

Minnesota

Small & Medium Business Toolkit



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

This page intentionally left blank.



XCEL ENERGY PARTNERS IN ENERGY AND THE ROLE OF TOOLKITS

Xcel Energy Partners in Energy provides communities in Minnesota and Colorado free services to develop an energy plan and assistance with implementing that plan. Each community has its own unique energy needs and priorities, and Partners in Energy tailors its services to complement each community's vision.

More and more communities are realizing energy planning plays a critical role in helping them reach their goals. The benefits of wise energy choices are diverse. By working with residents, businesses, and even their own government facilities, a community can shave dollars off utility bills, promote renewables, drive resource conservation, or contribute toward greenhouse gas reduction goals. Partners in Energy helps address the challenge of identifying local priorities and then structures a path that leverages all resources available.

As part of this offering, we have developed several toolkits that focus on unique sectors often identified as a focus for Partners in Energy communities. These toolkits are intended to help walk users through the process of engaging with these sectors to realize energy and cost savings.

For more information about available toolkits or to customize any of the resources with your community's unique brand identity, contact your Partners in Energy facilitator.

So you want to help businesses save energy?



You've come to the right place. This kit will help your city prioritize actions and connect you with the tools you'll need to get started. To customize any of the resources with your community's unique brand identity, contact your Partners in Energy facilitator.

WHO IS THIS KIT FOR?

This kit is designed to help local governments connect businesses with energy resources. Most of the materials were developed to support outreach to small and medium-sized businesses that don't have dedicated facility managers.

CONTENT

KIT ORGANIZATION:

This kit contains both resources on how to plan a campaign and implement one.

- Planning resources to develop an effective campaign are identified by
- Implementation resources are divided by intended user:
 - Campaign planners and implementers are identified by
 - Businesses are identified by

This kit houses many resources in one place. Use the hyperlinks (underlined text) throughout the document to jump to specific sections and tools.

NAVIGATION

HOW TO EXECUTE A CAMPAIGN WITH THIS KIT:

STEP 1: PREP Begin planning your business campaign.

Identify how you'll research the following questions to prepare for a campaign development meeting.

- **WHERE WILL WE FOCUS ENERGY EFFICIENCY EFFORTS?**
- **WHAT ACTION DO YOU WANT BUSINESSES TO TAKE?**
 - Get an energy assessment
 - Install LED lighting
 - Upgrade HVAC equipment
 - Upgrade refrigeration equipment

- **WHY** HAVE BUSINESSES NOT BEEN TAKING ACTION?
 - Energy efficiency is not on their radar
 - They don't know where to start
 - Financial burden
 - Lack of motivation
- **HOW** ARE YOU GOING TO SHARE INFORMATION WITH BUSINESSES?
- **WHO** AND **WHAT** IS AVAILABLE TO SUPPORT THIS CAMPAIGN?
- **WHEN** WILL THIS CAMPAIGN TAKE PLACE?



Sample survey questions

STEP 2: PLAN Use survey results to plan your campaign.

- Decide **where** your efforts will take place, **what** action businesses should take, **why** businesses have not been taking action, **how** you'll share campaign information with businesses, **who** and **what** will support the campaign, and **when** the campaign will take place.



Use this worksheet to facilitate a planning meeting

STEP 3: ACT Implement your campaign.

- Use the flyers, talking points, tips, and templates to implement your campaign.

STEP 4: EVALUATE Measure your campaign's success.

- At the end of your campaign, reserve time to record outcomes. Documenting lessons learned will prevent mistakes from being repeated in future efforts.

Need Help? Contact your Partners in Energy facilitator.



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

TABLE OF CONTENTS

ENERGY ASSESSMENT

- [Take action](#)
- [Talking points](#)
- [Email script](#)
- [Phone script](#)

LIGHTING

- [Take action](#)
- [Talking points](#)
- [Email script](#)
- [Phone script](#)

HVAC

- [Take action](#)
- [Talking points](#)
- [Email script](#)
- [Phone script](#)





REFRIGERATION

- [Take action](#)
- [Talking points](#)
- [Email script](#)
- [Phone script](#)

FINANCIAL

- [Talking points](#)
- [Email script](#)
- [Phone script](#)

ADDITIONAL RESOURCES

-  [Sample meeting worksheet](#)
-  [Small business survey](#)
-  [Decision tree](#)
-  [Local Resource List](#)

FLYERS

-  [Business Efficiency Opportunities](#)
-  [Renovating a Business or Commercial Property](#)
-  [Top 10 Energy Saving Tips](#)
-  [Save Energy Save Money Boost Your Bottom Line](#)
-  [Energy Financing Options for Businesses](#)
-  [Lighting Information](#)
-  [Lighting Efficiency](#)
-  [Cool Down Your Refrigeration Costs](#)
-  [Get the Most Out of Your HVAC System During Cooling Season](#)

energy assessment



ACTION:

GET AN ENERGY ASSESSMENT

Below are four common barriers that deter businesses from completing energy assessments. Use the associated resources to address those barriers.

TIP | Don't assume you know the barriers. Survey your business community to inform your campaign. Sample survey questions can be found [here](#).

BARRIERS	RESOURCES
Energy efficiency is not on their radar Small- to medium-sized business owners wear many hats and generally have little time to educate themselves on ways to save energy.	<ul style="list-style-type: none">• Energy Assessment Talking Points• Energy Assessment Email Template• Energy Assessment Phone Script
They don't know where to start Businesses often don't know what energy assessments exist and which offering is best for them.	<ul style="list-style-type: none">• MN Energy Audits
Financial burden Businesses may not have the capital to invest in an energy assessment.	Free assessments <ul style="list-style-type: none">• Energy Smart On-site energy consultations• Minnesota Retiree Environmental Technical Assistance Program (RETAP)
Lack of motivation Businesses lack incentives to get started on energy saving projects.	<ul style="list-style-type: none">• Mack Engineering Case Study• Bethlehem Lutheran Church Case Study• St. Paul Youth Services Case Study



ENERGY ASSESSMENT

talking points

BENEFITS

- Tired of equipment failures, with high repair costs, and prolonged equipment downtime? Replace old, unreliable equipment with new high efficiency equipment. This will not only reduce equipment failures, but also save energy, maintenance, and repair costs.
- There are often low- or no-cost opportunities to improve the performance of existing equipment increasing occupant comfort and equipment life while reducing operating costs through energy savings.
- Not sure where to start? Energy assessments are an easy, low- or no-cost way for you to get expert advice customized for your business.
- Rebates and financing options are available to help make projects possible.
- Energy assessments take a holistic approach to energy savings for your business, helping you identify and prioritize efficiency projects.

RESOURCES

Xcel Energy Business Solutions Center

Call an Xcel Energy efficiency specialist at **855.839.8862** or visit xcelenergy.com/Business.

Xcel Energy Turn Key Services

Call an Xcel Energy efficiency specialist at **855.839.8862** or visit xcelenergy.com/TurnKey to download a Turn Key application form.

Energy Smart On-Site Energy Consultations

Contact Chris Rustad at **651.292.3902** or crustad@mnchamber.com.

Minnesota Retiree Environmental Technical Assistance Program (RETAP)

Contact Mike Vennewitz, RETAP Coordinator, at **612.781.1307** or mvennewitz@yahoo.com.

One-Stop Efficiency Shop

Call to schedule a free lighting, HVAC, or refrigeration assessment at **612.244.2427** or OneStopEfficiencyShop.org.



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration



SAMPLE EMAIL SCRIPT

TIP

Hyperlink underlined program names in email for easy access.
Refer to previous page for links.

Hello _____,

I **[work/volunteer]** for **[City Name]** and we have a goal of **[insert goal]** businesses taking action to help achieve our community's energy goals. **[City Name]** is helping businesses by connecting them to resources that will identify opportunities to optimize equipment performance reducing repair, maintenance, and energy costs.

Free or low-cost expert energy assessments are a great first step towards identifying energy and cost savings opportunities. Xcel Energy and **[City Name]** provide the following opportunities to keep your business running smoothly.

Xcel Energy's **Turn Key Services** is ideal for businesses that do not have resources to make improvements. Along with low-cost assessments to identify energy efficiency upgrades and rebates, you can also get free implementation services for the improvements you choose to make.

Another option is to start with a free energy assessment through the Minnesota Chamber of Commerce **Energy Smart** program. Energy Smart finds opportunities to reduce energy costs and guides you through the steps to receive financial incentives.

Whichever option you choose, starting with an energy assessment will help you identify your best energy and cost saving opportunities, and connect you to resources to get the project done.

Best regards,
[Name]



SAMPLE PHONE SCRIPT

STAFF/VOLUNTEER

Hello—My name is [name] and I [work/volunteer] for [City Name]. Did you know [City Name] is working with businesses to help them improve their equipment performance to save time, energy, and money?

BUSINESS RESPONSE

Yes

No/Maybe

STAFF/VOLUNTEER

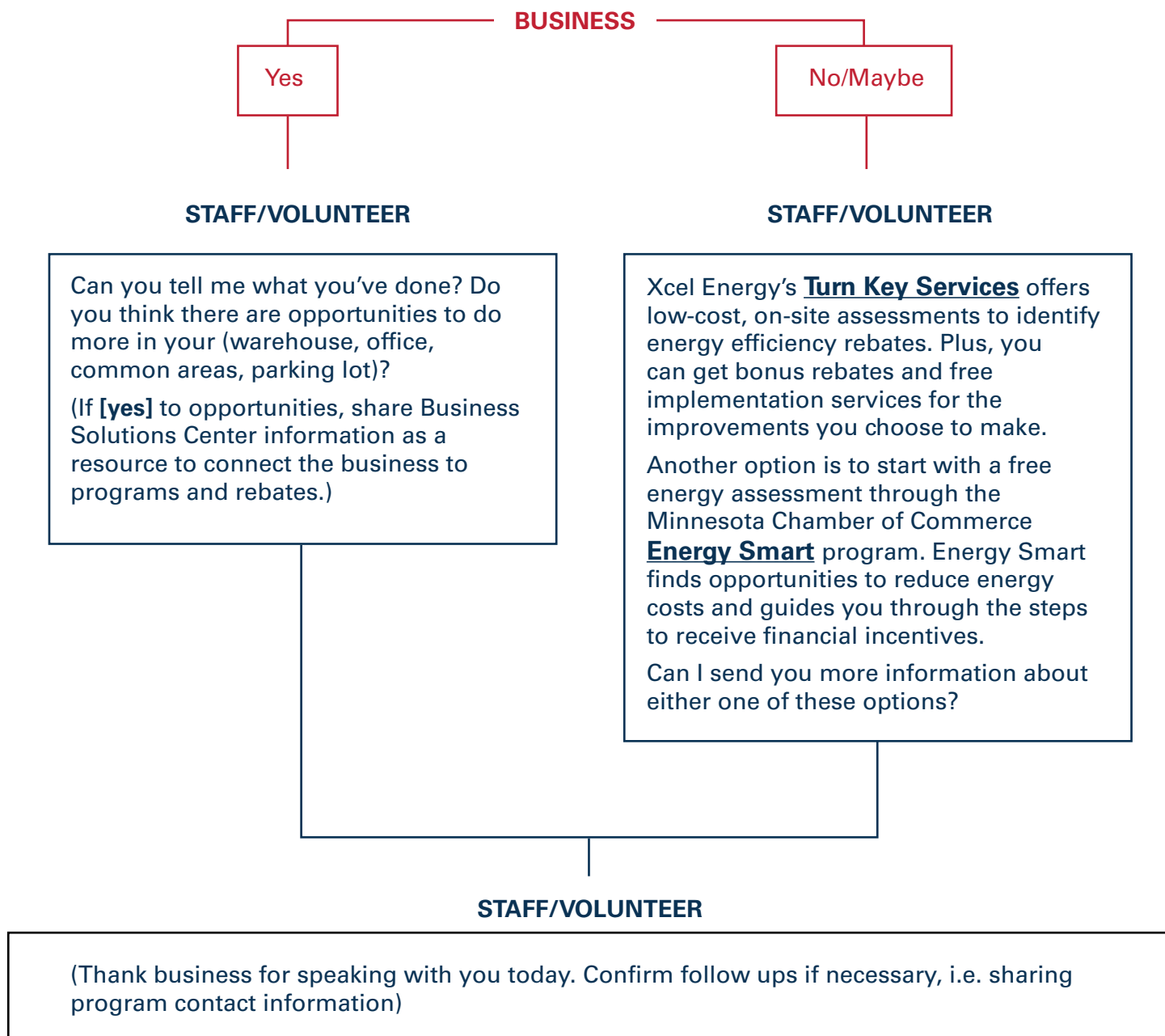
Great! What have you heard?
(record response)

STAFF/VOLUNTEER

[City Name] developed goals as part of our [name of plan/initiative] and businesses play a big part. [City Name] is helping businesses by connecting them to resources that will identify opportunities to optimize equipment performance increasing energy efficiency and reducing the chance of equipment failure.

