

SMALL AND MEDIUM BUSINESS TOOLKIT



 **Xcel Energy**[®]

PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

XCEL ENERGY PARTNERS IN ENERGY AND THE ROLE OF TOOLKITS

Xcel Energy's Partners in Energy provides communities in Colorado, Minnesota, and Wisconsin services to develop Energy Action Plans, along with assistance to implement those plans. 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 now realize energy planning plays a critical role in helping them reach their goals. The benefits of wise energy choices are diverse. By working with citizens and businesses, and even in their own government facilities, a community can reduce energy and lower bills, promote renewables, drive resource conservation, and contribute to greenhouse gas (GHG) emission reduction goals. Partners in Energy helps address the challenge of identifying local priorities and structures a path forward, leveraging all available resources. As part of this offering, we have developed several toolkits to help communities reach their energy goals.

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

To learn more about becoming a Partners in Energy community visit XcelEnergyCommunities.com.

USING THIS TOOLKIT

Engaging the business sector through energy initiatives can offer great impact on greenhouse gas emissions reductions. The building sector is the single largest user of energy in the United States, accounting for roughly 40% of total energy consumption (Institute for Market Transformation, 2018). Small and medium businesses make up a large portion of these buildings. According to the U.S. Small Business Administration, in 2020 there were 31.7 million small businesses in the U.S., or 99.9% of businesses. These businesses employed 60.6 million people, or 47% of the private workforce in 2017 (U.S. Small Business Administration Office of Advocacy, 2020). Small and medium business planning is becoming an increasingly important sector to engage to achieve energy goals and reduce emissions

Who is this toolkit for?

This toolkit is designed to support community staff, business organizations, and community volunteers to help identify programs, strategies, and ideas for engaging small and medium businesses with energy initiatives

Purpose of this toolkit

There are many ways small and medium businesses can contribute to their community's energy goals, and this guide is intended to build the foundation needed to make the most of available opportunities.

This toolkit is designed to help your community:

- Make the case for investing in energy initiatives for small to medium businesses
- Find ways to better understand your business community
- Identify potential business energy strategies you can implement

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MAKING THE BUSINESS CASE FOR ENERGY EFFICIENCY

A smiling woman with blonde hair, wearing a blue and white striped shirt and a pink apron, is standing in a kitchen or office setting. She is looking out a window, and her hand is resting on the window frame. The background shows a blurred interior with shelves and a blue patterned surface.

Making the Business Case for Energy Efficiency

Before you start outreach, it's important to understand and identify what will motivate a business to or prevent a business from investing in energy improvements. Consider the concepts below, and work with your business community to address their top priorities, to help inform your engagement strategies.

WHY SHOULD BUSINESSES PARTICIPATE IN ENERGY INITIATIVES?

Cost Savings

The average commercial building wastes 30% of the energy consumed due to inefficiencies (U.S. DOE, 2020). Energy efficiency projects help businesses save money by reducing wasted resources and reducing operating costs. Compared to typical buildings, high-performing, energy efficient buildings can save (U.S. General Services Administration, 2018):

- \$0.60 per square foot on operations and maintenance expenses annually
- \$0.50 per square foot on janitorial expenses annually
- \$0.53 per square foot on utility expenses annually

Energy efficiency upgrades often come with upfront costs, but Xcel Energy and other utilities offer free assessments that will help businesses understand their energy use and provide recommendations for improvements. Rebate programs can help improve the return on investment of a project should a business owner decide to make energy efficiency upgrades. There are also many financing options available to support the upfront costs and life-cycle costs of projects, such as low-interest loans, grants, and support from local governments.

Property Value

Energy efficiency improvements also improve property value, by reducing operating and maintenance costs, reducing capital investments, and commanding higher lease rates. Energy efficient buildings result in sale prices up to 25% higher, occupancy levels 10% higher, and rental premiums over 10% higher than less efficient buildings (Institute for Market Transformation, 2018). This provides healthy economic competition and incentivizes businesses to make improvements.

Sustainability

Small and medium businesses are setting sustainability goals. Improving energy efficiency in properties can help attract these businesses, and energy efficiency programs can help them achieve their goals. Further, as customers, investors, and employees become increasingly aware of and concerned about businesses' environmental impacts, taking action to improve energy use can attract new customers, retain existing customers, and spur investment.

Occupant Comfort and Health

Improving building energy systems like heating, ventilation, and air conditioning (HVAC) and lighting can create a more comfortable and welcoming environment for occupants and customers by improving lighting quality, better regulating temperature, and improving indoor air quality. These improvements often lead to higher productivity and satisfaction among employees and to improved long term health outcomes (WGBC, 2018).



WHAT COMMONLY PREVENTS BUSINESSES FROM MAKING ENERGY EFFICIENCY IMPROVEMENTS?

It can be difficult for small and medium businesses to commit to energy initiatives. These businesses may have less staff capacity, resources, and capital to invest in projects. It's important to make the energy-efficient choice the easy choice by clearly communicating the benefits to motivate business owners, employees, and other building occupants to prioritize energy efficiency.

Time Commitment

Energy efficiency projects take time — reviewing equipment options, scheduling contractors, and implementing a project requires coordination and time from business owners - to ensure there's no disruption in service. Some energy efficiency improvements may involve changing the way a business operates or uses systems in their building, requiring additional education for staff on process changes. To ease the time commitment, some programs offer business owners direct support to help them make decisions, find contractors, and make sure the project is done quickly. Understand when your target audience may be overly busy (e.g., retail shops during holiday shopping season) and schedule your outreach around those times to help reduce the time burden that comes with projects.

Split Incentive with Property Owner

There may be less of an incentive to the business owner if they rent rather than own the space or equipment. They may pay utilities but may not be authorized to make building improvements. It's important to give them options that apply to their situation, like replacing thermostats or light bulbs in their space, rather than suggesting a full HVAC system upgrade.

Property owners benefit from energy efficiency improvements, especially when property upgrades benefit property value and marketability. Encourage tenant businesses to engage their property owner during the decision-making process regarding energy efficiency improvements, urging them to make improvements that benefit both the building owner and tenant businesses.

Lack of Awareness

Businesses with lower staff capacity may have only a few employees, and those employees likely have multiple responsibilities. In most cases, small and medium businesses do not have a dedicated facility manager who can focus on energy efficiency and building improvements, so energy efficiency may not be a priority. Small and medium businesses are often not aware that energy efficiency programs even exist. Sometimes the first step is to make sure your small and medium business community is aware of these programs; then take the steps needed to make it easy for them to sign up on the spot.

A photograph of a man and a woman in a kitchen or cafe setting. The man, on the left, is wearing a blue denim shirt and a grey apron, smiling as he looks at a laptop. The woman, on the right, is wearing a floral shirt and a grey apron, looking at the laptop with a focused expression. They are both wearing aprons, suggesting they are business partners or employees in a food service industry. The background is a white brick wall. The image is partially obscured by a white diagonal shape on the left side.

UNDERSTANDING YOUR BUSINESS COMMUNITY

Understanding Your Business Community

One of the most important things to consider when engaging your business community is to identify your target audience and determine what their energy needs may be. Energy use can vary greatly from business to business, depending on building size and type of operation.

WHICH BUSINESS TYPES ARE IN YOUR COMMUNITY?

There are data sources available to help you identify which business types are in your community. The [U.S. Bureau of Labor Statistics](#) (BLS) measures labor market activity, employment, compensation, and productivity. Identify what information you want to gather about your business community, then look through the state-specific BLS database for information. If you are looking for a broad overview of a certain large metro area, BLS has summary documents that are easily digestible.

Your state departments of employment and economic development can provide local statistics. They can also help you get a sense of the business make-up of your community, including commercial nodes, business types, and contact information.

State Resources

Minnesota's Department of Employment and Economic Development ([deed.mn.gov](#)) has data and tools available to help you explore information about business, employment, and more. It will help you navigate the plethora of resources available from sources such as the US Census, BLS, different state agencies, and more. For example, you can create a map of where all of the jobs are located in a city ([census.gov](#)), use tableau visualizations to look at employment trends by industry ([deed.mn.gov](#)), or even read reports about hiring issues ([deed.mn.gov](#)).

For other states, the Economic Development Administration's website allows you to search for resources by state. Visit [eda.gov/resources/directory/](#) to start exploring.

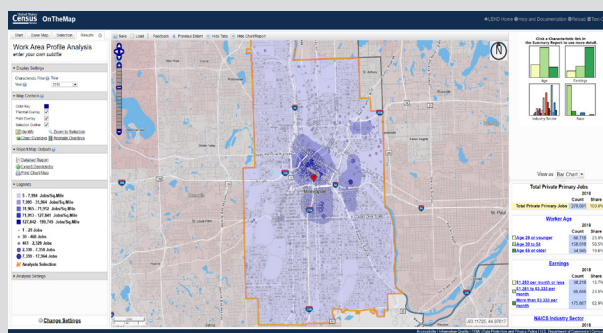


Image Source: [onthemap.ces.census.gov](#)

Some questions to consider as you explore businesses in your community.

- **Do you want to target for-profit or non-profit businesses?** Your answer to this question may change your messaging. For example, a non-profit business might have an environmental mission and be more interested in how energy initiatives can reduce their carbon footprint. There may also be different incentives for non-profits available from Xcel Energy and other local utilities.
- **Do they lease or own their building?** Your answer to this question may change who you want to target with your outreach efforts, as well as your messaging. If the business leases its space, it may need approval from the property owner to make changes. You can help businesses make the case to their property owner or simply provide smaller energy saving tips they can make without their property owner's approval.

HOW DO DIFFERENT BUSINESSES USE ENERGY?

The size and type of a business will determine how energy use is distributed across the building. For example, a small grocery store uses most of its energy for refrigeration and lighting, where a larger industrial business may use most of its energy for pumping, air compressors, or heating. It is important to understand the drivers behind the sector's energy use — whether it's the time of day or occupants. For example, most office buildings' energy use occurs during daytime hours when workers occupy the building, resulting in higher HVAC and lighting uses to create comfortable working spaces.

Understanding the specific sector and how they use energy is an important step toward identifying what programs to promote and how to promote the strategies that will give businesses the best value monetarily.

If you want to learn about specific sectors in depth, the [Business Sector Summaries](#) section discusses energy use by sector and what actions should be taken to address it. The [Xcel Energy Business Programs](#) section of the appendices summarizes the Xcel programs most related to each sector. With these combined resources, it can be easier for you to take the next steps.

HOW CAN YOU CONNECT TO LOCAL BUSINESSES?

Identifying the best and most trusted way to perform targeted outreach to businesses will help ensure success in any efforts. It's important to connect and partner with groups that are trusted in the business community and can speak and relate to businesses as peers. As noted in the previous section, most businesses lack the time and awareness to focus on energy efficiency, so using a trusted messenger can ensure the message is received and heard.

Below is a list of organizations or organization types that support businesses, that may be available in a community.

- Chambers of Commerce
- Service Clubs, such as Rotary or Lion's Club
- Business Associations
- Economic Development Authorities (EDAs)
- County and Regional Development Corporations
- Professional Associations
- Green Business Programs

A designated champion on the energy action team could also fulfill or complement these organizations. To read more about strategies and connecting to local businesses, read the [Outreach and Education](#) strategies.





BUSINESS ENERGY STRATEGIES

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BUSINESS REVIEW

Business Energy Strategies

OUTREACH AND EDUCATION

First Steps and Quick Wins

Maintain an Up-to-Date Website

Provide an easy-to-access, searchable, and up-to-date webpage about energy efficiency opportunities and resources for businesses that can act as a digital hub. Include the link on materials to save on space, and then direct businesses to the website to find more information. Be sure to include why businesses should participate as part of the introduction, and include some do-it-yourself (DIY) tips that offer them ways to get quick wins. Also, don't forget to link to other utility providers' websites so businesses can learn about their programs and rebates.

Here is some sample language to include on your website:

Sign Up for an Energy Assessment

An energy assessment will help you learn more about how your business uses energy and will give you suggestions for lighting, HVAC system improvements, and refrigeration. If you're unsure where to start, complete Xcel Energy's Energy Assessment Match questionnaire to find the assessment that's best for you. Visit xcelenergy.com/Business to get started.

