

# Xcel Energy Clean Energy Careers: Grant Application for Marketing the Trades

Deadline for Applications: April 30, 2025

More details at [xcelenergycommunities.com/cec](https://xcelenergycommunities.com/cec).

\* Required

## Contact Information

Please enter the contact information of the leading applicant.

1. Name

2. Organization Name

3. Email

4. Address

## Organization Description

5. Organization's website

6. Employer Identification Number

7. Is your organization or proposed project in an Xcel Energy service area? \*

Please refer to the following list: <https://www.xcelenergy.com/staticfiles/xe-responsive/Energy%20Portfolio/Colorado-Communities-Served-Information-Sheet.pdf> Or these maps for Electric and Gas territories: <https://energyoffice.colorado.gov/current-energy-profile>

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Other

8. Describe your organization's experience in working with or promoting careers in the trades. If applicable, mention partnerships with organizations specializing in energy auditing, insulation and air sealing, and HVAC technology.

9. Is your organization involved in or active in any other Xcel Energy programs or initiatives? If so, please list them.

## Use of Clean Energy Careers Services

10. Requested funding amount (up to \$35,000)

11. Describe how the requested funds will be used to enhance marketing efforts. Include a high level budget and specific activities such as: launching marketing campaigns, including purchasing ad space; producing career profiles and video testimonials; developing and distributing outreach materials; and running digital or community-based promotional initiatives.

12. Provide a high level timeline for using your funds, assuming funds would be distributed in August 2025, including when the funded project would be complete.

13. Estimate how many individuals would be reached with these new efforts and describe the anticipated demographics of this audience.

14. How will you track the reach of your marketing efforts?

15. Who will be the main point of contact interfacing with Clean Energy Careers?

16. Who will be signing the grant agreement on behalf of your organization?

17. Are there other offerings within the Clean Energy Careers program that you would be seeking to leverage (reference [xcelenergycommunities.com/clean-energy-careers](https://xcelenergycommunities.com/clean-energy-careers) for list of offerings)?

18. Grant Application Submission Acknowledgement: I acknowledge that...

1. The information presented in this application is accurate and true.
2. Submission of my application does not guarantee funding.
3. If awarded, I will comply with the mutually-agreed upon grant agreement and all reporting requirements.

\*

☐ Yes

---

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

 Microsoft Forms