STAFF/VOLUNTEER

The reason I’m reaching out to you today is to share information about energy assessments. There are free and low-cost options available to help you take a holistic look at how you use energy and identify the most cost-effective opportunities to improve equipment performance and efficiency. Have you already completed an energy assessment for your business?



lighting



ACTION:

LIGHTING

Below are four common barriers that deter businesses from completing lighting upgrades. Use the associated resources to address those barriers.

TIP | Don't assume you know the barriers. Survey your business community to inform your campaign. Sample survey questions can be found [here](#).

BARRIERS	RESOURCES
Energy efficiency is not on their radar Small- to medium-sized business owners wear many hats and generally have little time to educate themselves on ways to save energy.	<ul style="list-style-type: none">• Lighting Talking Points• Lighting Email Template• Lighting Phone Script
They don't know where to start Businesses often don't know what energy efficiency projects make the most economic sense, or who to call for help.	<ul style="list-style-type: none">• MN Lighting Program Flyer
Financial burden Businesses may not have the upfront capital to invest in energy saving projects.	<ul style="list-style-type: none">• Energy Financing Options for Businesses
Lack of motivation Businesses lack incentives to get started on energy saving projects.	<ul style="list-style-type: none">• Big O Tires Case Study



LIGHTING

talking points

BENEFITS

- Upgrading your business's lighting to LED bulbs is one of the easiest ways to cut down on building electricity use and costs.
- If you have already identified lighting projects, you can apply for rebates to offset upfront costs.
- Lighting upgrades have a quick return on investment.
- Energy Efficient LED lighting has many benefits:
 - LED bulbs are more energy efficient than traditional fluorescent lighting fixtures.
 - LED technology has a longer life span than traditional fluorescents, reducing your replacement and maintenance costs.
 - LED bulbs produce an even, bright light which can improve the comfort and productivity of employees.
 - LED bulbs are less fragile than fluorescents and less prone to breakage.

RESOURCES

One-Stop Efficiency Shop®
Contact **Cindy Kelly** at **612.244.2427** or **ckelly@mncee.org**,
or visit **OneStopEfficiencyShop.org**.

Xcel Energy Lighting Rebates, Controls, and Lighting Redesign Study
Call an Xcel Energy energy efficiency specialist at **855.839.8862**
or visit **xcelenergy.com/Business**.

SAMPLE EMAIL SCRIPT



TIP | Hyperlink underlined program names in email for easy access.
Refer to previous page for links.

Hello _____,

I **[work/volunteer]** for **[City Name]** and we have a goal of **[insert goal]**.
Businesses play a big part in helping us achieve our goals.

Lighting upgrades can be a simple way to update the look and feel of your building while improving energy efficiency and reducing energy and maintenance costs. Did you know there are local resources to help with the upfront costs of upgrading your lights and determining the return on investment?

The **One-Stop Efficiency Shop**[®] will do a free audit with detailed recommendations, estimated project costs, rebates, and energy and cost savings.

To get started, contact **Cindy Kelly** at **612.244.2427** or **ckelly@mncee.org**.

Best regards,
[Name]

SAMPLE PHONE SCRIPT



STAFF/VOLUNTEER

Hello—My name is [name] and I [work/volunteer] for [City Name]. Did you know [City Name] is working with businesses to help increase energy efficiency and save money?

BUSINESS RESPONSE

Yes

No/Maybe

STAFF/VOLUNTEER

Great! What have you heard?
(record response)

STAFF/VOLUNTEER

[City Name] developed goals as part of our energy initiatives and businesses play a big part. [City Name] is helping businesses by sharing resources to increase energy efficiency and save money.

STAFF/VOLUNTEER

The reason I'm reaching out to you today is to share information about lighting efficiency. Upgrading to LED lights can be a simple way to update the look and feel of your building while reducing energy and maintenance costs. Have you made lighting upgrades in your building?

Yes

No/Maybe

Can you tell me what you've done? Do you think there are opportunities to do more in your (warehouse, office, common areas, parking lot)?
(record response)

A great first step to learn about where you can make lighting upgrades and the return on investment is the One-Stop Efficiency Shop. An energy consultant will do a free audit with detailed recommendations, estimated project costs, rebates, and energy and cost savings.



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

STAFF/VOLUNTEER

Do you have an email I can send you information about One-Stop Efficiency Shop or other lighting assessment programs?

BUSINESS RESPONSE

Yes/Maybe

No

STAFF/VOLUNTEER

Okay, I'm going to send you links to the websites for each program to help you decide which program is best for you.

STAFF/VOLUNTEER

Let me give you the number for the HVAC One-Stop Efficiency Shop, so you can get more information and see if you qualify for a free lighting assessment.

Cindy Kelly
ckelly@mncee.org
612.244.2427

STAFF/VOLUNTEER

Do you have any specific questions that I can answer while we are on the phone together? (Answer questions or direct to resources as needed) Thank you for taking the time to speak with me today.

HVAC



ACTION:

HVAC (Heating, Ventilation, and Air Conditioning)

Below are four common barriers that deter businesses from completing HVAC upgrades. Use the associated resources to address those barriers.

TIP | Don't assume you know the barriers. Survey your business community to inform your campaign. Sample survey questions can be found [here](#).

BARRIERS	RESOURCES
Energy efficiency is not on their radar Small- to medium-sized business owners wear many hats and generally have little time to educate themselves on ways to save energy.	<ul style="list-style-type: none">• HVAC Talking Points• HVAC Email Template• HVAC Phone Script
They don't know where to start Businesses often don't know what energy efficiency projects make the most economic sense, or who to call for help.	<ul style="list-style-type: none">• Cooling Rebates• Heating Rebates• Business Solutions Center• One-Stop Efficiency Shop HVAC Program
Financial burden Businesses may not have the upfront capital to invest in energy saving projects.	<ul style="list-style-type: none">• Energy Financing Options for Businesses
Lack of motivation Businesses lack incentives to get started on energy saving projects.	<ul style="list-style-type: none">• St. Paul Public Schools• Walgreens Case Study



HVAC

talking points

BENEFITS

- Heating, ventilation, and air conditioning (HVAC) equipment often consumes a significant portion of a building's energy use. Luckily, there are many rebates and programs available to help you keep your equipment running efficiently, improving occupant comfort while reducing energy and maintenance costs.
- If you already know you want to replace HVAC equipment or install controls, Xcel Energy's rebates will help reduce upfront costs and reduce payback periods.
- If you are looking for opportunities for equipment replacement or optimization of existing equipment, consider an energy assessment such as the One-Stop Efficiency Shop®.
- If your building's HVAC systems are old and inefficient, they could become unreliable and expensive to maintain. A scheduled replacement of your building's cooling or heating systems can often be negotiated at a lower cost, and with less inconvenience than an emergency replacement of a failed unit.
- If your building is not in need of HVAC equipment replacement, you can still save money by installing control systems to automate your building's heating and cooling equipment.

RESOURCES

One-Stop Efficiency Shop® HVAC Program

Contact **Taylor Smith** at **612.618.8592** or tbsmith@mncee.org, or visit OneStopEfficiencyShop.org.

Xcel Energy HVAC Rebates

Call an Xcel Energy energy efficiency specialist at **855.839.8862** or visit xcelenergy.com/Business.

SAMPLE EMAIL SCRIPT



TIP

Hyperlink underlined program names in email for easy access.
Refer to previous page for links.

Hello _____,

I **[work/volunteer]** for **[City Name]** and we have a goal of **[insert goal]**.
Businesses play a big part in helping us achieve our goals.

Heating and cooling equipment are often the largest energy use for your business and equipment failures can be costly time-consuming. The Center for Energy and the Environment (CEE) provides **free rooftop unit (RTU) assessments** to qualifying businesses. The assessment evaluates your equipment and makes expert recommendations to optimize performance with customized calculations of energy savings and return on investments. The program also provides rebate incentives up to 60 percent of installed costs and start-to-finish oversight of your RTU improvements.

There are also **HVAC rebates** available for Xcel Energy customers. For more information call an Xcel Energy energy efficiency specialist at **855.839.8862** or visit **[xcelenergy.com/Business](https://www.xcelenergy.com/Business)**.

Keep your business comfortable and inviting while avoiding costly and time consuming RTU repairs. To get started, contact **Taylor Smith** at **612.618.8592** or **tbsmith@mncee.org**.

Best regards,
[Name]



SAMPLE PHONE SCRIPT

STAFF/VOLUNTEER

Hello—My name is [name] and I [work/volunteer] for [City Name]. Did you know [City Name] is working with businesses to improve heating and cooling equipment reliability and efficiency?

BUSINESS RESPONSE

Yes

STAFF/VOLUNTEER

Great! What have you heard?
(record response)

No/Maybe

STAFF/VOLUNTEER

[City Name] developed goals as part of our [Name of Initiative] and businesses play a big part. [City Name] is helping businesses by sharing resources to help evaluate existing heating and cooling equipment and optimize its performance. Making sure your HVAC equipment is in performing efficiently is important for maintaining occupant comfort and helps to reduce maintenance, repair, and energy costs.

STAFF/VOLUNTEER

The reason I'm reaching out to you today is to see if you would be interested in information about HVAC programs and rebates. Is this information something that could be of use to you?