Keep Upfront Project Costs Low with Rebates

There are rebates available for a wide variety of energy efficiency projects for businesses. From LED lighting to heating and cooling or foodservice equipment, it's cost effective to make your business more energy efficient. Visit xcelenergy.com/Business for more info.

Identify Financing to Help with Projects

Interested in financing opportunities for energy efficiency and renewable energy upgrades? There are resources available to businesses to help make projects more affordable. Property Assessed Clean Energy (PACE) is a way to finance energy efficiency and renewable energy upgrades for commercial property owners. PACE eliminates the burden of upfront costs by providing low-cost, long-term financing.

Go Green with Renewable Energy

Solar and wind energy subscription programs, which allow you to support renewable energy without investing in equipment on your business, are available from Xcel Energy. This can be a great opportunity for commercial tenants to support renewable energy, too. Also, if you're interested in installing solar panels on your business to power your building, Xcel Energy offers incentives. Visit to xcelenergy.com/Renewables to learn more.



Community Spotlight : Small Business Energy Resources Website

The City of Greeley, CO created an easy-to-follow [website](#) to connect small businesses with energy resources. The website is organized by business type so businesses can access energy information and programs specific to their operations.

Launch a Broad Outreach Campaign

It is important to use a variety of communication channels to ensure broad participation from your community's businesses. Use your city's communication channels, like newsletters and social media, to promote business resources. If you plan to send something in the mail, support the effort by including similar information on social media so your audience sees it more than once.

Partner with local business organizations to distribute resources or ask if you can present about energy opportunities to their group. They will understand the current interests and priorities of your business community (to help you with targeted outreach).

If mailings are a successful way to engage your community, create postcards, flyers, or letters to send directly to local businesses (informing them of energy resources). If a business is new, include information on energy resources in new business information packets.

Common Barriers for Businesses and Key Messages to Address

Barrier	Key Message(s)
Business is unaware of how they could benefit from energy improvements	Energy improvements can reduce energy use, prevent equipment failures, improve appearance and comfort, and lower maintenance costs.
Getting started seems overwhelming	Start with an energy assessment as an easy, low- or no-cost way for you to get expert advice customized for your business. Xcel Energy offers a variety of assessments based on your goals and availability, and the support needed to help implement the identified projects you choose to move forward.
Upfront costs are too high	There are low- or no-cost opportunities to improve the performance of existing equipment, prolonging equipment life while reducing operating costs through energy savings and also increasing occupant comfort. Utilities offer rebates to offset upfront costs and there are state and local financing options available to make projects affordable.
Lack of time	Xcel Energy offers a suite of energy assessments to fit each business's needs, including a free, one-hour visit followed by recommendation on energy projects. This minimizes the amount of time a business must invest to start saving.

Present at Local Business Meetings/Events

Presenting at local meetings and events offers some of the highest levels of engagement and attentiveness outreach can provide. Engaging with a live audience allows personal interaction with businesses, immediate answers to pressing questions or concerns, and a perfect opportunity to leave other physical resources such as information packets in the hands of local business owners. Many business groups have regularly scheduled meetings. Ask those groups to schedule time in on of their meetings for a presentation on energy efficiency and money saving options available to businesses. As part of the presentation, invite utility staff to provide information about their business programs; the community can also share why it's important to take action.

Larger Efforts

Launch a Targeted Outreach Campaign

Targeted outreach creates opportunities for direct communication and trust building, in addition to offering individual guidance. By creating customized collateral for a specific subset of businesses, you can make the material more relevant and optimize engagement. Consider targeting business subsets, which could be separated by corridor, sector, or tenant/owner. Once you've identified your target audience, use direct outreach tactics, including direct mail, emails, phone calls, and door-to-door interaction. Data shows that three different touch points are most effective, so it may be beneficial to choose more than one outreach tactic.



Community Spotlight: Menomonie Chamber of Commerce Business After Hours

The Menomonie Chamber of Commerce hosts a monthly Business After Hours event at different locations so business leaders can network and build relationships in a social atmosphere. The City of Menomonie, WI leveraged this event to host an energy-focused Business After Hours event. Partnering with Xcel Energy and a local auto dealership, the City shared with attendees information about the Menomonie Energy Action Plan and the latest information about Xcel Energy's electric vehicle programs.



Community Spotlight: Local Business Outreach Efforts

Several Partners in Energy communities have implemented targeted outreach campaigns to encourage local businesses to participate in energy programs.

- The City of Westminster, CO conducted a three-month small business lighting campaign that nearly doubled participation levels from the previous year. Energy Action Team members walked a business corridor, conducting door-to-door outreach to personalize the message and be available to answer any immediate questions.
- The City of Winona, MN conducted a 1:1 outreach business blitz, on a specific day, to businesses in their historic downtown. Pairing volunteers with energy experts, they helped businesses sign up on the spot for free energy assessments.
- The City of Red Wing, MN used two community members from the Energy Action Team as trusted messengers who promote, using outreach flyers, energy assessments and equipment rebates to businesses. They were the points of contact to answer questions about programs and help businesses get started.

Host Business Advising Sessions

A series of advising sessions allows space for businesses to have their questions answered in a small group environment. Business representatives are more likely to engage in a focused environment surrounded by like-minded peers. It also allows for business representatives to network with each other and share information. These sessions can be done in-person to promote face-to-face interaction or virtually to provide easy access with minimal time commitment.



Community Spotlight: Coordinating with Other Utilities

Pueblo County, CO receives natural gas service from Xcel Energy and electricity service from San Isabel Electric and Black Hills Energy. To ensure that their community members are aware of all available resources, Pueblo County's Energy Action Team coordinates closely with each utility to identify and share relevant programs and co-brand outreach materials.

Tips for Hosting Business Events

- Select neutral locations like city hall, community center, or online. Don't hold an event at a competitor's business.
- Offer events at different times of day. Note the times that work well for your audience. If you are engaging restaurant businesses, do not schedule during lunch or dinner hours.
- Offer events customized to specific sectors. This allows you to tailor your event to the specific solutions and programs applicable to that sector.
- Bring in utility staff to present and answer questions.
- Find a local business champion willing to share their experiences.
- Share collateral materials and offer one action item that all businesses can commit to before they leave the event.

Host Business Tours

Find a business champion in your community to showcase what they have done for energy efficiency; have them offer a tour of their business to other business leaders. Business tours provide a unique way to showcase programs and provide a local example of small and medium businesses that have found success with energy efficiency efforts. A successful, hands-on case study from a peer reinforces the efficacy of energy efficient actions.



Community Spotlight: Business Tours

The City of Bloomington, MN had community champions who knew that businesses wanted to hear from other businesses. They set up tours at large institutions where the host would give a brief presentation about their business, share energy efficiency projects they've done, and give a tour of the facility to showcase the improvements made. Utility partners were also along to present on the rebates and programs used in the improvements. Business leaders and sustainability staff attended the tours to see a showcase of energy activities that are possible. Each tour resulted in a case study about that business, hosted on the City of Bloomington website.

Establish a Sustainable Business Program

Establish a program that provides support and publicity for businesses that are pursuing sustainable practices, including energy improvements. You can decide what the business needs to accomplish to qualify for the program, such as completing an energy assessment. Adding tiers to engagement can also incentivize business to take the next step. If they follow through on project recommendations, they could receive a window cling for their business or be listed on the city website as a “Sustainability Champion.”

This program can also be used to help businesses establish energy-related policies within their operations, including:

- **Strategic Plans:** Make a commitment to energy within the company mission and vision; use an energy lens in risk assessment; or integrate energy into business resilience planning.
- **Contracts:** Establish the relationship to include energy efficiency right from the start within the contract.
- **Employee Handbooks:** Employees are an important resource to a business when it comes to energy efficiency and sustainability. Include energy efficient behaviors as part of the regular protocol in business processes.

Consider establishing a formal recognition process for small and medium businesses that have completed the program; host an annual event inviting business participants to be publicly recognized. The visibility can act as an incentive for other businesses to pursue energy efficiency and encourages current businesses to continue their practices.



Community Spotlight: Sustainable Business Programs

- In collaboration with Xcel Energy’s Partners in Energy and other local partners, the Town of Erie, CO launched a [Green Business Program](#) to support business participation in energy efficiency and renewable energy programs, alongside other sustainability initiatives. Participants receive custom support from an Erie Green Business Expert, a window decal, and recognition through local channels.
- The City of Saint Paul, MN’s [Race to Reduce](#) program recognizes more than 200 properties that benchmark their buildings. Businesses learn how to take steps toward efficiency and gain technical expertise in the area. Participants are recognized for their efficiency efforts through press releases and recognition ceremonies.

POLICY AND PROCESS

First Steps and Quick Wins

Use City and County Policies to Integrate Energy Opportunities for Businesses

Collaborate with other city or county departments to integrate energy opportunities into the development and business permitting process, including:

- Working with local building, planning, and economic development departments to include information on energy programs in permit applications and during the development process.
- Training frontline staff to speak about the energy opportunities and distribute collateral with information on energy programs.
- Sharing successful, completed projects during the development or business permitting process as best practices.

Adopting a stretch code or incentivizing above-code building practices to achieve higher energy savings for commercial development.

New Construction & Redevelopment Toolkit

Explore the [Partners in Energy New Construction & Redevelopment Toolkit](#) for more tips on how to address energy efficiency through the construction process.

Larger Efforts

Adopt a Benchmarking Policy

Encourage or require businesses or property owners to report their energy use as part of a community benchmarking policy. Benchmarking measures energy performance of a single building over time relative to other similar buildings. Benchmarking buildings allows for a better analysis of what areas of the building consume the most energy and helps focus energy efficiency efforts. Reporting can be done through ENERGY STAR® [Portfolio Manager](#), a benchmarking tool for measuring meter consumption and building characteristics. Once you identify which properties are less efficient, you can target resources toward helping businesses improve these buildings. Typically, benchmarking policies begin with requirements for larger businesses, and can eventually extend to small and medium businesses once the policy has been established and participation is streamlined.

Xcel Energy has made it easy for businesses to engage in benchmarking through the [Xcel Energy Benchmarking Program](#), which provides guidance to small and medium businesses throughout the process.



Community Spotlight: Community Benchmarking Initiatives

- The City of Fort Collins, CO launched the [Building Energy and Water Scoring program](#) requiring buildings 5,000 sq. ft. and larger to report their energy and water performance.
- The City of Edina, MN adopted an [Efficient Building Benchmarking Ordinance](#) that requires buildings 25,000 sq. ft. and larger to benchmark their energy and water consumption. Edina also requires properties to complete an energy assessment to help identify projects to improve their efficiency.

FINANCING

First Steps and Quick Wins

Maintain Inventory of Incentive and Financing Options

Provide easy access to energy improvement incentive and financing options for businesses by creating an accessible inventory of available opportunities. Share this on your community website and in resource materials. Common types of financing options for businesses include the following. Visit the [Financing Resources](#) section for specific program examples by state.

- Utility rebates provide a retroactive payment, which ultimately reduces the overall cost of energy improvements. Visit xcelenergy.com/Business to view available business rebates from Xcel Energy.
- Property Assessed Clean Energy (PACE) is a way to finance energy efficiency and renewable energy upgrades for commercial property owners. PACE enables property owners to repay loans through a special tax assessment that stays with the property if it is sold. Up to 100% of the energy improvements can be financed, resulting in no out-of-pocket expenses and immediate positive cash flow.
- Loans from national or local lenders are most commonly used for equipment purchases, as it is more difficult to obtain loans for consultations or labor. Equipment loans normally require a down payment and are secured by a lien on the items purchased.

Financing Improvements in Leased Space

For businesses that lease their spaces, the owner/tenant relationship may experience split incentives for energy efficiency. This means the costs and benefits of reducing energy use fall to different parties - so neither the owner nor the tenant are motivated to pursue energy improvements. The building owner may not implement a retrofit project outside of common area space if the savings benefit the tenants. And tenants may be unwilling to pay for upgrades when they do not own their property or when the savings benefit the building owner. Green leasing is an emerging solution to this issue, enabling owners and tenants to mutually benefit from energy and sustainability upgrades in leased space. Visit greenleaseleaders.com to learn more.

