

**GRAND RAPIDS
PUBLIC UTILITIES**

Service is Our Nature

500 SE Fourth Street • Grand Rapids, Minnesota 55744

BUSINESS SERVICES DEPARTMENT MONTHLY REPORT October 2024 Commission Meeting

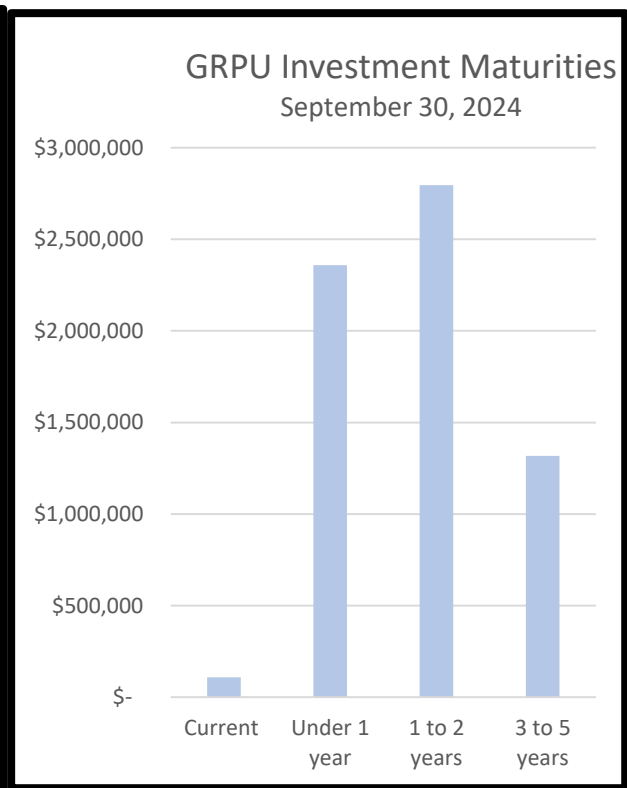
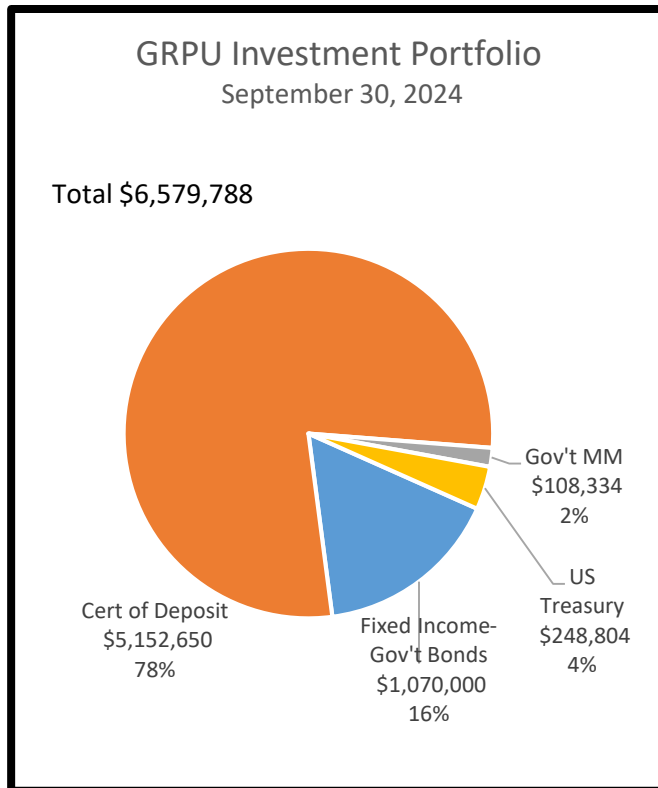
SAFETY

RELIABILITY

CUSTOMER SERVICE

Governments have a fiduciary responsibility in managing their funds, including the ongoing management and monitoring of investment activity. Investments increased from \$2,658,837 at EOY 2022 to \$6,579,788 as of September 30, 2024.

SAFETY OF ASSETS – INVESTMENTS



CUSTOMER SERVICE – CUSTOMER-FOCUSED COMMUNICATION CAMPAIGNS

In October, customer outreach focused on the Caring Fund and Public Power Week. The Caring Fund message was shared through radio ads, a Facebook post, and a billing insert that included information and sign-up details. As of October, GRPU has gained 36 new sign-ups for the Caring Fund. For Public Power Week, radio ads ran from October 6th through October 11th. Additionally, on Wednesday, October 9th, customers were invited to the Service Center to enjoy refreshments as part of the celebration.

For November, the customer outreach will focus on Service Line Warranties. This message will be communicated through radio ads, a Facebook post, and a tentative SLW ad campaign, which may include mailers.