Yes/Maybe

No

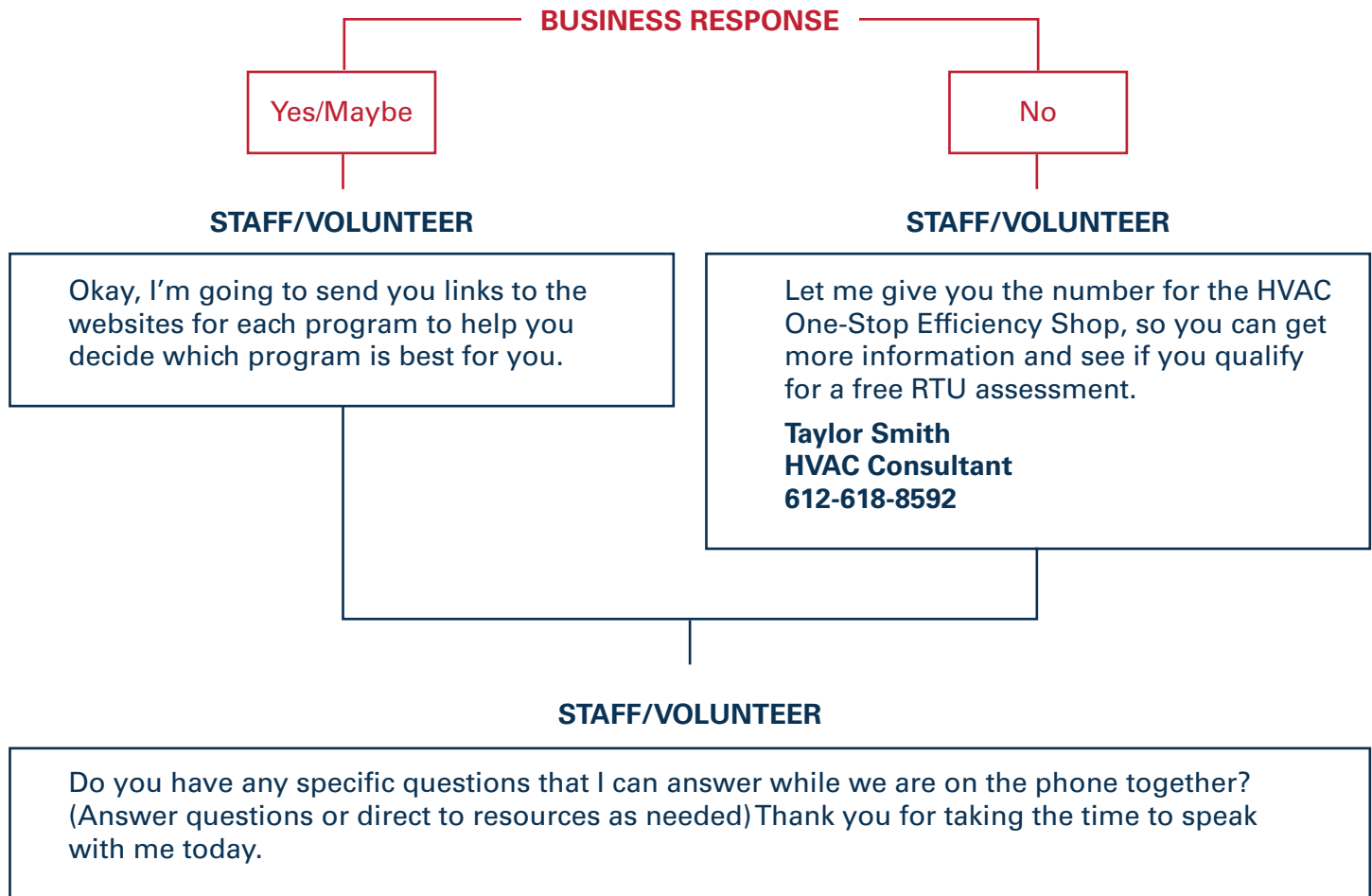
Great! There are two programs that may be of interest to you. The first program called One-Stop Efficiency Shop HVAC. It provides free assessments to qualifying businesses, rebate incentives up to 60 percent of installed costs, and start-to-finish oversight of your RTU improvements. The second Xcel Energy's HVAC rebates.

Do you have an email where I could send you information about these programs?

Thank you for your time!



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration



refrigeration



ACTION:

REFRIGERATION

Below are four common barriers that deter businesses from completing refrigeration upgrades. Use the associated resources to address those barriers.

TIP | Don't assume you know the barriers. Survey your business community to inform your campaign. Sample survey questions can be found [here](#).

BARRIERS	RESOURCES
Energy efficiency is not on their radar Small- to medium-sized business owners wear many hats and generally have little time to educate themselves on ways to save energy.	<ul style="list-style-type: none">• Commercial Refrigeration Talking Points• Commercial Refrigeration Email Template• Commercial Refrigeration Phone Script
They don't know where to start Businesses often don't know what energy efficiency projects make the most economic sense, or who to call for help.	<ul style="list-style-type: none">• Refrigeration Flyer
Financial burden Businesses may not have the upfront capital to invest in energy saving projects.	<ul style="list-style-type: none">• Energy Financing Options for Businesses• Rebates
Lack of motivation Businesses lack incentives to get started on energy saving projects.	<ul style="list-style-type: none">• Walgreens Case Study



REFRIGERATION

talking points

BENEFITS

- Refrigeration systems can be the main source of energy use in grocery, liquor, and convenience stores and equipment failure can be disruptive and costly.
- Xcel Energy offers free on-site refrigeration assessments that can offer you a convenient way to determine how your business can reduce energy use and costs.
- Qualifying businesses will receive complimentary, energy-saving products that will be installed right on the spot.
- If you decide to move forward with any of the recommended energy-saving improvements, an energy advisor will help you submit your rebate paperwork on all qualifying upgrades.
- Upgrading refrigeration equipment can reduce energy, equipment failures and maintenance costs, and improve your business's appearance.

RESOURCES

Xcel Energy's Commercial Refrigeration Program
Call **612.455.7803** or visit [xcelenergy.com/MNrefrigeration](https://www.xcelenergy.com/MNrefrigeration).

SAMPLE EMAIL SCRIPT



TIP

Hyperlink underlined program names in email for easy access.
Refer to previous page for links.

Hello _____,

I **[work/volunteer]** for **[City Name]** and we have a goal of **[insert goal]**.
Businesses play a big part in helping us achieve our goals.

Ensuring your refrigeration systems are working as effectively and efficiently as possible is essential for your business and a great first step towards increasing energy efficiency in your building. Did you know Xcel Energy offers **free on-site refrigeration assessments** that can offer you a convenient way to determine how your business can reduce energy use and costs?

The assessments also include complimentary, energy-saving products that will be installed right on the spot. Additionally, if you decide to move forward with any of the recommended energy-saving improvements, an energy advisor will help you submit your rebate paperwork on all qualifying upgrades.

To get started, call **612.455.7803** or visit **[xcelenergy.com/MNrefrigeration](https://www.xcelenergy.com/MNrefrigeration)**.

Best regards,
[Name]

SAMPLE PHONE SCRIPT



STAFF/VOLUNTEER

Hello—My name is [name] and I [work/volunteer] for [City Name]. Did you know [City Name] is working with businesses to help increase energy efficiency and save money?

BUSINESS RESPONSE

Yes

No/Maybe

STAFF/VOLUNTEER

Great! What have you heard?
(record response)

STAFF/VOLUNTEER

[City Name] developed goals as part of our energy initiatives and businesses play a big part. [City Name] is helping businesses by sharing resources to increase energy efficiency and save money.

STAFF/VOLUNTEER

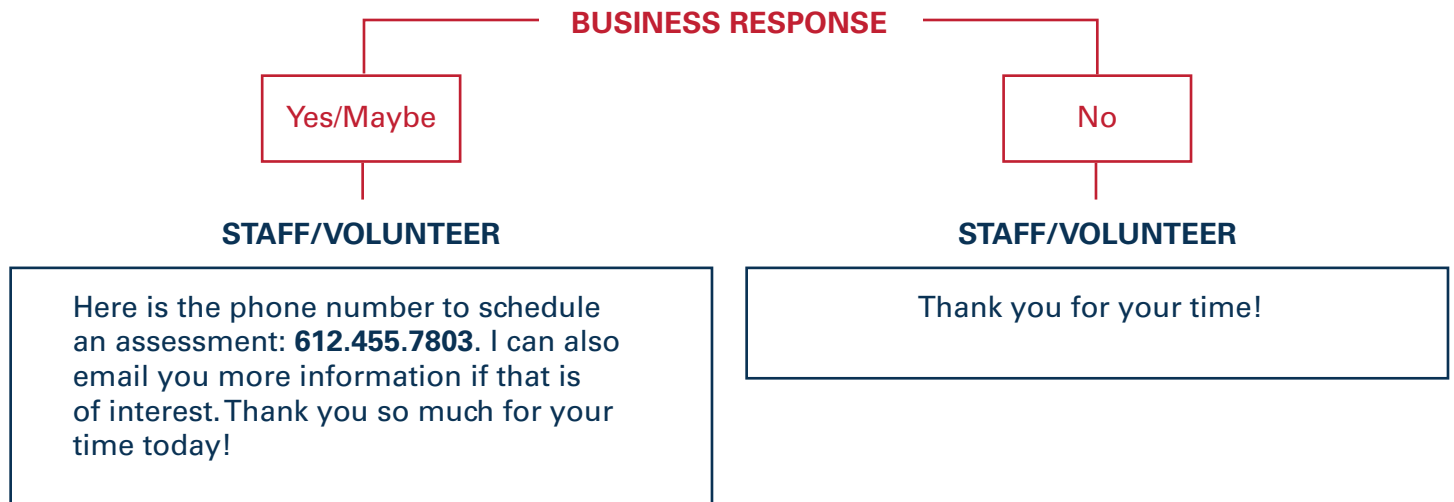
The reason I'm reaching out to you today is to see if your business could benefit from a free commercial refrigeration assessment offered to any Xcel Energy electricity customer. Do you use refrigeration units at your business?

Yes

No

Great! Would you be interested in a free expert evaluation of your refrigeration systems to ensure they are operating as effectively and efficiently as possible? The free assessment includes complimentary, energy-saving products that will be installed right on-the-spot. Additionally, if you decide to move forward with any of the recommended energy-saving improvements, an energy advisor will help you submit your rebate paperwork on all qualifying upgrades.

Sounds like the program wouldn't be a good fit. Thank you for your time!



financial





FINANCIAL

talking points

Have you already identified energy projects to pursue, but aren't sure how to pay for them? There are many different financing and support options available to help make projects possible.

STEPS YOU CAN TAKE

- **Rebates:** Check to see if rebates are available from your utility for the projects you are pursuing. Rebates help offset the up-front cost of installing qualifying energy-efficient equipment increasing your return on investment and reducing the payback period.
- **Financing:** Financing provides upfront capital to complete projects. Programs are available through local nonprofits for businesses looking for help to make energy efficient upgrades. See the resources listed below for programs offered in Minnesota.
- **How to learn about these?** Many energy assessments will help identify rebates and financing options and help you fill out the application forms to receive support.

RESOURCE LINKS

Xcel Energy Equipment Rebates

Call an Xcel Energy energy efficiency specialist at **855.839.8862** or visit xcelenergy.com/Business.

Minnesota PACE – MinnPACE

Call MinnPACE at **651.223.8038** or visit minnpace.com.

Rural Minnesota Energy Board – PACE Program

Visit rmeb.org or call these contacts for more information on the application and application process: **Robin Weis 507.836.1638** or **Annette Fiedler 507-836-1631**

Commercial Energy Efficiency Loan Program

Call **Steve Hines** from the Center for Energy and Environment at **612.335.5851**, or find out more at mnlendingcenter.org.

Trillion BTU

Visit sppa.com.



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

SAMPLE EMAIL SCRIPT



TIP

Hyperlink underlined program names in email for easy access.
Refer to previous page for links.

Hello _____,

I **[work/volunteer]** for **[City Name]** and we have a goal of **[insert goal]** businesses taking action to help achieve our community's energy goals. **[City Name]** is helping businesses by connecting them to funding and financing opportunities to implement energy efficiency upgrades.