- Equipment leases provide an alternative to equipment purchases. Businesses can choose an operating lease, which requires the lessee to return the equipment to the lessor at the end of the lease term. Alternatively, businesses can choose a capital lease, enabling them to purchase the equipment at the end of the lease. Leasing may be attractive to businesses that need equipment that typically becomes outdated quickly or suffers a high degree of wear and tear.
- Grants can be procured through public and private entities and do not require the grantee to pay back any of the provided funds. Grants typically involve an application process, as well as reporting requirements during and after the completion of the project.
- Performance Contracting involves the business working with a private energy service company (ESCO) to manage a group of energy projects from beginning to end. The energy savings from these projects are typically guaranteed by the ESCO and are used to cover the entire cost of the projects.

Larger Efforts

Develop a Business Energy Incentive or Loan Program

A common barrier to business engagement is paying the upfront costs of energy upgrades or projects. Cities or counties can create incentives or loan programs on their own, or partner with a local financial institution to offer financial assistance that covers project costs. Communities can choose to create a cost-share program where they match a percentage of project costs up to a certain dollar value; or they can choose a “matching” approach where the community matches a percentage of the utility rebate up to a certain dollar value.



Community Spotlight: Energy Efficiency Grants and Rebates

- The City of Richfield, MN created a [bonus incentive program](#) to support businesses that make qualifying energy upgrades. The program is structured to offer up to \$2,500, in addition to the utility rebate, when a business completes a project after their energy assessment.
- The City of St. Louis Park, MN formed [Climate Champions](#), an energy efficiency assistance, cost share, and recognition program. Businesses that completed an energy assessment and proceeded with a recommended energy efficiency project are able to apply for cost-share funding.

Electric Vehicle Opportunities for Businesses

Xcel Energy is developing an array of programs and resources to help businesses transition into the electric vehicle (EV) future. Visit [Xcel Energy's website](#) to discover opportunities to receive support for fleet electrification and charging infrastructure development. For more information on how your community can reach its EV goals, explore the [Partners in Energy EV Toolkit](#).

Develop a Green Lease Program

A green lease aligns financial incentives of sustainability or energy measures, in lease documents, to achieve goals between landlord and tenant. It is estimated that green leases have the potential to reduce energy consumption in office buildings by 11–22% (Institute for Market Transformation, 2015). When a building is high performing, it increases its real estate value, which can motivate businesses to include aspects of sustainability and energy into a green lease.

What's in a Green Lease?

- In a green lease, language that allows energy savings from new equipment to be recouped by whoever pays the upfront cost (regardless of who pays the utility bills) can be included.
- Landlords can require in the lease that tenants make their spaces high performing and efficient to meet basic sustainability guidelines under green certification standards (e.g., LEED®, ENERGY STAR®).
- Submeters are a way for tenants to better understand their energy use, adding transparency to a process that asks them to pay the costs of their energy consumption. Newer buildings typically have submeters, but older buildings may need to install new submeters. That installation expense and whether landlord or tenant pays the costs can be included in the lease.
- Including building commissioning in a green lease allows the tenant to know when a commissioning process may occur and states that they will be billed for a portion of the cost. The tenant will also receive the benefits of energy savings that accrue because of this process.
- Communities can develop tools, resources, and training to help facilitate green leases so business owners and tenants can gain the benefits of energy improvements. Green leases are key for communities with many leases or rapid growth.

Green Leasing Resources

Share with your business community these resources to help them get started:

- Green Lease Leaders' "[How Do I Green a Lease?](#)" includes sample language, templates, and guides for landlords and tenants.
- Building Owners and Managers Association International has a free [Green Lease Guide](#) that models a green lease and helps business owners craft their own.

WORKFORCE DEVELOPMENT

Energy efficiency and renewable energy jobs are a growing segment of the energy industry. The energy efficiency sector alone employed over 2 million people and was projected to grow by 9% in 2018 (Barret & Pollin, 2018), but there are gaps in the workforce that are not being filled. Employers indicate a lack of experience, training, and technical skills, while disadvantaged and underemployed groups face persistent barriers that prevent them from benefiting from these job opportunities (Barret & Pollin, 2018).

Workforce development provides a way to close these gaps by providing training, mentorship, and placement services across all types of energy jobs, including focused opportunities for disadvantaged and underrepresented groups. This holistically benefits businesses, potential employees, and the local economy.

The first step to proper workforce development is to determine workforce gaps and needs. The local economic development entity for your community is the first place you should check for the most relevant data and information. State and national resources are listed below.

- [Minnesota Clean Jobs Midwest](#)
- [The Minnesota Jobs Project](#)
- [Colorado Workforce Development Council](#)
- [Wisconsin Clean Jobs Midwest](#)
- [US Energy and Employment Report](#)

Workforce Development Toolkit

Explore the [Partners in Energy Workforce Development Toolkit](#) to learn more about the benefits and details of workforce development

First Steps and Quick Wins

Promote Energy Workforce Opportunities

Present workforce trainings as an opportunity to help underrepresented groups receive energy job training, while also helping businesses complete energy improvements. Assist your business community in creating trainings, developing certifications, or hosting internships to help people enter the energy workforce. Facilitate a collaboration between local education institutions and your business community as an opportunity for students to fill these positions. This can be a “light touch” approach as opposed to a full workforce development program.

Collaborate with Workforce Development Partners

Many workforce development programs are already in place to connect young adults with the training and skill building needed to work in the energy field. Partner with existing programs and organizations to help young adults get connected with the energy workforce.

Potential Workforce Development Partner Organizations:

- City or county economic or workforce development entity
- Science, Technology, Engineering, Math (STEM) student groups
- Local professional engineering, energy, or other organizations:
 - American Society of Mechanical Engineers
 - Association of Energy Engineers
 - National Society of Black Engineers
 - National Society of Professional Engineers
 - Society of Hispanic Engineers
 - Society of Women Engineers
 - US Green Building Council
- Local universities and community colleges
- Local energy businesses

Prioritize Sustainable Energy Business Attraction and Retention

Collaborate with your local business chamber, business associations, or even county level partnerships as groups that can help show that sustainable energy is a priority for your community. Highlighting that sustainable energy is important to your community can help attract and retain businesses with similar goals. Businesses that are leaders in sustainable energy can act as peers in bringing others on board. You can also offer energy efficient businesses benefits such as tax incentives, grants, license reductions, or expedited permitting.

Larger Efforts

Create a Workforce Development Program

A workforce development program can be a large undertaking, but strong partnerships can offer support in creating a robust program. To prepare the next generation to be part of the future energy workforce, it is critical to offer young adults — particularly those from underrepresented and disadvantaged groups — training and opportunities to gain the skills and experience they need to pursue green careers. The [Partners in Energy Workforce Development Toolkit](#) provides more details on how to best implement such a program.

A close-up photograph of a person's hand holding a black pen, pointing at a blue pie chart on a document. The document is on a clipboard and also features a bar chart. The scene is set on a wooden desk with various office supplies: a white calculator, a pair of glasses, a tablet, and a smartphone. The word 'APPENDECIES' is overlaid in large white letters across the center of the image.

APPENDECIES

Appendices

BUSINESS SECTOR SUMMARIES

Each business sector has its own unique set of challenges and opportunities. Understanding the differences between business sectors will help you more effectively and efficiently promote energy efficiency. After utilizing this section to identify energy saving actions and areas of focus, explore the [Xcel Energy Business Programs](#) decision tree in your state, by sector of interest, to determine which Xcel Energy programs are relevant to your efforts.

Small Offices

Small offices typically have tenants who spend most of their day in the building. It is important to create a healthy and comfortable indoor environment to maximize tenant attraction and retention. The top energy users in small offices are HVAC, lighting, and computer use (Figure 1). Ensuring HVAC and lighting systems are efficient and operating appropriately can improve the comfort of the building for tenants, while also offering savings on energy bills and maintenance costs.

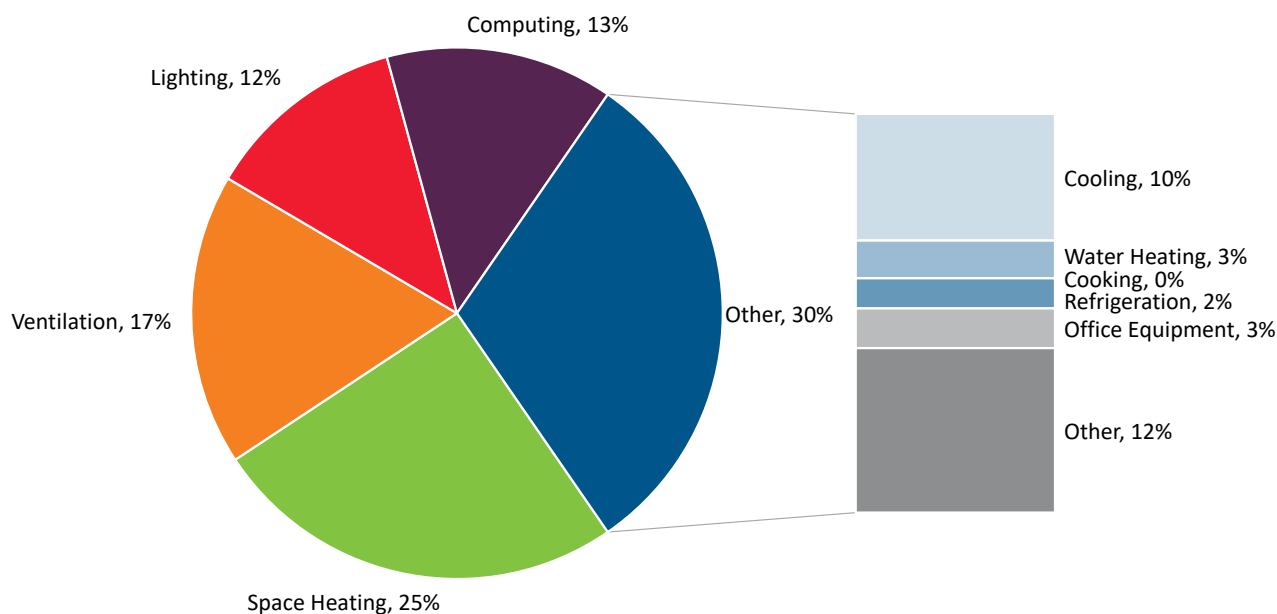


Figure 1: Typical Energy Uses for Small Offices, U.S. Energy Information Administration, 2012¹

¹ The "Other" category includes miscellaneous electricity use, such as process equipment, motors, and air compressors.

Energy Saving Actions

Heating

- Set back thermostat during non-business hours.

Ventilation

- Keep vents and return grills clean and free of obstacles - to allow for good air flow.

Computers

- Use power strips to turn off power to computers overnight. When purchasing new computers, look for ENERGY STAR® certified equipment.

Lighting

- Replace incandescent bulbs with LEDs and consider motion sensors in rooms where lights are often forgotten.

Energy Saving Programs and Next Steps

State	Colorado	Minnesota	Wisconsin
Programs and Resources	Small Business Energy Solutions (SBES) HVAC-R Systems Lighting Efficiency AC Rewards	One-Stop Efficiency Shop lighting and HVAC assessments Energy Smart business energy consultation services HVAC-R rebates Lighting Efficiency rebates AC Rewards	FOCUS ON ENERGY® will provide technical support and financial incentives customized to your business needs
Next Steps	Sign up for an energy assessment to receive free equipment installations and a report containing recommended energy improvement projects		Visit focusonenergy.com/business Call 888.623.2146 Email business@focusonenergy.com

Hospitality

Hotel and motel energy management can vary depending on the makeup of the facilities and what activities are held in the spaces. In the hospitality industry it's important to ensure guest comfort and access to amenities; some operations are affected 24 hours a day. Guest rooms, ice machines, lobbies, banquet halls, laundry facilities, swimming pools, and more may need to be considered when addressing energy use in these buildings. These businesses tend to use most of their electricity in water heating, heating and cooling, and lighting (Figure 2). There are many simple changes hospitality businesses can make to reduce energy use and help boost their bottom line. For example, simply using a pool cover can save 50-70% of the cost to heat the pool (U.S. Department of Energy, n.d.). And for indoor pools, it can also reduce the HVAC load. It is important to consider all energy saving actions and how they interrelate.

