

2012 Gas Utilities Marketing Budget

<u>Residential</u>	NGRID NH	Northern	Total
Residential High Efficiency Heating, Etc. Equipment	\$29,700	\$9,875	\$39,575
- Special Events	\$7,315	\$1,500	
- Gas Networks	\$5,970	\$4,400	
- Brochures and Mailing	\$5,969	\$2,000	
- Retraining Contractors	\$5,969	\$1,975	
- Staff Labor	\$4,477		
Home Performance w/ENERGY STAR®	\$0	\$3,375	\$3,375
- Special Events		\$1,375	
- Brochures and Mailing		\$2,000	
- Demo Unit			
- Staff Labor			
Income Eligible	\$3,486	\$1,525	\$5,011
- Special Events	\$2,963	\$1,525	
- Staff Labor	\$523		
New Home Construction w/ENERGY STAR®	\$3,213	\$3,034	\$6,247
- Special Events	\$963	\$1,200	
- Brochures and Mailing	\$643	\$1,834	
- Direct Mail to Builders	\$482		
- Co-marketing w/Builders	\$643		
- Staff Labor	\$482		
Energy Audit w/Home Performance	\$21,981	\$0	\$21,981
- Special Events	\$8,792		
- Brochures and Mailing	\$9,892		
- Staff Labor	\$3,297		
Building Practices and Demonstration	\$2,191	\$0	\$2,191
- Brochures and Mailing	\$1,862		
- Staff Labor	\$329		
Other	\$147	\$350	\$497
- NHSaves Web Site Updates	\$147	\$350	
Subtotal Residential	\$60,718	\$18,159	\$78,877

Commercial & Industrial**NGRID NH Northern Total****New Equipment & Construction**

	\$37,588	\$1,000	\$38,588
- Special Events / Business Expos	\$7,448	\$500	
- Brochures and Mailing	\$13,187	\$500	
- Gas Networks	\$5,651		
- Contractor Retraining	\$5,651		
- Staff Labor	\$5,651		

Large C&I Retrofit

	\$22,413	\$1,100	\$23,513
- Special Events / Business Expos	\$6,724	\$600	
- Brochures and Mailings	\$12,327	\$500	
- Staff Labor	\$3,362		

Small Business Energy Solutions

	\$6,008	\$1,157	\$7,165
- Special Events / Business Expos	\$1,803	\$657	
- Brochures and Mailings	\$3,304	\$500	
- Staff Labor	\$901		

Multi-Family Retrofit

	\$0	\$417	\$417
- Special Events / Business Expos			
- Letters, Brochures and Mailing		\$417	
- Staff Labor			

Other

	\$88	\$350	\$438
- NHSaves Web Site Updates	\$88	\$350	

Subtotal C&I&M**\$66,097 \$4,024 \$69,683*****Grand Total*****\$126,815 \$22,183 \$148,998**

* includes an allocation for utility website, newsletter, etc.

Home Performance with Energy Star is included in Energy Audit with Home Performance for National Grid NH

NH Gas Utilities Marketing Budget

Residential	NGRID NH	Northern	Total
Residential High Efficiency Heating, Etc. Equipment	\$29,700	\$9,875	\$39,575
Home Performance w/ENERGY STAR®	\$0	\$3,375	\$3,375
Income Eligible	\$3,486	\$1,525	\$5,011
New Home Construction w/ENERGY STAR®	\$3,213	\$3,034	\$6,247
Energy Audit w/Home Performance	\$21,981	\$0	\$21,981
Building Practices and Demonstration	\$2,191	\$0	\$2,191
Other - NHSaves Web Site Updates	<u>\$147</u>	<u>\$350</u>	<u>\$497</u>
Subtotal Residential	\$60,718	\$18,159	\$78,877
Commercial & Industrial	NGRID NH	Northern	Total
New Equipment & Construction	\$37,588	\$1,000	\$38,588
Large C&I Retrofit	\$22,413	\$1,100	\$23,513
Small Business Energy Solutions	\$6,008	\$1,157	\$7,165
Multi-Family Retrofit	\$0	\$417	\$417
Other - NHSaves Web Site Updates	<u>88</u>	<u>350</u>	<u>438</u>
Subtotal C&I&M	\$66,097	\$4,024	\$70,121
Grand Total	\$126,815	\$22,183	\$148,998

Jan-Jun 2012

NH Gas Utilities Marketing Spent				
Note	Residential	NGRID NH	Northern	Total
1	Residential High Efficiency Heating, Etc. Equipment	\$22,664	\$483	\$23,147
2	Home Performance w/ENERGY STAR®	\$0	\$1,262	\$1,262
3	Income Eligible	\$0	\$0	\$0
4	New Home Construction w/ENERGY STAR®	\$5,211	\$13	\$5,224
5	Energy Audit w/Home Performance	\$18,816	\$0	\$18,816
6	Building Practices and Demonstration	\$2,081	\$0	\$2,081
7	Other - NHSaves Web Site Updates	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
	Subtotal Residential	\$48,773	\$1,758	\$50,530
Commercial & Industrial				
		NGRID NH	Northern	Total
8	New Equipment & Construction	\$26,082	\$0	\$26,082
9	Large C&I Retrofit	\$18,187	\$0	\$18,187
10	Small Business Energy Solutions	\$5,244	\$750	\$5,994
11	Multi-Family Retrofit	\$0	\$0	\$0
12	Other - NHSaves Web Site Updates	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
	Subtotal C&I&M	\$49,513	\$750	\$50,263
	Grand Total	\$98,285	\$2,508	\$100,793

Notes

- 1 Rebate form created
- 2 Brochure created, printed
- 7 Rebate form created
- 8 Email blasts to 7,000 gas heat customers

NH Gas Utilities Marketing Balance

Residential	NGRID NH	Northern	Total
Residential High Efficiency Heating, Etc. Equipment	\$7,036	\$9,392	\$16,428
Home Performance w/ENERGY STAR®	\$0	\$2,113	\$2,113
Income Eligible	\$3,486	\$1,525	\$5,011
New Home Construction w/ENERGY STAR®	(\$1,998)	\$3,021	\$1,023
Energy Audit w/Home Performance	\$3,165	\$0	\$3,165
Building Practices and Demonstration	\$110	\$0	\$110
Other - NHSaves Web Site Updates	<u>\$147</u>	<u>\$350</u>	\$497
Subtotal Residential	\$11,945	\$16,401	\$28,347
Commercial & Industrial	NGRID NH	Northern	Total
New Equipment & Construction	\$11,506	\$1,000	\$12,506
Large C&I Retrofit	\$4,226	\$1,100	\$5,326
Small Business Energy Solutions	\$764	\$407	\$1,171
Multi-Family Retrofit	\$0	\$417	\$417
Other - NHSaves Web Site Updates	\$88	\$350	\$438
Subtotal C&I&M	\$16,584	\$3,274	\$19,858
Grand Total	\$28,530	\$19,675	\$48,205