Energy efficiency upgrades can be a smart investment in your business, but require upfront costs that can present a barrier to pursue. Below are financing options to help your business overcome this obstacle and reduce your overhead costs.

1. **Xcel Energy Equipment Rebates** provide cash back for installing eligible high-efficiency equipment in your business. Visit xcelenergy.com/business.
2. **PACE**: Property Assessed Clean Energy allows a business to borrow money against the value of the business property and pay off the investment over time. Visit minnpace.com. If you are located in southwest Minnesota, visit rmeb.org.
3. **Trillion BTU**: An energy financing program that connects businesses to energy audits and technical assistance. The goal of the program is to establish a positive cash flow payment schedule with energy savings exceeding the payment obligation. This program is unique in its ability to leverage Federal dollars to fund the loans and help access available utility rebates. Visit sppa.com.
4. **Low Interest Loans**: You can get a low-interest loan from a lender like the Center for Energy and Environment's Lending Center. They provide five year loans at an interest rate of 4.99% for up to \$100,000. Visit mnlendingcenter.org.

Take advantage of these financing options to make your energy efficiency project possible and stop wasting money on old, inefficient, and unreliable equipment.

Best regards,
[Name]



SAMPLE PHONE SCRIPT

STAFF/VOLUNTEER

Hi, my name is **[Name]** and I am calling from **[City]** as part of a community outreach effort to let businesses know about rebate and financing resources available for purchase and installation of new energy efficient equipment, optimization of existing equipment, or the installation of solar panels.

Who would the best person be to talk to about the opportunities available to your business?

**When you get the right person ask them if they have 5 min to talk*

Does your business currently have any goals to reduce their energy expenses or old inefficient equipment that needs to be replaced?

BUSINESS RESPONSE

Yes/Maybe

No

STAFF/VOLUNTEER

Do you have specific projects already identified?

Yes/Maybe

No/Maybe

Would you like information about financial resources available to complete your projects and improve your return on investment?

Refer to Resource Links

A free or low-cost energy audit provides expert analysis to identify cost effective energy saving projects customized for your business. Your energy expert will also provide financing options for recommended upgrades. Can I send you information on how to take advantage of these programs?

Provide information for energy audits if interested.

STAFF/VOLUNTEER

Are you interested in installing solar panels on your building?

Yes/Maybe

No

Would you like information about financing options for this project?

Provide PACE and loan financing information

Thank you for taking the time to talk to me today.



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

SAMPLE PHONE SCRIPT



FOLLOW UP QUESTION FOR **ALL** RESPONSES STAFF/VOLUNTEER

Do you have any questions about the information I shared or is there any follow-up information that would be helpful?

Would you like a follow-up email with the information I provided, along with some helpful links?

Thank you for your time.



Rebate and Financing Summary

PROJECT TYPE	BUILDING OWNER	TENANT
Lighting	Utility Rebates Loan PACE	Utility Rebates Loan
Heating/Cooling System	Utility Rebates Loan PACE	Utility Rebates Loan
Hot Water Heater or Boiler	Utility Rebates PACE	Utility Rebates
Refrigeration Equipment	Utility Rebates Loan	Utility Rebates Loan
Appliances	Utility Rebates	Utility Rebates
Building Envelope (insulation or windows)	Utility Rebates PACE	Utility Rebates
Other	Utility Rebates Loan	Utility Rebates Loan
Solar Panels	PACE Loan	n/a

ADDITIONAL RESOURCES

BARRIERS	RESOURCES
Energy efficiency is not on their radar Small- to medium-sized business owners wear many hats and generally have little time to educate themselves on ways to save energy.	<ul style="list-style-type: none"> • Clean Energy Resource Teams (CERTs) offers grants and support to communities to implement energy projects. • Business Renovation Flyer
They don't know where to start Businesses often don't know what energy efficiency projects make the most economic sense, or who to call for help.	<ul style="list-style-type: none"> • Top 10 Energy Saving Tips • Decision Tree • 101 ways to save energy
Financial burden Businesses may not have the upfront capital to invest in energy saving projects.	<ul style="list-style-type: none"> • ROI Calculator
Lack of motivation Businesses lack incentives to get started on energy saving projects.	

BUSINESS ENERGY CAMPAIGN MEETING

Worksheet

A) WHERE WILL WE FOCUS ENERGY EFFICIENCY EFFORTS?

Think about the types of businesses exist in the community. Depending on the size of your community you might want to focus on 1 or 2 building types or all commercial energy users.

All small and medium commercial energy users	Auto dealerships	Convenience stores	Grocery stores
Light industrial	Liquor stores	Lodging	Medical
Office	Restaurants	Retail	Worship buildings

B) WHAT ACTION DO YOU WANT YOUR TARGET AUDIENCE TO TAKE?

Look at the business types and benefits associated with each action to make your selection.

Get an energy assessment

- How many businesses? Goal: _____

<u>Business Types</u>	<u>Benefits</u>
All small and medium commercial energy users	Understand how a building currently uses energy and ways to conserve (low-cost as well as capital cost options), simple payback on investment, operational tips.

Install LED lighting

- How many businesses? Goal: _____

<u>Business Types</u>	<u>Benefits</u>
All, especially those with long operating hours (office, retail, grocery/convenience, medical, service, light industrial)	<ul style="list-style-type: none"> Relatively short payback on investment Energy savings Cost savings Improved staff and customer experience Reduced maintenance costs

Install HVAC controls and/or more efficient equipment

- How many businesses? Goal: _____

Business Types	Benefits
All, especially those with longer cooling operating seasons (office, grocery/ convenience, restaurant, retail)	<ul style="list-style-type: none"> • Improved indoor air quality • Better building operations (controls) • Energy savings • Cost savings • Improved staff and customer comfort • Low-cost options (boiler upgrades and piping insulation) • Good rebates for high- efficiency domestic hot water equipment • Distributor discounts for high-efficiency cooling equipment

Optimize refrigeration equipment

- How many businesses? Goal: _____

Business Types	Benefits
Grocery, convenience, restaurants, liquor stores	<ul style="list-style-type: none"> • Energy savings on one of the largest expenses for some businesses • Cost savings • Optimized equipment functionality • Reduced equipment failures and costly repairs

C) **WHY HAVE BUSINESSES NOT BEEN TAKING ACTION?**

Reference the business campaign toolkit for sample survey questions to identify barriers and resources to address four common barriers:

- *Energy efficiency is not on their radar*
- *They don't know where to start*
- *Financial burden*
- *Lack of motivation*

D) **HOW ARE YOU GOING TO SHARE INFORMATION WITH YOUR AUDIENCE?**

Think about how businesses receive information and the communication channels you have resources to support:

Email

In person visit

Phone

Postcard

Newsletter article

Social media

E) WHO AND WHAT IS AVAILABLE TO SUPPORT THIS CAMPAIGN?

Campaign project management (Responsible parties and estimated hours)	
Campaign outreach (Responsible parties, estimated hours, and budget)	
Outreach materials (What materials from the kit will you use?)	
Campaign tracking (How will you track your campaign?)	

F) WHEN WILL THIS CAMPAIGN TAKE PLACE?

Campaign Stage	Month(s)	Date Range
Planning		
Implementation		
Closeout		

G) NEXT STEPS

- *What needs to happen next? Who is responsible?*
- *When is everyone meeting next?*

SMALL BUSINESS

energy survey

- 1) Who are you most likely to trust about energy recommendations for your business?
Please rank the options below.

- Building Engineers
- Chamber of Commerce
- Contractors
- Energy Nonprofits
- Energy Utilities
- Local Businesses
- Local Elected Officials
- The City
- CenterPoint Energy
- Trade Associations
- Other

- 2) How would you like to receive information about energy-saving opportunities for your businesses? **(Select your top 3 choices)**

- Blogs
- Emails
- E-Newsletters
- Facebook
- Meetings with energy program experts at your business
- Local Newspaper
- Lunch & Learns
- Onsite visits from Energy Coaches

- ☐ Letters or Postcards
- ☐ Cold Calls
- ☐ Scheduled Conference Calls
- ☐ Websites
- ☐ Workshops
- ☐ Word of Mouth
- ☐ Other—Write In (Required):_____
- ☐ I don't want information about energy programs

3) What would motivate you to make your business more energy efficient?
Please rank the factors below.

- ☐ Less than two year return on investment
- ☐ Good public relations
- ☐ Increased comfort of employees
- ☐ Getting recognition for being an environmentally-friendly business
- ☐ Improved safety
- ☐ Similar businesses are making the same type of investments
- ☐ Other—Write In (Required)_____

4) What would deter you to from making your business more energy efficient?
Please rank the factors below.

- ☐ Not being aware of energy program opportunities
- ☐ More than two year return on investment
- ☐ Upfront capital to complete project
- ☐ Lack of time
- ☐ Lack of knowledge about which energy efficiency investments are right for my building or business

- ☐ Not having a trusted energy advisor
- ☐ Paperwork requirements
- ☐ Not having the authority to make energy efficiency upgrades to my building
- ☐ Other—Write In (Required):_____

5) How could the City help you overcome those barriers?

- ☐ Provide financing options to cover upfront investment costs
 - ☐ Provide informational resources about energy program opportunities
 - ☐ Discount the cost of energy assessments
 - ☐ Develop and share case studies about commercial energy efficiency projects
 - ☐ Provide energy coaches to advise you on projects
 - ☐ Other—Write In (Required):_____
-

A LITTLE BIT ABOUT YOU!

6) I'm a _____. **(Check all that apply)**

- ☐ Current or retired business owner
- ☐ Current or retired business manager
- ☐ Current or retired facility manager or building operations staff
- ☐ Chamber of Commerce member
- ☐ Trade association member
- ☐ Other—Write In (Required):_____

7) On a scale of 0-10, how would you rank your business's energy-efficiency practices?
(Slide the blue circle)

0= Have not tried to save energy.

5= Have invested in some energy-efficiency products and sometimes engage in energy-saving behaviors.

10= Have invested in all energy-efficiency products and always engage in energy-saving behaviors.

8) Has your business ever had an energy audit or site visit to evaluate energy-saving opportunities?

☐ Yes

☐ No

☐ Unsure

9) Has your business completed an energy-efficiency upgrade in the last five years?

☐ Yes

☐ No

☐ Unsure

10) We are actively looking for businesses to write case studies on. If you are willing to share your energy-efficiency upgrade story, please include your contact information below.

First Name: _____

Last Name: _____

Title: _____

Company Name: _____

Street Address: _____

Apt/Suite/Office: _____

City:_____

State:_____

Zip:_____

Country:_____

Email Address:_____

Phone Number:_____

Fax Number:_____

Mobile Phone:_____

URL:_____

THANK YOU!

This page intentionally left blank.

DECISION TREE

Saving energy for your business is as easy as 1-2-3!

Whether you’re looking for quick wins or have a little more time to make an informed investment, you’ve come to the right place. Follow the steps below to first determine which pathway is right for your business type. Then, review the things that tend to use the most energy for your business type. Finally, think about the resources and capacity your business has to make energy efficiency improvements, and choose the pathway and energy efficiency opportunities that match your desired level of effort and investment. Note that additional information for the step 3 activities is provided on the reverse side.