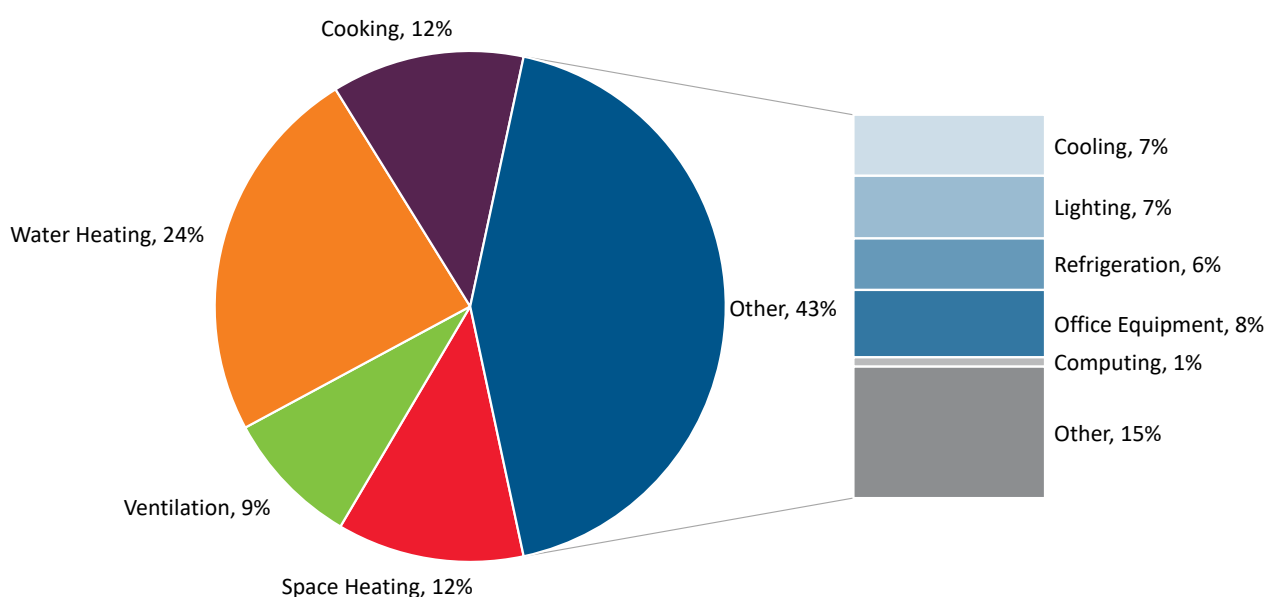


Figure 2: Typical Energy Uses for Hospitality, U.S. Energy Information Administration, 2012²

² "Other" category includes miscellaneous electricity use, such as process equipment, motors, and air compressors.

Energy Saving Actions

Indoor Water Heating

- Install faucet aerators on sinks and low-flow showerheads to minimize the amount of hot water used throughout your building.

Heating and Cooling

- Unsold rooms should be minimally heated and cooled; and sold rooms can be set to a comfortable temperature for guests. To automate this process, link the energy management system with reservation and check-in system.

Lighting

- Connect bathroom exhaust fans to light switches so guests turn them off together and reduce unnecessary operation.
- Use dimming lights, scheduled lighting, or motion sensors for hallways - to cut energy use.

Pools

- Switch to a more efficient, ENERGY STAR® certified water pump. See the ENERGY STAR® website for details.
- Switch to a more efficient water heating setup, utilizing heat pumps wherever possible.
- Use pool covers for both indoor and outdoor pools. For heated pools and hot tubs, consider a more thermally insulating cover (WaterSense, 2018).

Energy Saving Programs and Next Steps

State	Colorado	Minnesota	Wisconsin
Programs and Resources	<p>Small Business Energy Solutions (SBES)</p> <p>HVAC-R rebates</p> <p>Lighting Efficiency rebates</p> <p>AC Rewards</p> <p>Thermostat/Energy Controls</p> <p>Pool/Spa Covers</p>	<p>One-Stop Efficiency Shop lighting and HVAC assessments</p> <p>Energy Smart business energy consultation services</p> <p>HVAC-R rebates</p> <p>Lighting Efficiency rebates</p> <p>Ozone Laundry rebates</p> <p>Food Service rebates</p> <p>AC Rewards</p> <p>Thermostat/Energy controls</p> <p>Pool/spa covers</p>	<p>FOCUS ON ENERGY® will provide technical support and financial incentives customized to your business needs</p>
Next Steps	<p>Sign up for an energy assessment to receive free equipment installations and a report of recommended energy improvement projects</p> <p>Adjust thermostats to match occupancy schedule</p> <p>Contact pool service provider about a physical or liquid pool cover solution</p>		<p>Visit focusonenergy.com/business</p> <p>Call 888.623.2146</p> <p>Email business@focusonenergy.com</p>

Restaurants & Bars

It is vital for restaurants to focus on creating an energy efficient and healthy indoor environment to maximize cost savings and improve customer experience. Most electricity use in restaurants is for cooking, refrigeration, and heating and cooling (Figure 3). There are many challenges unique to the restaurant and bar sector that should be considered.

It's important to pay attention to the equipment used for cooking, to help decrease operating costs and increase operating revenue. According to various sources, commercial kitchens typically use 5–7 times more energy per square foot than other commercial operations, partly due to low efficiency equipment (U.S. Environmental Protection Agency). While switching from gas to efficient electric cooking equipment raises the business' electricity bill, it is important to educate the business on the net savings gained by the decrease/elimination of gas costs.

Rate structures can also help or hinder businesses. Time of use rate peaks may coincide with typical food prep time. Also, the long life of commercial cooking equipment means it can be difficult to justify beneficial upgrades. And many restaurants are not in business long enough to see the benefits of long-term payback upgrades.

Chain restaurants may have no local decision-making authority. Restaurants may lack the budget, may have existing relationships with equipment suppliers that offer inefficient equipment, or may simply be entrenched in old ways of cooking. For example, one reason some restaurants are hesitant to switch from gas to electric stoves, even when electric stoves are cost effective, is preconceived notions regarding performance (Tate, 2017). These issues can be overcome through outreach and education, therefore it's crucial to have accurate sector-specific information and actions that restaurants can take to become more energy efficient.

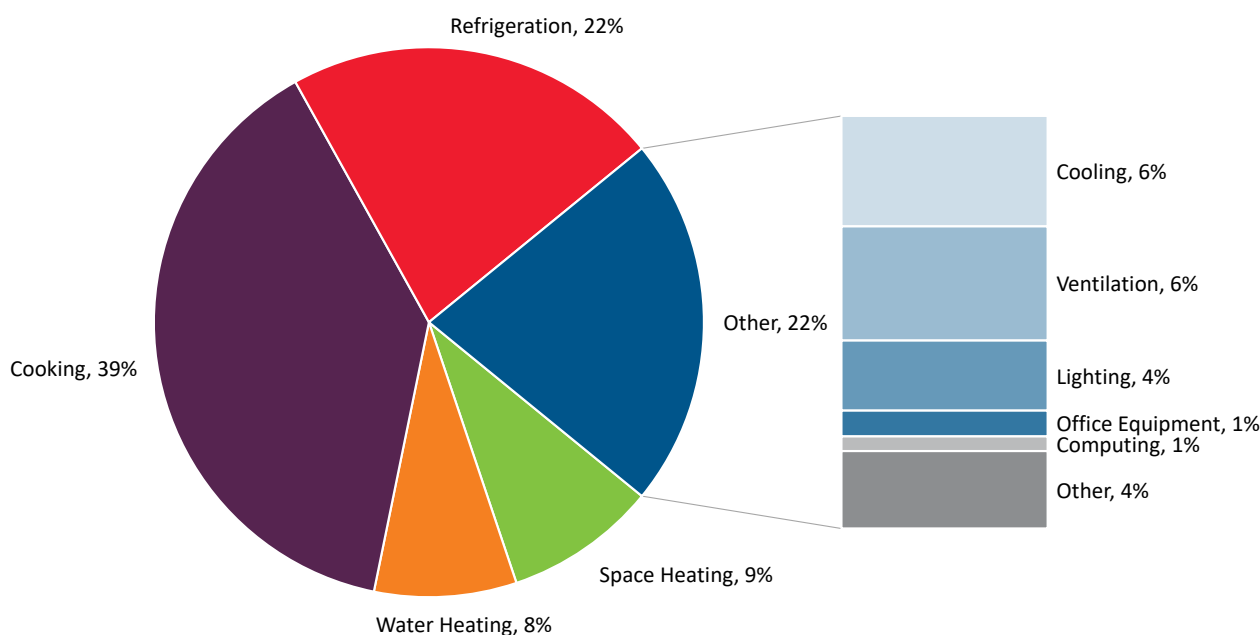


Figure 3: Typical Energy Uses for Restaurants and Bars, U.S. Energy Information Administration, 2012³

³ "Other" category includes miscellaneous electricity use, such as process equipment, motors, and air compressors.

Energy Saving Actions

Cooking

- Check seals on ovens and other kitchen equipment, replacing them if they are worn and not sealing properly.
- Upgrade cooking equipment to efficient, electric cooking equipment.
- Convert to commercial induction cooktops that only heat when a pan is placed on the surface. This improves energy efficiency, promotes safety, and reduces exhaust ventilation requirements. It also reduces kitchen heat, decreasing the need to cool and increasing worker comfort.
- Switch to multi-use equipment to reduce the amount of equipment needed as well as saving space and energy.
- Utilize variable-speed exhaust in well-ventilated areas to help reduce smoke and grease, reducing maintenance on hoods and filters.

Refrigeration

- Check gaskets and door closers to make sure doors seal well. Keep coils clean and free of obstructions to allow for good air flow.

Heating

- Set back thermostat during non-business hours and use weatherstripping to seal gaps around leaky doors and windows.

Energy Saving Programs and Next Steps

State	Colorado	Minnesota	Wisconsin
Programs and Resources	<p>Small Business Energy Solutions (SBES)</p> <p>HVAC-R Systems</p> <p>Lighting Efficiency</p> <p>AC Rewards</p>	<p>One-Stop Efficiency Shop lighting and HVAC assessments</p> <p>Energy Smart business energy consultation services</p> <p>HVAC-R rebates</p> <p>Lighting Efficiency rebates</p> <p>Food Service rebates</p> <p>AC Rewards</p>	<p>FOCUS ON ENERGY® will provide technical support and financial incentives customized to your business needs</p>
Next Steps	<p>Sign up for an energy assessment to receive free equipment installations and a report of recommended energy improvement projects</p>		<p>Visit focusonenergy.com/business</p> <p>Call 888.623.2146</p> <p>Email business@focusonenergy.com</p>

Grocery, Convenience, and Liquor Stores

Grocery, convenience, and liquor stores have both high energy expenses and strict food safety regulations that can be addressed through energy efficiency upgrades. These businesses are highly dependent on refrigeration which, in some cases, accounts for up to 56% of the property's total energy use (ENERGY STAR). It is important to maintain refrigeration systems and take advantage of energy efficient upgrades and new technology. From display cases to walk-in refrigerators and freezers, there are opportunities to make changes, to equipment and behaviors, that reduce energy use. Focusing on refrigeration as a first step will help address most potential energy savings. As with any small or medium business, lighting and heating & cooling are large energy users that offer potential savings (Figure 4).

