b>Work Order #</b>
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<b>Name:</b> _____
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<b>Propane Account Number</b> _____
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<b>Service Address:</b> _____
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<b>Mailing Address (if different)</b> _____
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<b>Phone Number:</b> _____
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	<u>(Not dual Fuel)</u>			
	Propane Gas Furnace (\$300)	Water Heater (\$150)	Gas Dryer (\$150)	Gas Range (\$100)
<b>Make:</b>	*	*	*	*
<b>Model:</b>	*	*	*	*
<b>Serial #:</b>	*	*	*	*

**Customer's Signature:** \_\_\_\_\_

**JCCUD Employee Signature** \_\_\_\_\_

- Rebate will be awarded after a FREE final installation inspection has passed our Service Department.
- Equipment identification information listed above must match the information gathered by JCCUD's Service Department
- Customer must furnish receipt of purchase and apply for Rebate within thirty (30) days of final inspection by completing and returning this form to JCCUD's Business office
- Customer rebate will be processed and mailed to you approximately 10 working days after the final inspection
- Customer agrees to refund entire rebate to the Utility District if customer changes to another propane distributor within three years from date of final inspection of appliances
- If you have any questions please call our Marketing Department at 623-3069 or 475-2300

This standard rebate program is offered during the following  
timeframe: July 1<sup>st</sup>, 2008 thru June 30, 2011

**Rebate Highlights of offer for New Construction  
(New or remodeling of existing home) for  
Propane Gas equipment installed  
On Jefferson Cocke Utility District's Distribution System**

1) Rebates to Homeowner, Commercial or (Building Contractor for Spec Homes) will be awarded as follows:

- \*\$300.00 Installation of Propane Gas Furnace (not dual fuel)
- \$150.00 Installation of Propane Gas Water Heater
- \$150.00 Installation of Propane Gas Dryer
- \$100.00 Installation of Propane Gas Range

1) Heating and Air Conditioning contractors on JCCUD's Quality Heating and Air Conditioning Contractor Rebate Program will be awarded as follows:

- A) 250.00 (per home) Installation of Propane Gas Furnace (not dual fuel)
- B) \$ 50.00 (per home) Bonus if JCCUD's employee site visit to approve installation does not result in additional inspection trip

\* Additional rebate of \$50.00 per gas furnace (not dual fuel) for homes and buildings with more than one gas furnace.

**Please Note: Maximum rebate paid per home to contractor is \$300.00**

**This rebate program is offered during the following timeframe:  
July 1<sup>st</sup>, 2008 thru June 30, 2011**

**Rebate Highlights of offer for New Construction  
(New or remodeling of existing home) for  
Natural Gas equipment installed  
On Jefferson Cocke Utility District's Distribution System**

- 1) Application Service fee of \$100.00 will be waived if two or more year round appliances are installed (Items B, C and D in Section 2 below)
  
- 2) Rebates to Homeowner, Commercial Customer or Building Contractor (for Spec Homes) will be awarded as follows:
  - A) \*\$300.00 Installation of Natural Gas Furnace (not dual fuel)
  - B) \$150.00 Installation of Natural Gas Water Heater
  - C) \$150.00 Installation of Natural Gas Dryer
  - D) \$100.00 Installation of Natural Gas Range
  
- 3) Heating and Air Conditioning contractors on JCCUD's Quality Heating and Air Conditioning Contractor Rebate Program will be awarded as follows:
  - C) \$250.00 (per home) Installation of Natural Gas Furnace (not dual fuel)
  - D) \$ 50.00 (per home) Bonus if JCCUD's employee site visit to approve installation does not result in additional inspection trip

\* Additional rebate of \$50.00 per gas furnace (not dual fuel) for homes and buildings with more than one gas furnace.

**Please Note: Maximum rebate paid per home to contractor is \$300.00**

**This rebate program is offered during the following timeframe:  
July 1<sup>st</sup>, 2008 thru June 30, 2011**

Jefferson Cocke Utility District

Please note changes effective August 1, 2008

- 1) Tennessee Mechanical Contractor's License requirement removed since local HVAC dealers are not required to have license.

Please note clarification:

- 1) Customers that have more than one gas furnace (not dual fuel) will be paid \$50.00 for each additional gas furnace (not dual fuel) installed.