1. Select Your Business Type	2. Review Your Top Energy Users	3. Select Your Capacity & Review Recommendations			
		A. Very limited resources and time (quick wins)		B. Some resources and time (informed investment)	
		Recommendations	First Steps	Recommendations	First Steps
Restaurant	Lighting Refrigeration Water heating Cooking Heating, ventilation, and cooling	One-Stop Efficiency Shop Commercial Refrigeration Efficiency	Sign up for a lighting or refrigeration audit and get free equipment installations and recommendations	Energy Audit <ul style="list-style-type: none"> Utility analysis Process improvements Equipment recommendations 	Schedule your site visit and review your report for best projects to implement
Retail	Lighting Heating and cooling	One-Stop Efficiency Shop	Sign up for a lighting audit and get free equipment installations and recommendations	Energy Audit <ul style="list-style-type: none"> Utility analysis Process improvements Equipment recommendations 	Schedule your site visit and review your report for best projects to implement
Grocery Convenience Liquor	Refrigeration Lighting Heating and cooling	Commercial Refrigeration Efficiency One-Stop Efficiency Shop	Sign up for a lighting or refrigeration audit and get free equipment installations and recommendations	Energy Audit <ul style="list-style-type: none"> Utility analysis Process improvements Equipment recommendations 	Schedule your site visit and review your report for best projects to implement
Healthcare	Lighting Heating and cooling Water heating	One-Stop Efficiency Shop Low-flow water fixtures Plug load control	Sign up for a lighting audit and get free equipment installations and recommendations Check out Xcel Energy’s store for low-flow water fixtures, programmable thermostats, and power supplies	Energy Audit <ul style="list-style-type: none"> Utility analysis Process improvements Equipment recommendations 	Schedule your site visit and review your report for best projects to implement

1. Select Your Business Type	2. Review Your Top Energy Users	3. Select Your Capacity & Review Recommendations			
		A. Very limited resources and time (quick wins)		B. Some resources and time (informed investment)	
		<i>Recommendations</i>	<i>First Steps</i>	<i>Recommendations</i>	<i>First Steps</i>
Small Office	Lighting Heating and cooling Water heating Plug load	One-Stop Efficiency Shop Low-flow water fixtures Plug load control	Sign up for a lighting audit and get free equipment installations and recommendations Check out Xcel Energy's store for low-flow water fixtures, programmable thermostats, and power supplies	Energy Audit <ul style="list-style-type: none"> • Utility analysis • Process improvements • Equipment recommendations 	Schedule your site visit and review your report for best projects to implement
Public Assembly (Churches)	Lighting Heating and cooling	One-Stop Efficiency Shop	Sign up for a lighting audit and get free equipment installations and recommendations	Energy Audit <ul style="list-style-type: none"> • Utility analysis • Process improvements • Equipment recommendations 	Schedule your site visit and review your report for best projects to implement
Lodging	Lighting Water heating Heating and cooling	One-Stop Efficiency Shop Low-flow water fixtures Thermostat controls	Sign up for a lighting audit and get free equipment installations and recommendations Check out Xcel Energy's store for low-flow water fixtures, programmable thermostats, and power supplies Adjust thermostats to match occupancy schedule	Energy Audit <ul style="list-style-type: none"> • Utility analysis • Process improvements • Equipment recommendations Pool/spa covers Ozone Laundry	Schedule your site visit and review your report for best projects to implement Contact the BSC for more information on building recommissioning and rebates for ozone laundry Contact your pool service provider about a physical or liquid pool cover solution

Business Solutions Center: 855.839.8862
Commercial Refrigeration Efficiency: xcelenergy.com/MNrefrigeration
Audits: xcelenergy.com/TurnKey
Xcel Energy Store: xcelenergystore.com



LOCAL RESOURCE LIST

Keep in mind that energy programs are constantly evolving so be sure to contact program providers for the most up-to-date information about the resources below.

XCEL ENERGY PROGRAM INFORMATION

Xcel Energy Business Solutions Center

Description	Xcel Energy's Business Solutions Center offers free energy efficiency advice. A team of dedicated energy efficiency specialists guide any size business on everything from improving reliability and performance to filling out rebate forms, all designed to help save time and money. The energy efficiency specialist will first help a business identify its most critical energy priorities and provide recommendations for the long term.
Eligibility	All Xcel Energy business customers can contact the Business Solutions Center.
Cost	Free
Contact Info	Call an Xcel Energy energy efficiency specialist at 855.839.8862 or visit xcelenergy.com/Business .

ENERGY ASSESSMENT

Xcel Energy Turn Key Services Onsite Assessment

Description	<p>This on-site assessment includes expert advice, a comprehensive report, and bonus rebates that will lower the cost of the improvements. Plus, businesses will receive free implementation services of their choosing.</p> <p>An energy advisor will conduct an ASHRAE Level 1 energy assessment at a facility to identify improvements which can have the biggest impact on reducing energy costs. Once the assessment has been completed, the business will receive a comprehensive energy assessment report.</p>
Eligibility	All Xcel Energy electric and/or natural gas business customer are eligible for this program. Buildings that are 5,000 sq. ft. to 75,000 sq. ft. will also receive a recommissioning (RCx), or tune-up analysis to identify low and no-cost adjustments that can be made to existing equipment to reduce energy use.
Cost	\$600–\$1,300 depending on the building's annual energy usage.
Contact Info	Call an Xcel Energy energy efficiency specialist at 855.839.8862 or visit xcelenergy.com/TurnKey to download a Turn Key application form.

Xcel Energy Turn Key Services—Project Implementation Assistance

Description	Businesses that have received a Turn Key Assessment, or just have an energy efficiency project identified to complete can take advantage of the program's free project implementation services. A business may choose services that are right for its needs—all at no cost: facilitate meetings with internal stakeholders to obtain project approval, prioritize conservation opportunities and provide further evaluation, conduct a financial analysis on projects being considered, evaluate proposals and coordinate/verify project implementation, and complete and submit rebate paperwork.
Eligibility	All Xcel Energy electric and/or natural gas business customer are eligible to receive assistance.
Cost	Free
Contact Info	Call an Xcel Energy energy efficiency specialist at 855.839.8862 or visit xcelenergy.com/TurnKey to download a Turn Key application form.

Energy Smart On-Site Energy Consultations

Description	During an On-Site Energy Consultation, an Energy Smart staff member will walk through the building to take a look at energy consuming equipment to identify potential strategies for reducing energy usage. Each business receives a summary which indicates top energy-saving opportunities, next steps, a list of the financial incentives that may be available to help pay for an upgrade, and any additional information that may be useful in making the decision to upgrade.
Eligibility	All Minnesota businesses and nonprofits are eligible for an Energy Smart On-Site Energy Consultation.
Cost	Free
Contact Info	Contact Chris Rustad at 651.292.3902 or crustad@mnchamber.com . Visit MNenergysmart.com .

Minnesota Retiree Environmental Technical Assistance Program (RETAP)

Description	RETAP offers no-cost, non-regulatory energy efficiency and waste reduction assessments available to Minnesota's small businesses and public and private institutions. Assessments include on-site visits from a team of RETAP members with emphasis on finding opportunities to increase energy efficiency and water conservation, reduce waste, and reduce operating costs.
Eligibility	All small to mid-sized businesses, industries, and institutional facilities (public, private, and tribal) in Minnesota are eligible for the Minnesota RETAP service.
Cost	Free
Contact Info	Contact Mike Vennewitz, RETAP Coordinator, at 612.781.1307 or mvennewitz@yahoo.com .

Energy Intelligence

Description	Energy Intelligence helps qualifying industrial business customers go beyond their utility bill to find out how much and when they use energy, and provides low-cost/no-cost solutions to reduce energy waste. This program includes free data-evaluation services, free walk-through assessment of a facility, as well as guidance in understanding the facility's energy profile.
Eligibility	Industrial businesses that are Xcel Energy electric customers with an average electric demand of 400 kilowatts or less are eligible for Energy Intelligence.
Cost	Free
Contact Info	Contact CEE at 612.244.2452 or ei@mncee.org . Visit xcelenergy.com/EnergyIntelligence for more information.

One-Stop Efficiency Shop

Description	<p>The One-Stop Efficiency Shop® is a full-service rebate program specifically designed to address concerns small business owners face when choosing more efficient lighting and HVAC equipment—from limited financial resources and time, to limited knowledge of lighting products or access to quality contractors.</p> <p>Program services include:</p> <ul style="list-style-type: none"> • A free audit with detailed recommendations, estimated project costs, rebates, and savings. • Substantial rebates up to 60 percent of the project cost. • Convenient and attractive financing options. • A simple, one-stop service that minimizes participant time. • A pool of qualified contractors to reduce the hassle of collecting bids. • Start-to-finish oversight of the entire upgrade. • Completion of all program paperwork.
Eligibility	Available to Xcel Energy electric business customers with peak demand of 400 kilowatts or less.
Contact Info	Contact Cindy Kelly at 612.244.2427 or ckelly@mncee.org . Visit OneStopEfficiencyShop.org .

Xcel Energy Lighting Rebates

- Description** Xcel Energy lighting rebates will help lower up-front costs and speed up the payback on a wide range of lighting efficiency improvement projects, including LED upgrades.
- If a business is looking to upgrade existing lighting systems, retrofit rebates can help save on a wide range of LED fixtures, high-efficiency fluorescents, occupancy sensors, and more.
- When starting a new construction project, businesses can earn rebates when choosing to install energy-efficient lighting over traditional options with new construction rebates.
- Eligibility** All Xcel Energy electric business customers are eligible for rebates if a project qualifies.
- Contact Info** Call an Xcel Energy energy efficiency specialist at **855.839.8862** or visit xcelenergy.com/LightingEfficiency.

One-Stop Efficiency Shop HVAC Program

- Description** The One-Stop Efficiency Shop® is a full-service rebate program designed to address concerns small business owners face when choosing more efficient lighting and HVAC equipment—from limited financial resources and time to limited knowledge of lighting products or access to quality contractors.
- Program services include:**
- A free audit with detailed recommendations, estimated project costs, rebates, and savings.
 - Substantial rebates up to 60 percent of the project cost.
 - Convenient and attractive financing options.
 - A simple, one-stop service that minimizes participant time.
 - A pool of qualified contractors to reduce the hassle of collecting bids.
 - Start-to-finish oversight of the entire upgrade.
 - Completion of all program paperwork.
- Eligibility** Available to Xcel Energy electric business customers with peak demand of 400 kilowatts or less.
- Contact Info** Contact Cindy Kelly at **612.244.2427** or ckelly@mncee.org. Visit OneStopEfficiencyShop.org.

Xcel Energy HVAC Rebates

Description	<p>Xcel Energy offers rebates for energy efficiency heating, cooling and building controls equipment that help eliminate the waste of lighting, heating and cooling portions of a building that aren't in use around-the-clock.</p> <p>Program services include:</p> <p><u>Cooling Efficiency</u></p> <ul style="list-style-type: none"> • Rebates for replacing or updating equipment to increase cooling efficiency. <p><u>Heating Efficiency</u></p> <ul style="list-style-type: none"> • Prescriptive rebates for qualifying commercial heating systems used for space heating, domestic water heating and up to 30 percent of additional process load. <p><u>Efficiency Controls</u></p> <ul style="list-style-type: none"> • Rebates for control systems that save energy by automating building systems such as lighting, HVAC and others.
Eligibility	<p><u>Cooling Efficiency</u></p> <ul style="list-style-type: none"> • To earn rebates through Xcel Energy's Cooling Efficiency program, a business must be an electric customer of Xcel Energy in Minnesota, and the equipment must qualify for the rebate. <p><u>Heating Efficiency</u></p> <ul style="list-style-type: none"> • To earn rebates through Xcel Energy's Heating Efficiency program, a business must be a customer of Xcel Energy in Minnesota, and equipment must qualify for the rebate. <p><u>Efficiency Controls</u></p> <ul style="list-style-type: none"> • To earn rebates through Xcel Energy's Efficiency controls program, a business must be a business customer of Xcel Energy in Minnesota, receive pre-approval prior to purchase and installation of equipment, and purchase of new equipment only (used equipment does not qualify).
Contact Info	<p>Call an Xcel Energy energy efficiency specialist at 855.839.8862 or visit xcelenergy.com/Business.</p>

Commercial Refrigeration Efficiency

- Description** Xcel Energy's free, on-site refrigeration assessments can offer a convenient way to determine how a business can reduce energy use and costs. Plus, a participating business will receive complimentary, energy-saving products that will be installed on-the-spot.
- Eligibility** To be eligible, a business must be an Xcel Energy business electric customer to receive an assessment, and purchase qualifying equipment to earn rebates.
- Contact Info** Call **612.455.7803** or visit xcelenergy.com/MNRefrigeration.