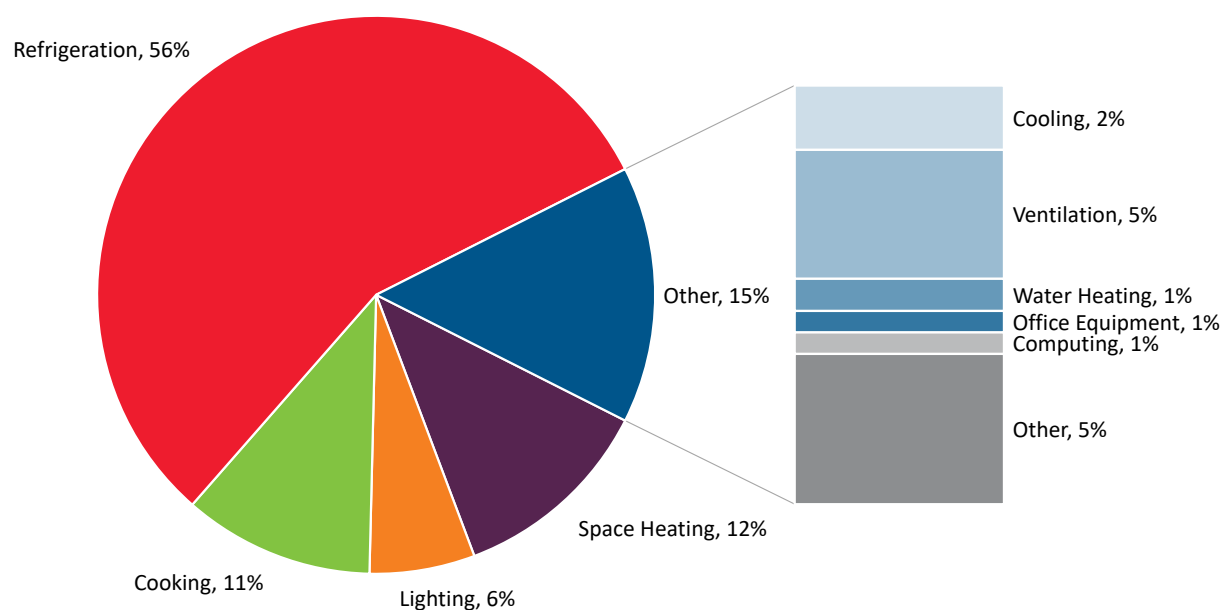


Figure 4: Typical Energy Uses for Food Sales, U.S. Energy Information Administration, 2012⁴

⁴ "Other" category includes miscellaneous electricity use, such as process equipment, motors, and air compressors.

Energy Saving Actions

Refrigeration

- Keep refrigeration and freezer unit doors shut as much as possible and make sure doors seal well. Because customers open and close refrigerator and freezer doors to purchase items, it's important to make sure doors seal well - as food quality can be damaged and energy can be lost.
- Check temperature settings and ensure that they are not set lower than recommended.
- Consistently clean dirt, dust, and ice accumulation from cooling coils. Create a maintenance schedule to ensure cleanings occur in a timely manner.
- Upgrade to energy efficient refrigeration equipment. Look for equipment with the following features.
- Floating head and suction pressure controls
 - ECM motors
 - Anti-Sweat Heater (ASH) control

Lighting

- Replace incandescent bulbs with LEDs and consider motion sensors that use energy only when activated.

Heating and Cooling

- Program thermostat to set back temperature in rooms, storage closets, and places with minimal traffic. Turn thermostat back 7–10°F from its normal setting during non-business hours.
- Seal your heating and cooling ducts.

Cooking

- Focus on similar strategies as outlined in the Restaurant sector section above.

Energy Saving Programs and Next Steps

State	Colorado	Minnesota	Wisconsin
Programs and Resources	<p>Small Business Energy Solutions (SBES)</p> <p>HVAC-R Systems</p> <p>Lighting Efficiency</p> <p>AC Rewards</p>	<p>One-Stop Efficiency Shop lighting and HVAC assessments</p> <p>Energy Smart business energy consultation services</p> <p>HVAC-R rebates</p> <p>Lighting Efficiency rebates</p> <p>AC Rewards</p>	<p>FOCUS ON ENERGY® will provide technical support and financial incentives customized to your business needs</p>
Next Steps	<p>Sign up for an energy assessment to receive free equipment installations and a report of recommended energy improvement projects</p>		<p>Visit focusonenergy.com/business</p> <p>Call 888.623.2146</p> <p>Email business@focusonenergy.com</p>

Retail

Most retail businesses are interested in decreasing energy expenses, cultivating a healthy and bright space to ensure customer satisfaction, and ultimately increasing profits. In retail spaces, lighting and heating & cooling are the largest energy users (Figure 5). Businesses can make their space comfortable for customers while also paying attention to unnecessary heating and air conditioning losses that can occur through doors that are left open when not in use. Indoor lighting is essential during business hours, but in facilities that don't operate 24/7 there are opportunities to automate lights and turn off equipment when not in use.

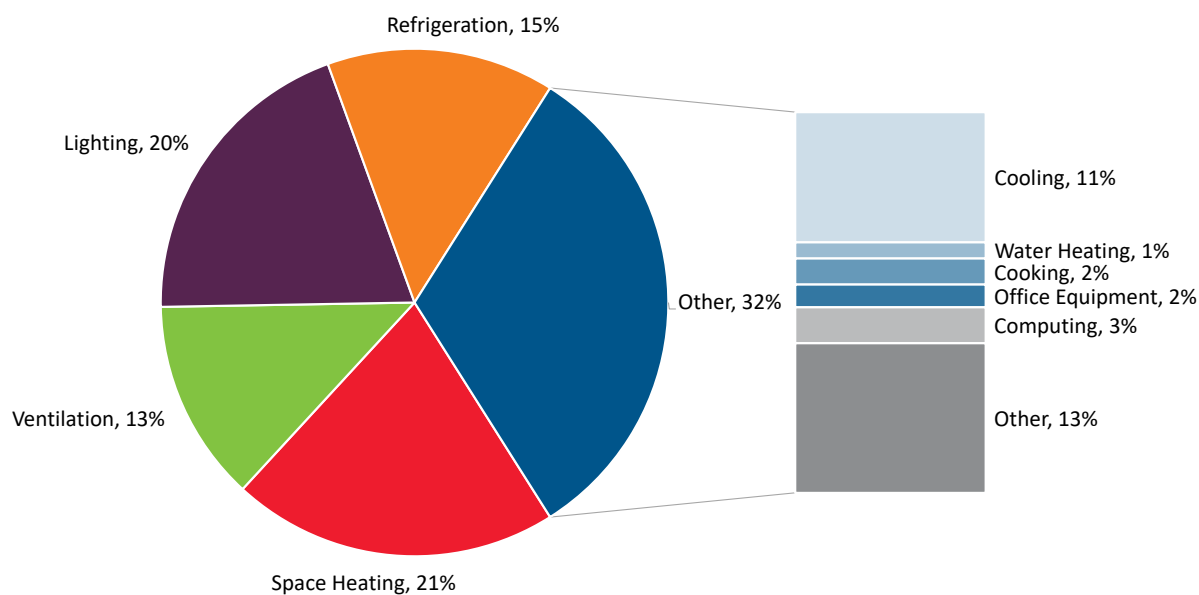


Figure 5: Typical Energy Uses for Retail, U.S. Energy Information Administration, 2012⁵

⁵ "Other" category includes miscellaneous electricity use, such as process equipment, motors, and air compressors.

Energy Saving Actions

Lighting

- Develop store-closing protocols for turning off lights in any areas where they are not needed.
- Ensure appropriate lighting levels are maintained. Too much light can be a negative experience for customers and can increase energy costs.
- Install LED equipment, not just in overhead lights but in all lighting uses (such as exit signs).
- Install occupancy/vacancy sensors and daylight-responsive controls.

Heating and Cooling

- Create a regular maintenance schedule for rooftop HVAC unit(s) to ensure reliable and efficient operation.

Energy Saving Programs and Next Steps

State	Colorado	Minnesota	Wisconsin
Programs and Resources	Small Business Energy Solutions (SBES) HVAC-R Systems Lighting Efficiency AC Rewards	One-Stop Efficiency Shop lighting and HVAC assessments Energy Smart business energy consultation services HVAC-R rebates Lighting Efficiency rebates AC Rewards	FOCUS ON ENERGY® will provide technical support and financial incentives customized to your business needs
Next Steps	Sign up for an energy assessment to receive free equipment installations and a report of recommended energy improvement projects		Visit focusonenergy.com/business Call 888.623.2146 Email business@focusonenergy.co

XCEL ENERGY BUSINESS PROGRAMS

Colorado

Xcel Energy's Business Program Summary for Colorado outlines solutions for Xcel Energy electric and natural gas business customers through a suite of programs. These programs offer energy-efficient, demand management, and energy management products that help increase energy efficiency and reduce operating costs.

For more information contact the Business Solutions Center at 855-839-8862 or visit xcelenergy.com/Business.

Business Program Decision Tree

Business owners would likely prefer not to sift through pages of resources but, instead, have access to a one-stop shop that includes summarized recommendations of programs along with next steps for engagement. This decision tree can help businesses follow the path to start engaging in energy initiatives. See the next page for the Colorado Business Program Decision Tree.

Colorado Business Program Decision Tree

First, review your business type's typical largest energy users and associated program recommendations. Next, review the recommended programs and take the next steps to address your energy needs.

Select Your Business Type	Review Your Top Energy Users	Program Recommendations	Next Steps
Restaurants and Bars	Cooking Refrigeration Water heating Lighting Heating, ventilation, cooling	Small Business Energy Solutions (SBES) HVAC-R Systems Lighting Efficiency AC Rewards	Sign up for an energy assessment through SBES to receive free equipment installations and a report of recommended energy improvement projects Check refrigeration unit temperatures and clean cooling coils Update cooking equipment schedules to cut down idle time
Retail	Lighting Heating and cooling	Small Business Energy Solutions (SBES) HVAC-R Systems Lighting Efficiency AC Rewards	Sign up for an energy assessment through SBES to receive free equipment installations and a report of recommended energy improvement projects Adjust thermostats and air handler schedules to match occupancy schedule
Grocery Convenience Liquor	Refrigeration Lighting Heating and cooling	Small Business Energy Solutions (SBES) HVAC-R Systems Lighting Efficiency AC Rewards	Sign up for an energy assessment through SBES to receive free equipment installations and a report of recommended energy improvement projects Check refrigeration unit temperatures and clean cooling coils
Small Office	Heating and cooling Ventilation Computing Lighting	Small Business Energy Solutions (SBES) HVAC-R Systems Lighting Efficiency AC Rewards	Sign up for an energy assessment through SBES to receive free equipment installations and a report of recommended energy improvement projects Adjust thermostats and air handler schedules to match occupancy schedule
Hospitality	Water heating Heating and cooling Lighting	Small Business Energy Solutions (SBES) HVAC-R Systems Lighting Efficiency AC Rewards Thermostat/Energy Controls Pool/Spa Covers	Sign up for an energy assessment through SBES to receive free equipment installations and a report of recommended energy improvement projects Adjust thermostats and air handler schedules to match occupancy schedule Contact pool service provider about a physical or liquid pool cover solution

Minnesota

Xcel Energy's Business Program Summary for Minnesota outlines solutions for Xcel Energy electric and natural gas business customers through a suite of programs. These programs offer energy-efficient, demand management, and energy management products that help increase energy efficiency and reduce operating costs.

For more information contact the Business Solutions Center at 855-839-8862 or visit xcelenergy.com/Business.

Business Program Decision Tree

Business owners would likely prefer not to sift through pages of resources but, instead, have access to a one-stop shop that includes summarized recommendations of programs along with next steps for engagement. This decision tree can help businesses follow the path to start engaging in energy initiatives. See the next page for the Minnesota Business Program Decision Tree.

Minnesota Business Program Decision Tree

First, review your business type's typical largest energy users and associated program recommendations. Next, review the recommended programs and take the next steps to address your energy needs.

Select Your Business Type	Review Your Top Energy Users	Program Recommendations	Next Steps
Restaurants and Bars	Cooking Refrigeration Water heating Lighting Heating, ventilation, cooling	One-Stop Efficiency Shop lighting and HVAC assessments Energy Smart business energy consultation services Commercial Refrigeration assessment HVAC-R rebates Lighting Efficiency rebates Food Service rebates AC Rewards	Sign up for an energy assessment to receive free equipment installations and a report of recommended energy improvement projects Check refrigeration unit temperatures and clean cooling coils Update cooking equipment schedules to cut down idle time
Retail	Lighting Heating and cooling	One-Stop Efficiency Shop lighting and HVAC assessments Energy Smart business energy consultation services HVAC-R rebates Lighting Efficiency rebates AC Rewards	Sign up for an energy assessment to receive free equipment installations and a report of recommended energy improvement projects Adjust thermostats and air handler schedules to match occupancy schedule
Grocery Convenience Liquor	Refrigeration Lighting Heating and cooling	One-Stop Efficiency Shop lighting and HVAC assessments Energy Smart business energy consultation services Commercial Refrigeration assessment HVAC-R rebates Lighting Efficiency rebates AC Rewards	Sign up for an energy assessment to receive free equipment installations and a report of recommended energy improvement projects Check refrigeration unit temperatures and clean cooling coils

<p>Small Office</p>	<p>Heating and cooling Ventilation Computing Lighting</p>	<p>One-Stop Efficiency Shop lighting and HVAC assessments Energy Smart business energy consultation services HVAC-R rebates Lighting Efficiency rebates AC Rewards</p>	<p>Sign up for an energy assessment to receive free equipment installations and a report of recommended energy improvement projects Adjust thermostats and air handler schedules to match occupancy schedule</p>
<p>Hospitality</p>	<p>Water heating Heating and cooling Lighting</p>	<p>One-Stop Efficiency Shop lighting and HVAC assessments Energy Smart business energy consultation services HVAC-R rebates Lighting Efficiency rebates Ozone Laundry rebates Food Service rebates AC Rewards Thermostat/Energy controls Pool/spa covers</p>	<p>Sign up for an energy assessment to receive free equipment installations and a report of recommended energy improvement projects Adjust thermostats and air handler schedules to match occupancy schedule Contact pool service provider about a physical or liquid pool cover solution</p>

Wisconsin

FOCUS ON ENERGY® works with businesses and other property owners to install cost effective energy efficiency and renewable energy projects in partnership with Wisconsin utilities. The [FOCUS ON ENERGY® Summary of Services and Incentives](#) for Business outlines the opportunities available to Wisconsin businesses to support energy efficiency and reduce operating costs. Rebates and incentives are available for equipment upgrades and renovations for HVAC systems, water heaters, interior and exterior lighting, refrigeration, and process systems. There are also programs to support renewable energy, new construction, retro-commissioning, water and wastewater.

Visit focusonenergy.com/business

Call 888.623.2146

Email business@focusonenergy.com

BUSINESS FINANCING RESOURCES

One of the most common barriers for businesses to implement energy upgrades is cost. Fortunately, there are financing options available in every state.

Colorado

- Property Assessed Clean Energy (PACE) allows for long-term financing of energy efficiency, renewable energy, and water conservation eligible improvements through a special tax assessment that stays with the property if it is sold. Up to 100% of the improvements can be financed, resulting in no out-of-pocket expenses and immediate positive flow (copace.com).
- HBC Energy Capital has partnered with Xcel Energy to provide a one-stop shop for energy financing (co.my.xcelenergy.com/s/business/financing).
- The Colorado Energy Office supports public entities' finance energy projects through energy performance contracting (energyoffice.colorado.gov).

Minnesota

- Property Assessed Clean Energy (PACE) allows for long-term financing of energy efficiency, renewable energy, and water conservation eligible improvements through a special tax assessment that stays with the property if it is sold. Up to 100% of the improvements can be financed, resulting in no out-of-pocket expenses and immediate positive flow (minnpace.com).
- [Trillion BTU Financing](#) is offered to Minnesota businesses through a partnership between the Saint Paul Port Authority, Xcel Energy, and the Center for Energy and Environment, and can cover up to 100% of costs for energy projects.
- Center for Energy and Environment offers the [Commercial Energy Efficiency Loan Program](#) to provide up to \$100,000 in financing to Minnesota businesses making cost-effective energy efficiency improvements.

Wisconsin

- Property Assessed Clean Energy (PACE) allows for long-term financing of energy efficiency, renewable energy, and water conservation eligible improvements through a special tax assessment that stays with the property if it is sold. Up to 100% of the improvements can be financed, resulting in no out-of-pocket expenses and immediate positive flow (pacewi.org).
- [FOCUS ON ENERGY®](#) offers rebates and other information for energy efficiency upgrades in the state.

COLLATERAL EXAMPLES



Collateral Examples

The following pages provided examples of community co-branded collateral developed by Xcel Energy Partners in Energy. Contact PartnersinEnergy@xcelenergy.com to request development of materials customized for your community's unique needs.

WELCOME!

Your electric and gas services are provided by Xcel Energy. Xcel Energy delivers affordable, reliable electricity using cleaner resources. Xcel Energy was the first major U.S. electricity provider to announce a vision to serve customers with 100% carbon-free electricity by 2050. As part of this vision Xcel Energy offers businesses a number of programs and rebates to help you save energy, reduce your utility expenses, and decrease your carbon footprint.

Directions: Answer these prompts to identify which benefits are relevant for your business. Based on the color shading of your response, follow the dots to reveal your benefits.

If You Own Your Building

You can realize the full range of benefits from energy improvements, including saving on utility bill and maintenance costs, improving occupant comfort and increasing property value.

If You Rent Your Building

Regardless of your lease, energy improvements can help create a more comfortable space for employees and customers through lighting, cooling, heating, and other system improvements.

If you pay your energy bill...

If your utility bills are a flat rate or included in your lease payment...

INCREASE BUILDING VALUE: Energy improvements and upgrades can enhance the appearance, value, and competitiveness of your property. Studies suggest that on average in the United States, properties with energy efficiency upgrades see a 2-6% increase in rent premiums and a 10% increase in property value (**IEA, March 2019**)

REDUCE MAINTENANCE: Keeping energy systems maintained and up to date can improve the life of the equipment, increase reliability, and reduce maintenance costs. Upgrading old systems today will save money over the long term by as much as 10-20%.

SAVE MONEY: As much as \$0.30 for every \$1 spend on energy is wasted due to inefficient systems (EnergyStar). Energy-saving improvements and equipment upgrades can save money on utility bills including energy, water, and sewage – lowering expenses for both you and your tenants.

SUSTAINABILITY: Customers, investors and employees care about climate change and the environmental impact of energy use. Businesses that commit and take action on sustainability issues attract customers, so it's important to publicly recognize their efforts. From local recognition programs like "Business Climate Champions" to the ENERGY STAR certification, sharing that a business is in it for good can be quite the sell.

OCCUPANT COMFORT: Improving HVAC systems and lighting can increase building comfort, and make a more welcoming environment for occupants. Occupant levels of energy-efficient buildings are up to 10% higher than typical buildings, showing the importance of comfort to people who spend their time there (**Institute for Market Transformation, June 2015**)

START YOUR BUSINESS OFF RIGHT WITH A FREE ENERGY ASSESSMENT

Your electric and gas services are provided by Xcel Energy. Xcel Energy delivers affordable, reliable electricity using cleaner resources. Xcel Energy was the first major U.S. electricity provider to announce a vision to serve customers with 100% carbon-free electricity by 2050. As part of this vision Xcel Energy offers businesses a number of programs and rebates to help you save energy, reduce your utility expenses, and decrease your carbon footprint.

Assessments from Xcel Energy are provided through CLEAResult. Reach out today!

📞 877-287-2250 🌐 xcelenergy.com/business ✉️ xcelenergyefficiency@clearesult.com

NEED TO UPGRADE YOUR EQUIPMENT? CHOOSE HIGH EFFICIENCY OPTIONS AND CASH IN ON REBATES!

Learn about opportunities available to help increase energy efficiency and save money. Energy efficiency opportunities exist in almost all parts of a building. Find out what rebates are available to help save energy and reduce costs.

Efficiency Controls

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

Lighting

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

Refrigeration

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

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.

For more information visit xcelenergy.com/Business or call the business solutions center at 855-839-8862 to learn about other energy efficiency opportunities for your business.

LOOKING FOR WAYS TO CUT COSTS?

Whether you operate a manufacturing, technology, or light industrial business, chances are you like to operate at top efficiency. Be sure your equipment and systems are optimized to protect your bottom line.

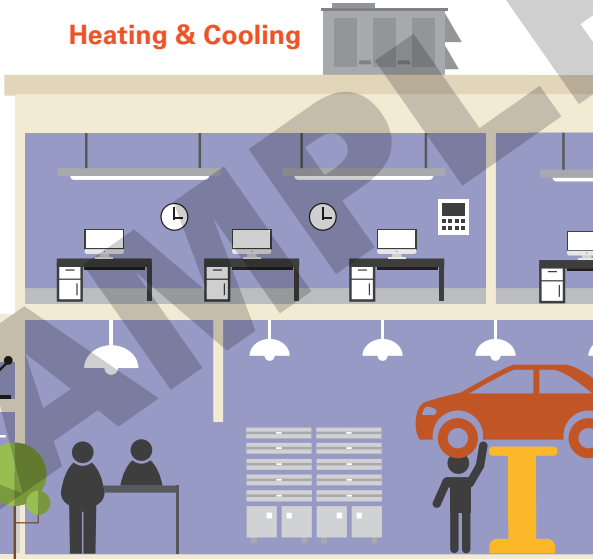
**Ventilation &
Fan Systems**

**Monitoring
& Controls**

**Motors
& Drives**

Lighting

Heating & Cooling



**The City of Northglenn and Xcel Energy
are collaborating to support your needs!**

Visit Northglenn.org/SaveEnergy and turn the page to learn more.

Start saving NOW by taking advantage of a FREE onsite energy audit.

Get started with an onsite energy audit through Xcel Energy that will help your business identify energy-saving opportunities that can reduce operating costs. Now through March energy audits are FREE for all business sizes.

An energy advisor will work with you to conduct a comprehensive review of your facility and provide you with a detailed report that outlines low and no cost energy savings opportunities in your facility as well as top energy saving projects with estimated costs, payback, and rebate opportunities.

 **855.839.8862**

 **[xcelenergy.com/EnergyAnalysis](https://www.xcelenergy.com/EnergyAnalysis)**



THE CITY OF WESTMINSTER IS HELPING BUSINESSES

recover from the COVID-19 crisis by providing bonus rebates that stack on top of available Xcel Energy rebates. Follow the steps below to take the guesswork out of efficiency opportunities for your small business and start saving on your operating expenses.

AS EASY AS 1-2-3!

1

CONTACT CLEAResult

Xcel Energy offers a suite of building energy assessments to fit your specific needs, including assessments for very small to very large businesses. Assessments from Xcel Energy are provided through CLEAResult. Reach out today to find out which assessment is right for you.



877-287-2250



xcelenergy.com/SBES

FREE Products! You may also qualify for free direct installation of energy-saving products during the assessment, such as LED lamps and faucet aerators, to start saving energy right away.

2

COMPLETE YOUR BUILDING ENERGY ASSESSMENT

During your energy assessment, the energy advisor will help your business identify low to no-cost energy savings opportunities, as well as top energy saving projects specific to your business. Following the assessment, the energy advisor can help you move forward with the energy saving project by connecting you to financing options, rebates, and contractors.

3

WORK WITH THE CITY TO IDENTIFY SUPPLEMENTAL REBATES

The City of Westminster will provide a \$1,500 max in rebates and fund projects up to 75% of total cost (Xcel Energy + City rebates combined) for each business. Reach out with a copy of your building energy assessment to receive these bonus funds. Rebates are first come, first served, so contact the City ASAP!



303-658-2662



SAGE@cityofwestminster.us



WESTMINSTER



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration



Review the suggestions of recommended energy efficiency practices below to start saving immediately. These procedures are intended to help you minimize wear and tear on equipment and reduce the energy use in your facilities.

IF YOU AREN'T USING IT, SHUT IT DOWN!

- Turn off all lights
- Unplug vending machines (non-refrigerated)
- Shut down all PCs, monitors, copiers and printers
- Unplug electronics that use energy even when turned off like audio-enhancement systems, TVs, and video equipment
- Shut down shop equipment such as compressors

MANAGE YOUR HEATING & COOLING COSTS.

- Turn your cooling set point up 1-2 degrees during occupied times, 7-10 degrees when closed
- Install a programmable or smart thermostat that is compatible with your HVAC system
- Make sure your HVAC controls are adjusted correctly (consult a licensed HVAC technician for support).

OTHER OPPORTUNITIES TO IMPROVE EFFICIENCY AND EQUIPMENT PERFORMANCE.

- Insulate your hot water heater
- Change equipment filters regularly
- Use fans to reduce need for air conditioning

BSC Signs in Broomfield recently went through the Xcel Energy on-site energy assessment process. The ASHRAE Level 1 audit cost him \$125 and identified 33,000 kWh in potential energy savings and \$5,833 in potential cost savings with a payback of less than four years.

BSC Signs is taking these recommendations and starting by upgrading lighting at the facility to LEDs, and is taking advantage of over \$8,000 in identified rebate opportunities. This will save 28,300 kWh annually, or nearly \$3,000, and reduce the facility's annual electricity consumed by 60%.