Xcel Energy Equipment Rebates

- Description** Xcel Energy offers rebates for energy efficient improvements to help make the decision to upgrade or invest in improvements easier. Rebates are designed to help offset the up-front cost of installing qualifying energy-efficient equipment and shorten payback periods. Maximum rebate is 60% of the total project cost.
- Eligibility** All Xcel Energy business customers are eligible for equipment rebates.
- Contact Info** Call an Xcel Energy energy efficiency specialist at **855.839.8862** or visit xcelenergy.com/Business.

Minnesota PACE (MinnPACE)

- Description** MinnPACE, a division of the Saint Paul Port Authority, is the largest provider of PACE financing in the State of Minnesota. Also known as Property Assessed Clean Energy, Minnesota PACE financing is available statewide to commercial building owners interested in renewable energy and energy efficiency upgrades. Minnesota PACE financing is structured so that payments are rolled into a special tax assessment through either a Minnesota city or county.
- Eligibility** A business is eligible if the local government (city or county) where that business is located has established a Joint Powers Agreement with MinnPACE. Visit minnpace.com to find a list of cities and counties working with MinnPACE.

Qualifying Organizations

Minnesota PACE financing is available to a wide range of commercial properties including:

- Commercial Businesses
- Industrial Businesses
- Nonprofit Organizations (including places of worship)
- Multifamily Housing Units (with five or more units)

Qualifying Projects

Energy Efficiency Projects

- Minnesota PACE financing is a fit for energy efficiency projects that significantly lower utility costs, so much so that the return on investment is achieved in a timeframe shorter than the loan term.

Renewable Energy Projects

- Minnesota PACE financing is an option for financing renewable energy projects. Qualifying projects could include solar energy, wind energy, geothermal energy.

Contact Info Call MinnPACE at **651.223.8038** or visit minnpace.com.

Trillion BTU

Description An energy financing program that connects businesses to energy audits and technical assistance. The goal of the program is to establish a positive cash flow payment schedule with energy savings exceeding the payment obligation. This program is unique in its ability to leverage Federal dollars to fund the loans and help access available utility rebates.

Eligibility Xcel Energy commercial customers

Contact Info sppa.com/energy-financing/trillion-btu

Commercial Energy Efficiency Loan Program

Description The CEE Commercial Energy Efficiency Loan Program provides financing to businesses making cost-effective energy efficiency improvements. The Loan program includes low fixed interest rates and no prepayment penalty. The maximum loan amount is \$100,000. Closing costs apply. Loans must be personally guaranteed and/or secured with a mortgage.

Eligibility **Eligible Borrowers**
A sole proprietorship, partnership, nonprofit, corporation or other business entity which is the owner and/or tenant of an eligible property within the State of Minnesota.

Eligible Property

An existing commercial property located in the State of Minnesota.



Eligible Improvements

Improvements including, but not limited to: Lighting technology upgrades, HVAC controls and upgrades, solar photovoltaic systems, refrigeration equipment replacement and upgrades.

Contact Info Call Steve Hines at **612.335.5851** or visit mnlendingcenter.com.

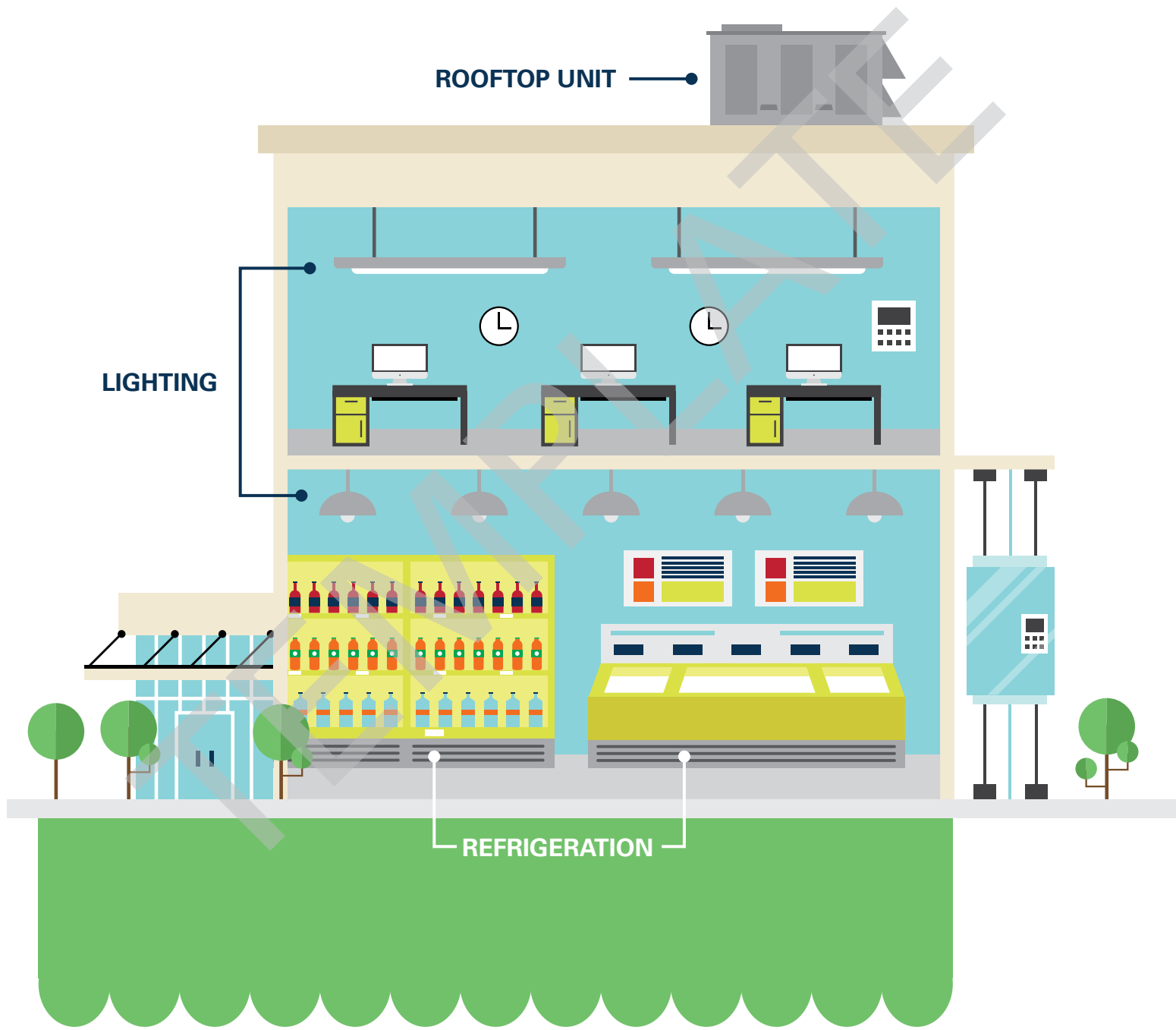
flyers



BUSINESS EFFICIENCY

opportunities

Did you know increasing energy efficiency can cut costs?
Hit these trouble spots to save energy and money.



Contact your Partners in Energy facilitator for customization of this template.

BUSINESS EFFICIENCY

opportunities

☐ **LIVEN UP YOUR LIGHTING**

Improving lighting is an easy way for businesses to cut costs. The One-Stop Efficiency Shop®* lighting retrofit program is a full-service rebate program that helps building owners choose more efficient lighting. Services include a free lighting audit, a detailed report with recommendations, savings and financing options, relationship management with the contractor, and submission of the rebate paperwork. Call **612-244-2427** or visit **OneStopEfficiencyShop/lighting**.

☐ **REV UP ROOFTOP UNITS**

Upgrading rooftop units (RTUs) can help facilities quickly lower HVAC costs. The One-Stop Efficiency Shop® RTU program* offers businesses a free, no-obligation walk-through assessment with suggestions on how to improve the operation of RTUs to cut costs. A detailed report with recommendations, savings and financing options, relationship management with the contractor, and submission of the rebate paperwork are included. Call **612-244-2427** or visit **OneStopEfficiencyShop/RTU**.

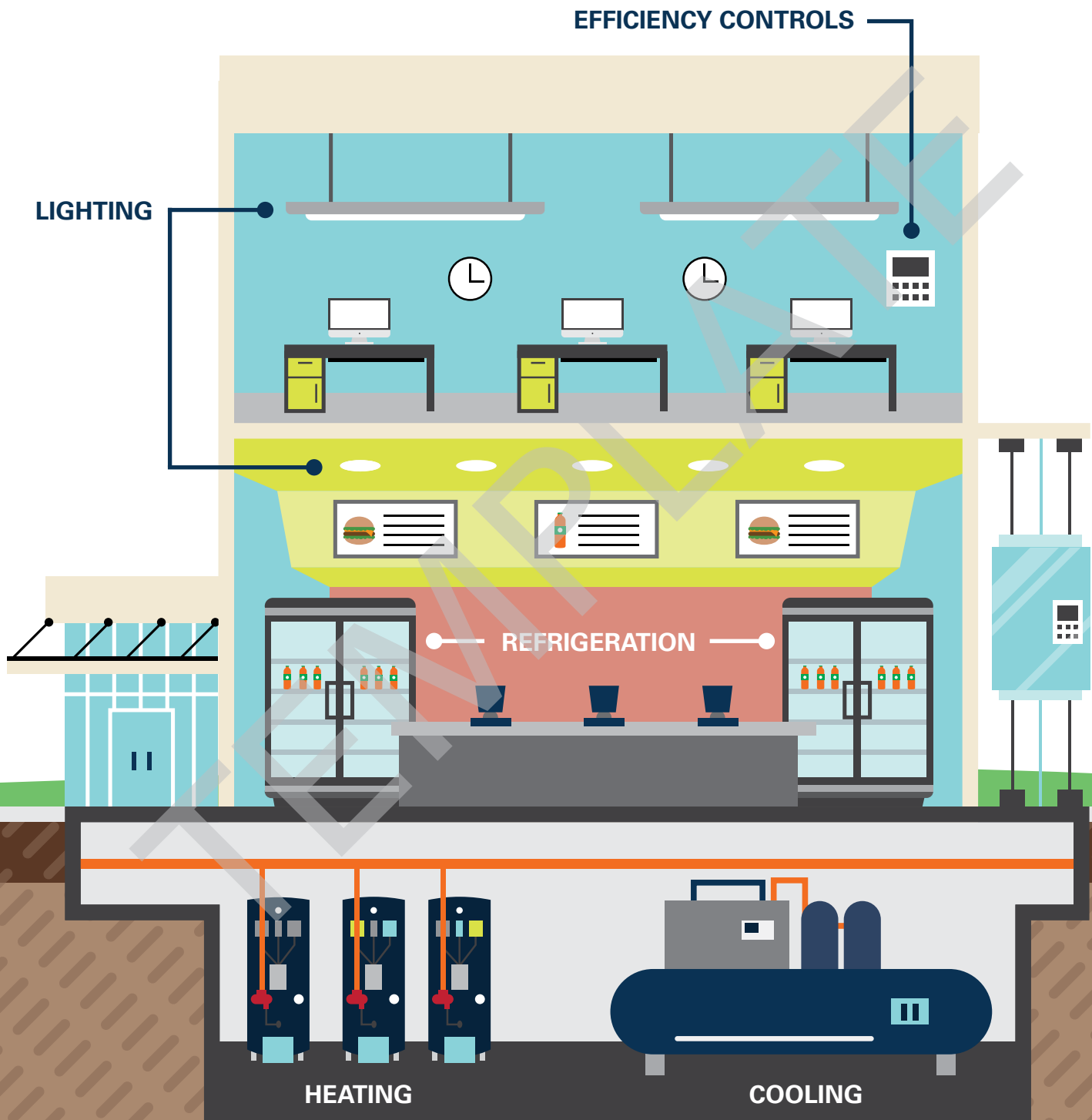
* One-Stop Efficiency Shop programs are only available to facilities with a monthly peak demand 400 kilowatts or less.