START SAVING TODAY!


The City of Westminster and Xcel Energy are working together to bring energy and money savings directly to your business.

Sign up for a FREE, no obligation energy assessment through Xcel Energy (*details on back*).

After the assessment, reach out to the City of Westminster with a copy. The City will provide a \$1,500 max in BONUS rebates and fund projects up to 75% of total cost (*Xcel Energy + City rebates combined*) for each business.

Rebates are first come, first served, so contact the City ASAP!

 303-658-2662

 SAGE@cityofwestminster.us



WESTMINSTER



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SIMPLE SOLUTIONS, GREAT RESULTS.

Sign up to receive a free energy assessment today! You'll receive information on rebate eligible equipment upgrades, estimated energy cost savings, and payback. In addition, we are making it even easier for you to cut costs by bringing energy-efficient items such as LED bulbs and water-saving aerators directly to your business and installing them free of charge.² ENERGY STAR® LEDs last at least 12 years and save more than \$55 in electricity costs over its lifetime. And replacing your aerators, you'll likely reduce the amount of water you use by hundreds of gallons per year¹ resulting in less energy used to heat your water.

Reach out today at [877-287-2250](tel:877-287-2250) or email us at XcelEnergyEfficiency@clearesult.com to schedule your assessment.

Additional no-cost measures you may be eligible to receive:

- Select screw-in LED lamps
- Aerators for restroom and kitchen sinks
- Select ENERGY STAR-certified smart thermostats
- LED exit sign retrofit kits
- Strip curtains for freezers
- Auto-close doors for coolers and freezers
- Pipe insulation
- Pre-rinse spray valves
- Select LED tubes
- Energy-efficient showerheads

1. epa.gov/WaterSense/products/bathroom_sink_faucets.html

2. Program-eligible energy-saving equipment is free for Xcel Energy electric customers with an annual peak demand less than 100 kW.

Take the Guesswork out of Energy Efficiency with an Assessment from Xcel Energy

Business Energy Assessments can help you understand your business' energy use and identify energy efficiency opportunities that can help reduce utility bills and maintenance costs. Xcel Energy offers a suite of assessments to fit your specific needs, including assessments for very small to very large businesses. Some assessments are FREE and others are subsidized to be more affordable.



Services are scalable based on the business' unique needs, and include a full breadth of services:

- ☑ Discovery meeting to identify assessment focus and implementation needs
- ☑ Whole-building on-site assessment based on your goals and objectives
- ☑ Collaboratively develop a customized energy roadmap
- ☑ On-site low- or no-cost improvements such as equipment recalibration
- ☑ Project implementation support you choose from a suite of options
- ☑ Assistance with earning rebates for energy improvements made

**Assessments from Xcel Energy are provided through CLEARResult.
Reach out today to find out which assessment is right for you.**



877-287-2250



[xcelenergy.com/business](https://www.xcelenergy.com/business)



xcelenergyefficiency@clearresult.com



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Business Energy Assessments Comparison Chart

All Xcel Energy assessments include:

- ☑ Project prioritization
- ☑ Financial analysis
- ☑ Facilitation of internal stakeholder meetings
- ☑ Help finding a qualified contractor
- ☑ Contractor bidding and proposal review
- ☑ Savings and rebate maximization
- ☑ Rebate paperwork and processing support
- ☑ Additional information about Xcel Energy programs

Use the chart below to pick the right assessment for your business goals and needs.

	Small Business Energy Solutions	Commercial Streamlined Assessment	Building Assessment	Targeted Building Assessment	In-Depth Study
Cost	FREE	\$	\$\$	\$\$\$	\$\$\$\$
I want...	...to complete 1-4 projects in under 6 months.	...a handful of prioritized operational and equipment recommendations.	...a handful of prioritized operational and equipment recommendations.	...the most comprehensive, prioritized list of operational and equipment recommendations.	...a detailed analysis of a single large, complex system.
	...to quickly identify my most impactful energy and money-saving options.	...a 2-year energy roadmap focused on near-term project completion.	...a 3-year energy roadmap with all energy related improvements prioritized by cost effectiveness and business plans.	...a 5-year energy roadmap with all energy related improvements prioritized by business budget and goals.	...a set of recommendations to achieve significant savings in that system.
	...free installation of energy savings equipment (restrictions apply).		...identification of immediate savings from approved equipment repairs and tune-ups.		N/A

Visit xcelenergy.com/business to learn more.



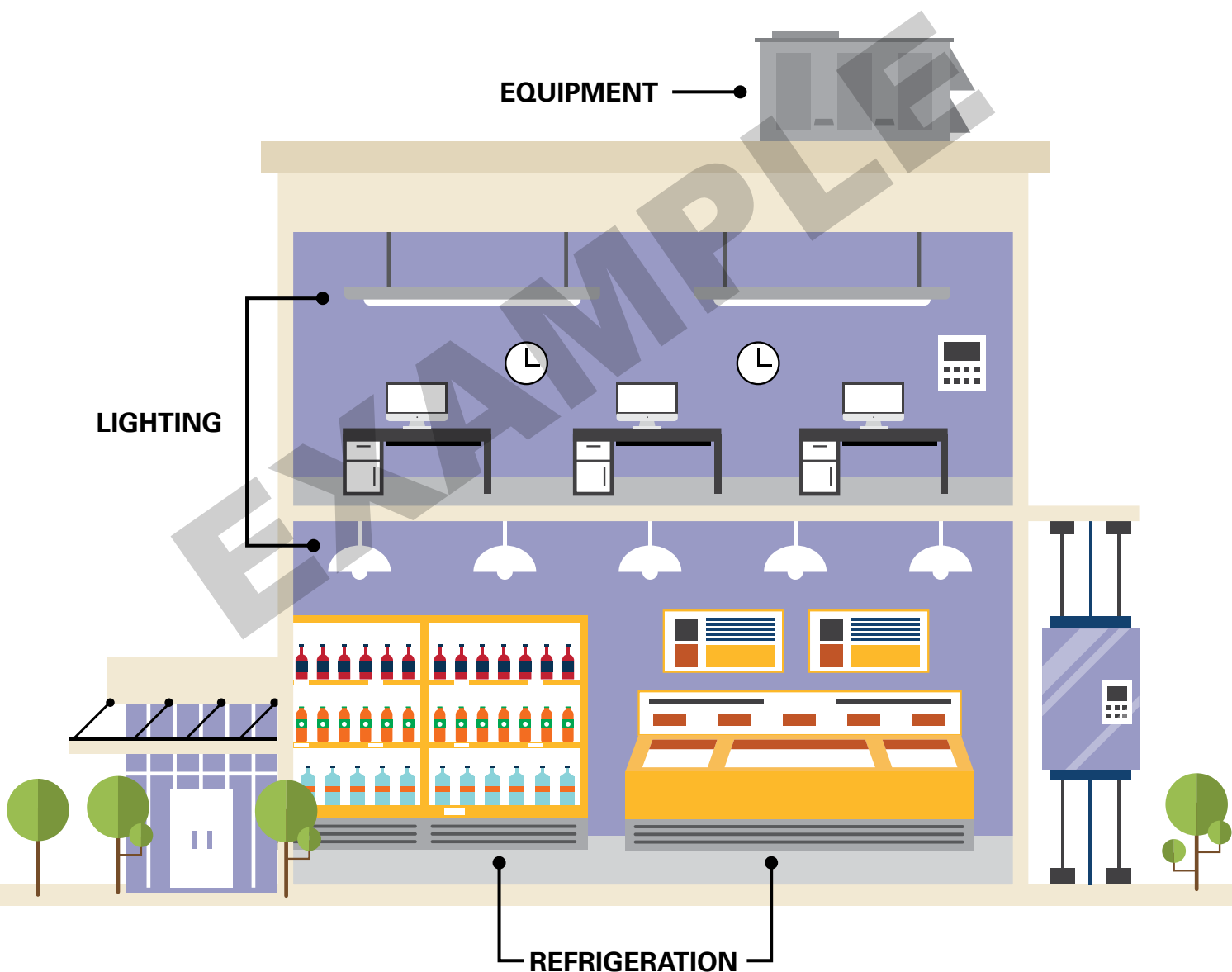
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LOOKING TO REDUCE OPERATING COSTS?

Small businesses can reduce energy use and save on energy-related improvements by taking advantage of Xcel Energy and United Power programs and rebates.

Pick your trouble spot and see the next page to learn how you can start saving.



Liven Up Your Lighting

Lighting is a major factor in many businesses' energy use. High-efficiency lighting upgrades and rebates help your business save on upfront lighting costs and monthly energy bills and improve the lighting quality of your facility.

For Xcel Energy lighting rebates, visit xcelenergy.com/LightingEfficiency

For United Power lighting rebates, visit unitedpower.com/commercial-rebates

Xcel Energy's Small Business Lighting Program[®] provides customers with a free energy assessment, recommendation report, and implementation support throughout a lighting project. For more information call 1-877-287-2250 or visit xcelenergy.com/LightingEfficiency.

Refrigeration

Refrigeration systems can be the main source of energy use in many businesses.

Xcel Energy offers a free 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 1-877-287-2250 to learn more.

Equipment 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.

Xcel Energy offers rebates for lighting, heating and cooling systems, efficiency controls, and more. Learn more by visiting xcelenergy.com/Business.

United Power offers rebates for lighting, refrigeration equipment, irrigation motors, and more. Learn more by visiting unitedpower.com/commercial-rebates.

Whole Building Energy Analysis

Take a look at your entire operations through a comprehensive energy analysis.

Xcel Energy's free energy audit includes a comprehensive review of your facility followed by a detailed report that outlines low and no cost energy savings opportunities in your facility as well as top energy saving projects with estimated costs, payback, and rebate opportunities. The audit reviews your lighting, heating, cooling, and motors and drives. Call 855-839-8862 or visit xcelenergy.com/Business for more information.

United Power provides a free energy efficiency walk through to identify energy efficiency opportunities that show potential for improvement and savings. Or you can choose to complete a full energy audit for a fee that will be rebated if audit recommendations are implemented. Call 303-637-1279 or visit unitedpower.com/commercial-services to learn more.



John Dobie of BSC Signs in Broomfield recently went through the Xcel Energy on-site energy assessment process. The ASHRAE Level 1 audit cost him \$125 and identified 33,000 kWh in potential energy savings and \$5,833 in potential cost savings with a payback of less than four years.

John is taking these recommendations and starting by first upgrading lighting at his facility to LEDs, and is taking advantage of over \$8,000 in identified rebate opportunities. This will save 28,300 kWh annually, or nearly \$3,000, and reduce the facility's annual electricity consumed by 60%.





EASY STEPS TO TAKE THAT WILL HELP YOU START SAVING IMMEDIATELY

Review the suggestions of recommended energy efficiency practices below to start saving immediately. These procedures are intended to help you minimize wear and tear on equipment and reduce the energy use in your facilities.

If you aren't using it, shut it down!

- Turn off all lights
- Unplug vending machines (non-refrigerated)
- Unplug office and breakroom conveniences like mini-fridges, coffee makers and microwaves
- Shut down all PCs, monitors, copiers and printers
- Unplug electronics with vampire loads like audio-enhancement systems, TVs, and video equipment
- Shut down shop equipment such as compressors

Manage your heating and cooling costs.

- Turn set point up 1-2 degrees during occupied times, 7-10 degrees when closed
- Install a programmable or smart thermostat that is compatible with your HVAC system
- Check out AC Rewards Smart Thermostat Program for Business
- Make sure your HVAC controls are adjusted correctly (consult a licensed HVAC technician if you're unsure how to adjust).

Other opportunities to improve efficiency and equipment performance.

- Insulate your hot water heater
- Change equipment filters regularly
- Use fans to reduce need for air conditioning

For additional information on energy-saving opportunities please call an Xcel Energy Advisor at 855-839-8862 or visit [xcelenergy.com/Business](https://www.xcelenergy.com/Business).



The City of Thornton is Supporting Local Businesses through Xcel Energy's Partners in Energy

The City of Thornton has committed to supporting local business in creating a more resilient community through energy efficiency improvements and the adoption of energy sources that reduce carbon emissions.

The City hopes through this effort with Partners in Energy to achieve:



Increase energy efficiency and renewable energy program participation by **30%**



Save more than **2 million kWh** of electricity



Reduce greenhouse gas emissions by **126,300 MT CO₂e** each year — the equivalent of taking **27,000** vehicles off the road!¹

To learn more about the City of Thornton's energy goals and view full plan is available online at thorntonsustainability.com.





FREE ENERGY ASSESSMENTS FOR BUSINESSES IN MENOMONIE

**Save Energy, Save Money &
Boost Your Bottom Line**

**Don't miss out on your opportunity
to take advantage of:**

- A no-cost energy assessment
- A bonus incentive from Xcel Energy
- A personalized energy report

Boost your bottom line

It all starts with your free energy assessment. It can help you determine where and when to invest in new, efficient equipment. Eligible equipment will qualify for incentives from Focus on Energy and Xcel Energy.

BONUS INCENTIVES

If you complete an energy assessment in 2021, Xcel Energy will offer an additional incentive equal to **75%** of the Focus on Energy incentive, up to \$4,000, for any projects you complete within six months of the assessment.

Get Started Today

Contact your Xcel Energy Mid-Market Representative Tim Bartels at timothy.p.bartels@xcelenergy.com to verify eligibility.

Xcel Energy

Attn: Tim Bartels
320 Heller Road
Menomonie, WI 54751



focus on energy[®]

Partnering with Wisconsin utilities



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ENERGY FINANCING OPTIONS FOR BUSINESSES

Have you identified one or more energy projects and need help with financing?
Many different financing options are available to businesses making energy improvements.

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. Visit mncerts.com/PACE or contact Peter Lindstrom with CERTs at plindstr@umn.edu.

TRILLION BTU FINANCING

Trillion BTU Financing is offered through a partnership between the Saint Paul Port Authority, Xcel Energy, and the Center for Energy and Environment. Visit www.sppa.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. Visit www.mnlendingcenter.org.

Nonprofit organizations interested in making energy upgrades can apply for loans of up to \$25,000 through the Energy Savings Fund for Nonprofits. Visit www.mnlendingcenter.org.

LOOKING FOR OTHER LOCAL BUSINESS FINANCING?

SOUTHERN MN INITIATIVE FOUNDATION ECONOMIC DEVELOPMENT LOANS AND GRANTS

The Southern Minnesota Initiative Foundation (SMIF) supports entrepreneurial activity and growing local businesses in southern Minnesota. SMIF provides loans, grants and technical assistance to a wide-range of businesses. Visit smifoundation.org.

CITY OF WINONA DOWNTOWN REVOLVING LOAN FUND

The City of Winona administers a Downtown Revolving Loan Fund to assist financing rehabilitation of commercial structures in downtown Winona. Eligible improvements include exterior renovation, building code corrections, handicap accessibility, and preservation of the building's original design. Contact Community Development Specialist Nick Larson at **507-457-8250** or nlarson@ci.winona.mn.us.

PORT AUTHORITY OF WINONA REVOLVING LOAN FUND

The Port Authority of Winona has a local revolving loan fund for qualifying businesses to obtain matching funds for business loans. Loan funds may be used for machinery and equipment, acquisition, building construction and expansion, and capital. Visit portofwinona.com/business-assistance.

WINONA COUNTY REVOLVING LOAN FUND

Winona County EDA Revolving Loan Fund provides low interest loans to businesses in Winona County for certain eligible activities including acquisition, site improvements, building rehabilitation, and machinery/equipment. Visit co.winona.mn.us.



WINONA AND XCEL ENERGY ARE PLEASED TO WORK TOGETHER TO ACHIEVE OUR COMMUNITY ENERGY GOALS.

Become a St. Louis Park CLIMATE CHAMPION!

Be recognized for helping the St. Louis Park community achieve our goal of carbon neutrality by 2040.

Congratulations! You've already taken the first step by signing up for a free energy audit from Energy Smart. This personalized assessment will help you determine how to save energy—and potentially money—by investing in energy efficient equipment and programs.

How to become a Climate Champion

- ✓ Complete your Energy Smart assessment
- ✓ Review your free report
- ✓ Pursue any of the efficiency upgrades in the Energy Smart report, or other project (see back side for more details)
- ✓ Get recognized as a Climate Champion

All Climate Champions will receive a Climate Champion window cling for your building or office, recognition on the city's website and social media, and acknowledgment at a City Council meeting.

For more information, visit
stlouispark.org/ClimateChampions.





Ready to pursue an efficiency project?

City staff are collaborating with Xcel Energy, CenterPoint Energy, and Energy Smart to help you navigate these upgrades and connect you with the greatest cost saving programs.

- Property Assessed Clean Energy (PACE) financing
- Commercial refrigeration efficiency rebates
- Lighting and other equipment rebates
- Building Operator Certification rebates

Bonus! The City of St. Louis Park offers matching rebates for energy efficient lighting and equipment projects

Questions?

Contact Annie Pottorff, Sustainability Specialist, at **952.928.1418** or **APottorff@stlouispark.org**.



Is your small business looking for ways to save on your utility bills?

Whether you own or lease your space, you have options to help you save energy.

What are your small business energy needs?

Already know what end-use equipment can save you energy?
Specialized Rebates for Upgraded Equipment



Equipment Rebates

When purchasing equipment take advantage of the opportunity to make your business more energy-efficient and receive a rebate to help with the upfront cost. Visit xcelenergy.com/Business.



Time for new lighting? One Stop Efficiency Shop

A **free**, no-obligation lighting and HVAC assessment for your small to medium-sized business. After your visit, you will receive unbiased recommendations on upgrades, and estimated costs, rebates, savings and payback periods. The One Stop Efficiency Shop can provide you with a single point of contact who can help reduce operating costs and handle all of the rebate paperwork. To learn more, visit onestopefficiencyshop.org or call **612-244-2427**.



Think your refrigeration system is wasting energy? Commercial Refrigeration

A **free** refrigeration assessment to identify ways your business can cut down on energy use and costs. In addition, you'll earn rebates on any qualifying equipment upgrades. Visit xcelenergy.com/MNrefrigeration.

Explore renewable energy options from Xcel Energy. Whether you're looking to install solar panels or subscribe to a community solar garden, visit mn.my.xcelenergy.com/s/Renewable to take next steps.

Need help identifying where to start saving?
Holistic Energy Use Overview

Start with an energy assessment



Find the right assessment for you

Interested in other evaluation programs offered by Xcel Energy? Fill out the quick Business Energy Assessment Match to find the best offering for you. Visit xcelenergy.com/Business.



Energy assessments just for small businesses. Energy Smart

Offered through the Minnesota Chamber of Commerce, Energy Smart provides whole building audits to help you identify opportunities for savings, whether it involves HVAC recommendations, the installation of LED lighting, or upgrades to commercial foodservice equipment. To learn more and schedule your visit, go to mnchamber.com/energy-smart or call **651-292-4650**.



With your energy assessment, you'll get support for

- Assessing your energy loss and potential for savings.
- Handling your rebate paperwork.
- Direct you to cost sharing, grants and lending programs for upgrades.
- Greening your business's energy use.
- Help understanding your energy bill.

Ready for your energy project now?

Find your rebates and funding options here



Xcel Energy Rebates

Energy efficient equipment is an essential part to long term savings – don't let the initial costs of upgrades prevent you from investing in your business' energy efficiency. Find the Xcel Energy rebate that's right for your project, and you'll be matched with an energy advisor to walk you through the process. Visit xcelenergy.com/Business to get started.



Energy Financing

- Check your community's available cost share and grant funding for energy projects!
- The Property Assessed Clean Energy Program (PACE) provide a low-cost, long-term way to finance energy efficiency and renewable energy projects in non-residential properties. Learn more about PACE financing at minnpace.com, email pmk@sppa.com, or call **651-204-6211**.
- The Center for Energy and Environment (CEE) offers financing for energy efficiency projects located anywhere in the State of Minnesota. Call **612-335-5884** or visit mncee.org/loans to learn more.
- The Saint Paul Port Authority's Trillion BTU is a green project lending program offering 100% of financing, low-interest rates, and positive cash flow for energy efficiency projects. For more information, visit sppa.com/trillion-btu.



Renewable Energy Programs

Once you have tightened your energy losses, renewable energy can give an even higher return on investment.

Renewable Energy Subscriptions

Explore renewable energy options from Xcel Energy. Whether you're looking to install solar panels or subscribe to a community solar garden, visit xcelenergy.com/Renewables to take next steps.



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FREE LIGHTING ASSESSMENTS FOR NORTHFIELD BUSINESSES!

The City of Northfield invites you to be a leader in helping to achieve our community's energy goals.

Free Lighting Assessment

It all starts with a free One-Stop Efficiency Shop visit. An energy efficiency expert will evaluate your lighting and identify the unique needs of your building.

Every visit includes:

- Free, no-obligation lighting assessment
- Report with estimated savings and payback periods
- Access to low-interest financing and grants
- Support to complete and submit all rebate paperwork

Bonus Rebates Available for a Limited Time

For a limited time, certain lighting projects may be eligible for an additional 25% in rebates when completed through the One-Stop Efficiency Shop. Businesses must sign a participation agreement by September 30th to be eligible for bonus rebates.

Get started today.

Call **612-244-2427** or visit **OneStopEfficiencyShop.org**.



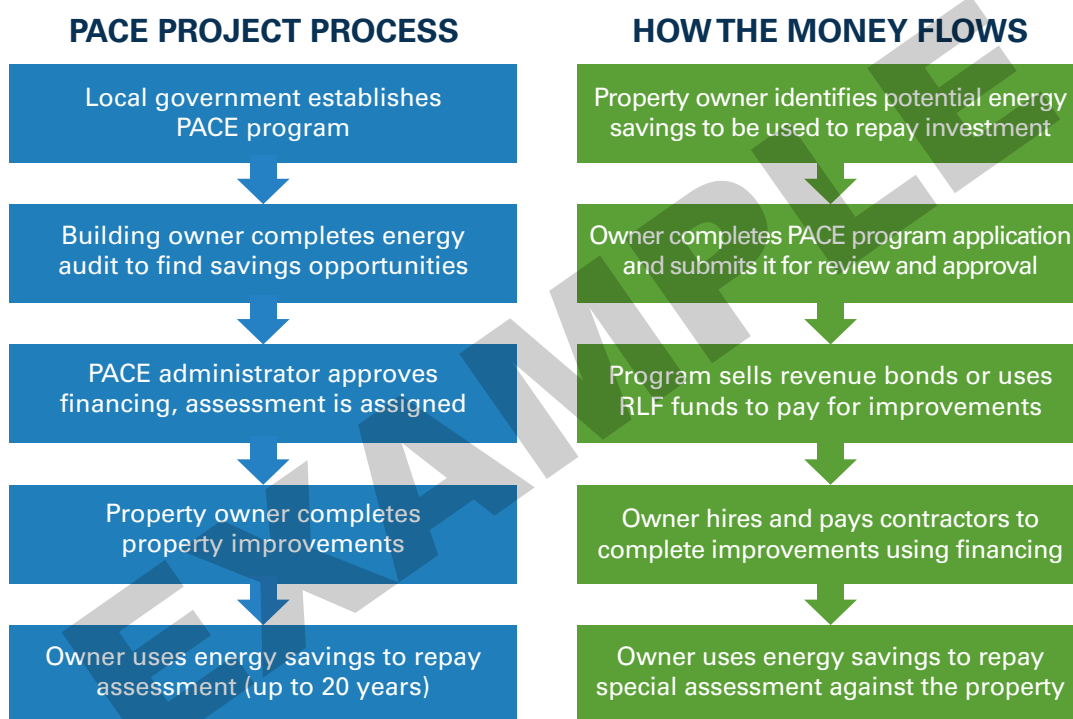
Energy Financing Options for Business

Once you have identified one or more energy projects your business would like to pursue, there are many different financing options.

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?



For more information about PACE, visit minnPACE.com.

Trillion BTU Financing

Trillion BTU Financing is offered through a partnership between the Saint Paul Port Authority, Xcel Energy, and the Center for Energy and Environment. **More information is available at sppa.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 mnlendingcenter.org.**

Nonprofit organizations interested in making energy upgrades can apply for loans of up to \$25,000 through the Energy Savings Fund for Nonprofits. **More information is available at mnlendingcenter.org.**



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