☐ **COOL DOWN YOUR REFRIGERATION COSTS**

Refrigeration systems can be the main source of energy use in grocery, liquor, and convenience stores. Xcel Energy offers a free, on-site refrigeration assessment to give businesses a convenient way to determine how the business can reduce energy use and costs. Plus, complimentary energy-saving products will be installed on the spot. Call **612-455-7803** or visit xcelenergy.com/MNRefrigeration.

RENOVATING A BUSINESS or commercial property?

Learn about opportunities available to help
increase energy efficiency and save money.



Contact your Partners in Energy facilitator for customization of this template.

RENOVATING A BUSINESS

or commercial property?

EXPLORE AVAILABLE REBATES

Energy efficiency opportunities exist in almost all parts of a commercial building. Find out what rebates are available for your customers to help save energy and reduce costs.

LIGHTING

Lighting rebates can help you save on a wide range of LED fixtures, high-efficiency fluorescents, occupancy sensors, and more.

HEATING

Rebates are available for installing or enhancing your heating system performance through tune-ups, steam trap replacement, pipe insulation, and more.

COOLING

Rebates are available for upgrading entire cooling systems or just specific components.

REFRIGERATION

Tune-up existing commercial refrigeration systems, such as grocery outlets and convenience stores, and earn rebates.

EFFICIENCY CONTROLS

Rebates are available for new and updated control systems, adding control points to an existing system, or micro-processor based controls.

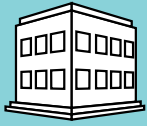
Learn more by visiting xcelenergy.com/Business.

BECOME A TRADE PARTNER

Xcel Energy rebates can help lower customer costs and shorten paybacks, which can help you close sales. Register as an Xcel Energy Trade Partner to be listed as a trusted contractor and earn incentives on rebates. Visit xcelenergy.com/working_with_us to learn more.

TOP 10 ENERGY SAVING TIPS

for commercial buildings



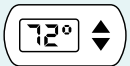
Benchmark your building. Sign up for Xcel Energy's free Energy Benchmarking Portal to set up automatic energy data uploads to ENERGY STAR® Portfolio Manager.



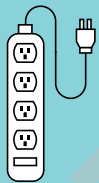
Brighten things up with LED rebates. According to the U.S. Department of Energy, LEDs offer the potential for cutting general lighting energy use nearly in half by 2030, saving on energy costs and carbon emissions.¹



Recommission your building. Make sure your building's HVAC system is running optimally and earn up to 75% for study funding from Xcel Energy on pre-approved projects. Additional rebates are available for completing recommendations.



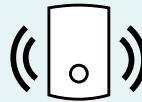
Install programmable thermostats. Set thermostats to adjust the temperature according to occupancy schedule, minimizing heating and cooling demand at times of low occupancy. Visit XcelEnergyStore.com to purchase thermostats and other products at a discount.



Take action to reduce plug load. To save on energy costs, add smart power strips with built-in occupancy sensors that shut off plugged-in devices. Enable computer power management settings, and earn rebates when you install a Virtual Desktop infrastructure.



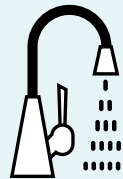
Get an energy audit. Get a whole building energy assessment through Xcel Energy's Turn Key Services to identify and prioritize energy saving actions based on eligible rebates and anticipated energy savings.



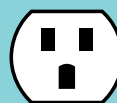
Use sensors and controls. Installing sensors and building controls can lower energy bills while simplifying facility management. Occupancy sensors alone can reduce lighting costs by 15% to 30%.² Xcel Energy offers rebates for controls.



Prevention is better than a cure. Monthly operation and maintenance checks are one of the most effective, reliable ways to save energy. Regular equipment tune ups not only helps prevent equipment failure, but ensures that equipment runs optimally and efficiently.



Go with the low-flow. Install low-flow fixtures on faucets, toilets and showers to reduce water and energy use. For landscape irrigation, adding water well pump VFDs saves energy and money when you add rebate savings.



Choose equipment wisely. Purchase ENERGY STAR® certified products when ordering or replacing equipment and office supplies. Xcel Energy offers rebates for efficient cooling, space and water heating, refrigeration and more.

For more information on available programs and rebates, visit xcelenergy.com/Business, and call an energy efficiency specialist for free advice at 855.839.8862.

¹Department of Energy www.energy.gov/eere/ssl/led-basics

²BOMA: Top 10 Efficiency Tactics for Commercial Buildings



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

Contact your Partners in Energy facilitator for customization of this template.

SAVE ENERGY. SAVE MONEY.

boost your bottom line.



IF YOU ARE NEW TO ENERGY EFFICIENCY AND WONDERING WHERE TO START

- **Call Xcel Energy's Business Solutions Center**
Energy efficiency specialists can help you save time and money by guiding you on everything from improving reliability and performance to filling out rebate forms. Call **855-839-8862**.
- **Schedule a free energy assessment with EnergySmart**
The Minnesota Chamber of Commerce offer a no-cost consultation where an EnergySmart staff member will walk through the building to take a look at energy consuming equipment to identify potential strategies for reducing energy use. Call **651-292-3902** to get started.



IF YOU WANT TO GO DEEPER AND NEED HELP WITH NEXT STEPS

- **Schedule a Xcel Energy's Turn Key Services assessment**
Consider a full-service program that includes on-site energy assessments and/or free implementation services to help your business make energy efficiency improvements. Call **855-839-8862** or visit xcelenergy.com/TurnKey.
- **Contact Minnesota Retiree Environmental Technical Assistance Program (RETAP)**
Minnesota RETAP offers no-cost energy efficiency assessments to small businesses, to find efficiency opportunities that will help save on energy bills. Call **612-781-1307** or visit pca.state.mn.us/quick-links/minnesota-retap.



IF YOU ALREADY KNOW YOU WANT TO UPGRADE YOUR LIGHTING, HVAC, OR REFRIGERATION SYSTEMS

- **Call CEE's One-Stop Efficiency Shop**
The Center for Energy and Environment offers a simple, one-stop service that helps small and mid-size business owners choose more efficient lighting, HVAC, and refrigeration equipment. Includes a free energy audit, start-to-finish oversight of the entire upgrade, and completion of all program paperwork. Call **612-244-2427** or visit mncee.org/OneStop.



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

Contact your Partners in Energy facilitator for customization of this template.

ENERGY FINANCING OPTIONS

for businesses

PROPERTY ASSESSED CLEAN ENERGY (PACE)

PACE is a new way to finance energy efficiency and renewable energy upgrades for commercial property owners. Project financing is repaid as a separate item on owners' property tax assessment for a set period. PACE eliminates the burden of upfront costs by providing low-cost, long-term financing.

How does PACE work?

PACE PROJECT PROCESS

Local government establishes PACE program

Building owner completes energy audit to find savings opportunities

PACE administrator approves financing, assessment is assigned

Property owner completes property improvements

Owner uses energy savings to repay assessment (up to 20 years)

HOW THE MONEY FLOWS

Property owner identifies potential energy savings to be used to repay investment

Owner completes PACE program application and submits it for review and approval

Program sells revenue bonds or uses RLF funds to pay for improvements

Owner hires and pays contractors to complete improvements using financing

Owner uses energy savings to repay special assessment against the property

For more information, call MinnPACE at 651.223.8038 or visit www.minnpace.com.

COMMERCIAL ENERGY EFFICIENCY LOAN PROGRAM

Commercial Energy Efficiency Loan Program provides up to \$100,000 in financing to businesses making cost-effective energy efficiency improvements. More information is available at www.mnlendingcenter.org or call 612-335-5851.



Contact your Partners in Energy facilitator for customization of this template.

Lighting Efficiency

One-Stop Efficiency Shop® boosts rebate potential for qualifying facilities.

The One-Stop Efficiency Shop for lighting upgrades offers enhanced rebates and special services for small and mid-sized business facilities, with peak demand of 400 kW or less.

Earn significant rebates while lowering your lighting costs

The One-Stop Efficiency Shop lighting retrofit program offers qualifying businesses:

- A free lighting audit with cost savings recommendations
- Rebate incentives up to 60 percent of installed costs
- Start-to-finish oversight of your lighting upgrade

If you qualify for the One-Stop Efficiency Shop, a representative will

- Walk through your business and offer suggestions to improve lighting and cut costs
- Explain the recommendations, savings and financing options identified in your audit report
- Serve as a liaison between you and your contractor throughout the retrofit process to ensure quality installation*
- Complete and submit all rebate paperwork

Financing helps turn on lighting savings

The Center for Energy and Environment offers financing to qualifying customers. Contact the One-Stop Efficiency Shop for financing details, special offers and interest rates.

You can qualify for cash rebates, too

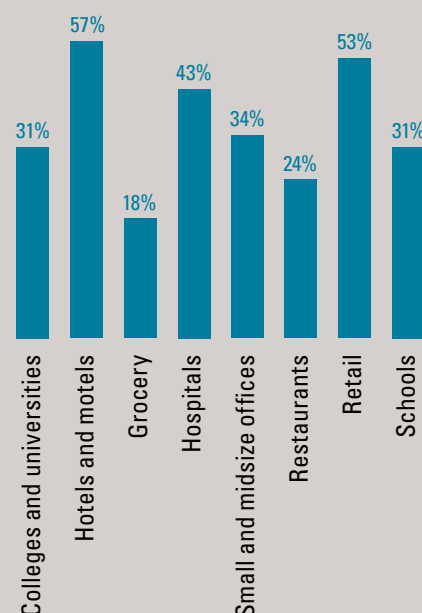
The One-Stop Efficiency Shop is only one part of our Lighting Efficiency program for Minnesota business customers. Lighting Efficiency helps customers large and small qualify for rebates while lowering their lighting costs. You can choose from the following Lighting Efficiency options:

- **Lighting Efficiency retrofit rebates**—available for existing facilities of any size
- **Lighting Efficiency new construction rebates**—available for new facilities or any facility going through major renovations
- **Instant rebates**—immediate discounts available on select, qualifying LED lamps and retrofit kits at the point of sale. Offered for lighting projects that are implemented outside of the One-Stop Efficiency Shop program.
- **Custom Efficiency lighting rebates**—available for energy-saving lighting projects not currently included in our standard Lighting Efficiency rebate program
- **Lighting redesign study and implementation rebates**—study funding and special rebate levels available for completing a redesign study to determine proper lighting



A typical small business spends \$6,000 to \$25,000 on energy annually. Depending on your business, lighting can account for a majority of that cost. Improving your lighting is one of the most cost-effective steps you can take because it saves money on energy bills while boosting lighting quality.

Lighting as a percentage of electricity end use.



Source: E Source, U.S. Energy Information Administration

Contact your Partners in Energy facilitator for customization of this template.

Business Solutions Center **855.839.8862**

Minnesota

Start saving now

Contact your Xcel Energy account manager, our **Business Solutions Center** at **energyefficiency@xcelenergy.com** or the **One-Stop Efficiency Shop** at **612.244.2427** for help determining the best approach for you. We will verify your eligibility and kick-start your lighting savings. The Center for Energy and Environment administers the One-Stop Efficiency Shop, which is part of our Lighting Efficiency program.

Center for Energy and Environment

212 3rd Ave N., Suite 560

Minneapolis, MN 55401

612.244.2427

ckelly@mncee.org

Contact your Partners in Energy facilitator for customization of this template.



Lighting Efficiency

Save money and earn rebates with lighting improvements

For most businesses, lighting is a main driver of energy bills. Every step you take to lower your lighting use, from installing energy-efficient lighting, to operating lights only where and when you need them, can significantly lower your energy bills and earn substantial rebates.

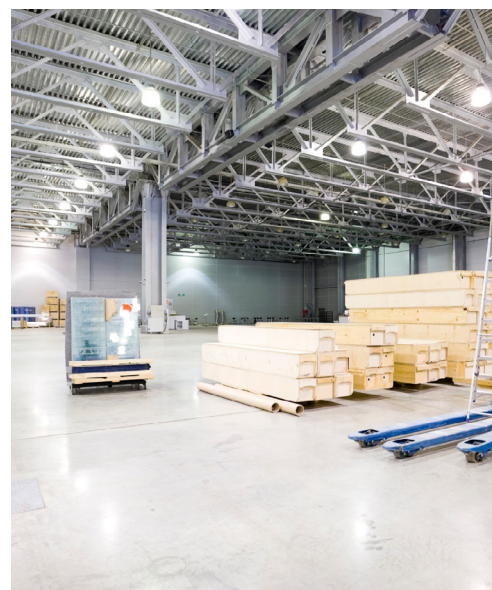
Seven ways to lower your lighting costs and earn rebates

Our Lighting Efficiency program offers seven ways for businesses to earn rebates while lowering their energy bills:

- 1. Lighting Efficiency retrofit rebates** Available for existing facilities of any size, our one-to-one retrofit rebates help offset the cost of installing new lighting equipment that's more efficient than your current lighting.
- 2. Lighting Efficiency new construction rebates** Available for new facilities or any facility going through major renovations, new-construction rebates reward you for choosing lighting options that are more efficient than standard efficiency options.
- 3. Business LED instant rebate** Instant rebates are available on ENERGY STAR®-qualified, screw-in LED bulbs and LED retrofit fixture screw-in downlights that are purchased from participating distributors. Visit BusinessLEDInstantRebate.com/locator/ distributors to find a participating distributor located near you.
- 4. Advanced Lighting controls rebates** Offset the costs of installing new, efficient, and more advanced lighting.
- 5. Lighting Efficiency redesign studies and rebates** Because older spaces were designed for people writing on horizontal surfaces or using typewriters, as opposed to today's vertical, backlit computer screens, lighting levels in many older facilities are about four times higher than needed. A lighting redesign study, performed by a Lighting Certified professional, can help determine the proper lighting levels for your space. In addition to earning study funding rebates you can earn rebates for implementing recommended changes.
- 6. Custom Efficiency lighting rebates** Custom Efficiency lighting rebates are available for energy-saving lighting projects not currently included in our standard Lighting Efficiency rebate program. This includes emerging lighting technologies and specialty applications that are more efficient than your existing equipment or other options available in the marketplace. Custom Efficiency lighting rebates require preapproval before equipment order, purchase or installation.
- 7. One-Stop Efficiency Shop** The One-Stop Efficiency Shop offers special rebate levels and services for small and mid-sized facilities with a facility electric demand of 400 kW or less. Call the One-Stop Efficiency Shop, operated on our behalf by the Center for Energy Efficiency, at 612-344-2427, or visit www.one-stop-efficiency.com for more information.



High-efficiency lighting generally can reduce lighting energy costs while maintaining or improving lighting quality.



Contact your Partners in Energy facilitator for customization of this template.

You'll save more than energy

Better lighting contributes to higher levels of employee productivity by reducing eyestrain. Your employees are more comfortable and your building is more attractive to customers and tenants. Plus, you can:

- Reduce your lighting replacement and maintenance because new lamps and ballasts have a longer rated life.
- Reduce your cooling load because updated electronic ballasts produce less heat than standard ballasts.
- Save money by installing fewer fixtures, because more efficient lamps can yield the same or improved light levels as older lamps.
- Install automatic controls as part of your lighting system and use lights only when and where needed.
- Impact the environment positively with energy-efficient lighting, which helps to conserve natural resources and reduce pollution.

Is Lighting Efficiency right for you?

Consider these questions if you haven't installed high-efficiency lighting:

- What percentage of your overhead is your energy bill?
- What percentage of your energy bill is for lighting?
- Are light levels appropriate for the jobs being performed?
- Do employees complain of eyestrain or inconsistent lighting?

If you don't know where to start, we have the expertise and rebates to help your business toward state-of-the-art energy efficient lighting that works as hard as you do.

Contact your Xcel Energy account manager or our Business Solutions Center at 855.839.8862 or energyefficiency@xcelenergy.com. We'll help you work through all the available options to find the solution that best fits your facility and your budget.

Visit xcelenergy.com/LightingEfficiency to view our full line of lighting rebates.



Contact your Partners in Energy facilitator for customization of this template.



Cool Down Your Refrigeration Costs

Sign up for a free assessment

Refrigeration can be one of the biggest drivers of energy use in grocery, convenience and liquor stores. Depending on your industry, it can account for more than half of your monthly electricity costs.¹ Our free on-site refrigeration assessment provides you with a convenient way to identify opportunities for improvements that can generate long-term energy and cost savings.

Sign up and start saving

It's free. Sign up and we'll schedule our no-obligation assessment at a time that works best for you.

Get advice from experts. An energy advisor will conduct a brief walk-through of the refrigerated areas in your business. They'll provide you with a report that shows you what types of equipment upgrades can have the biggest impact on reducing your refrigeration energy costs, identify rebates you can earn and estimate the annual energy savings you could gain.

Get complimentary, energy-saving products. During the assessment, we'll install energy-saving products of your choice. This includes LEDs, faucet aerators, pre-rinse sprayers, and/or a coil cleaning tune-up at no cost, which can help generate immediate energy savings.

Earn rebates on energy-saving improvements. If you decide to move forward with any of the recommended, energy-saving improvements, your energy advisor will fill out and submit your rebate forms.

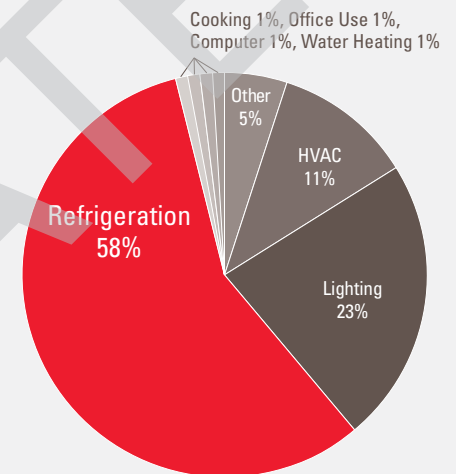
Types of businesses that can benefit from an assessment

- Convenience stores
- Grocery stores
- Liquor stores
- Restaurants
- Retail stores with food service
- Schools

We'll help lower the cost of your energy-saving improvements

Our Commercial Refrigeration program offers rebates for the most common types of refrigeration upgrades, which will help speed up the payback of your energy-saving projects.

Average grocery store electric energy consumption by end use in the U.S.¹



Notes: Total electric intensity (kilowatt-hour [kWh] per square foot [ft²], annual basis): 50.4; average consumption per building (kWh): 419,038; average enclosed floorspace per building (ft²): 8,314.
© E Source: Data from U.S. Energy Information Administration.



Energy-Saving Upgrade	Rebate
Anti-sweat heater controls	\$60/door
Demand control ventilation— Commercial kitchen ventilation hoods with demand controlled capability.	Gas customers: \$250 per exhaust fan hp Electric customers: \$400 lump-sum for all fans under 5hp \$125 per exhaust fan hp for fans equal to or greater than 5hp but less than 7.5hp \$100 per exhaust fan hp for fans 7.5hp and greater
Electronically commutated motors	\$40/motor display case \$70/motor walk-in
Evaporator fan motor controllers	\$35/motor controlled
LED reach-in case lighting	\$45/door (DLC standard and premium models) \$33.75/door (non DLC listed)
New medium temperature reach in case with doors	\$70/linear foot of case
Night curtains for coolers	\$20/linear foot
No heat case doors	\$100/door cooler case \$150/door freezer case
Retrofit of open multi-deck cases with doors	\$50/linear foot of case – coolers \$75/linear foot of case - freezers



Sign up today!

To schedule your free refrigeration assessment, call **612.455.7803** or email **XcelMNRefrigeration@mncee.org**. Visit **xcelenergy.com/MNRefrigeration** to learn more.

CEE implements the MN Commercial Refrigeration program on behalf of Xcel Energy.

Contact your Partners in Energy facilitator for customization of this template.

GET THE MOST OUT OF YOUR HVAC SYSTEM

during cooling season

Follow these easy tips to tune up your cooling system.



MAKE SURE YOUR HEAT ISN'T ON

Sounds obvious, but a lot of buildings don't fully shut off their heating system in the summer, leading to simultaneous heating and cooling.



INSPECT AND CLEAN YOUR COOLING SYSTEM

Whether you have condenser coils or a cooling tower, you could probably benefit from a closer look. Check for debris and wash thoroughly.



REPLACE YOUR FILTERS

Filters should be changed every 1-6 months. When filters are dirty, your system uses more fan energy to move air into the building.



MAKE SURE VFDS ARE IN AUTO MODE

It's that simple. If your system has a variable frequency drive for more efficient operation, make sure it isn't stuck on one speed.



REDUCE UNNECESSARY ENERGY DEMAND

Check a few simple things to pay for only what you need: setback thermostats and lower shades in unoccupied spaces, and turn off lights if they aren't needed.



CHECK YOUR AIRFLOW RATES

If you have problem areas that are hard to heat and cool, call a test and balance company to test and calibrate your airflow rates into spaces.

LOOKING FOR MORE BILL SAVINGS? SIGN UP FOR ONE OF THESE XCEL ENERGY SAVINGS PROGRAMS.

- Are you a large energy user? Enroll in [Electric Rate Savings](#) and receive additional incentives to reduce your demand at peak times.
- Consult with your Xcel Energy account manager or contact the energy efficiency specialists at 855.839.8862 or visit [xcelenergy.com/Business](https://www.xcelenergy.com/Business) to learn about money-saving rebates.



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

Contact your Partners in Energy facilitator for customization of this template.

