



Milwaukee Energy Efficiency

SmartEnergyPays.com

Energy savings for MILWAUKEE businesses

ENERGY UPGRADES = LOWER ENERGY BILLS + LESS OVERHEAD + GREATER STABILITY

It can also mean more reliable equipment, improved processes, better health, and better lighting. With Milwaukee Energy Efficiency (Me²), businesses within the City of Milwaukee can make these improvements and more!

Does energy efficiency pay off for businesses? You bet.

Who can participate?

- Non-residential property located in the City of Milwaukee
 - Restaurants and hospitality
 - Multi-tenant buildings
 - Grocery and convenience stores
 - Industrial
 - Healthcare
 - Churches and non-profits
 - Offices and other commercial properties

What do businesses get?

Financing Assistance—FOUR options make energy efficiency affordable! Pick the product that's right for you. **See reverse for options.**

Perks & incentives—Improve your bottom line. Financial incentives from Focus on Energy and We Energies may be available, maximizing the assistance available to implement energy-efficiency projects.

Performance—With Me²'s help, your building and equipment work how they were meant to: efficiently, quietly, and effectively. Studies have also shown that employee productivity is higher in work spaces that are energy efficient than those that are not.

How does it work?

1. **LEARN:** Me² staff are available to give you energy-saving ideas for your property and answer your questions. Then, contact a participating Me² contractor to further define and estimate the cost of your project.
2. **APPLY:** Work with Me² and your financial institution to secure financing.
3. **UPGRADE:** Use Me² contractors to complete recommendations. Example projects may include: lighting, boilers, refrigeration equipment, ventilation systems, laundry equipment, etc.
4. **ENJOY:** Start saving energy and money.

Proof positive

- **On average, buildings use 30% of their energy inefficiently or unnecessarily.**
(Source: energystar.gov)
- **78% of respondents across office, retail, education, and healthcare sectors plan to do energy-efficiency projects in the next two years.**
(Source: "Business Case for Energy Efficient Building Retrofit and Renovation," McGraw-Hill Construction)

Energy Efficiency = A Smart Investment

Do what's right for your business. Start saving energy and money day after day, year after year.

Get started with Me² today.

Visit: www.smartenergypays.com/businesses

Call: 877.399.1203

Email: Me2@milwaukee.gov

Sponsored by the City of Milwaukee Office of Environmental Sustainability and U.S. Department of Energy



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FOUR WAYS BUSINESS FINANCING to fund energy projects

Me²'s four dynamic financing options ensure your business comes out ahead. Me² financing makes energy-efficiency projects affordable by spreading costs out over time and aligning loan payments with energy bill savings.

Other benefits: ■ Flexible repayment terms. ■ Low interest rates. ■ No money down.

As a frugal business leader, you may think energy efficiency is too expensive. Not true.

Financing options

Combine the following Me² financing solutions for maximum savings.

Smart Security Financing

Energy-efficiency projects between \$10,000 and \$1 million

Provides up-front collateral so that you can move forward with energy-efficiency projects with no money down. Your financial institution receives a deposit from Me² to fund a reserve account that protects it from default.

Interest Rate Buy Down

Energy-efficiency projects between \$10,000 and \$500,000

Me² will pay down the interest rate on qualifying loans being taken out for business energy-efficiency projects. It reduces your interest rate by 2 or 3 percent. At closing Me² will make a payment to your bank based on the net present value of the interest rate buy down. This will result in reduced payments for your loan. You must pair this offer with another Me² financing product.

Small Business Financing

Energy-efficiency projects between \$5,000 and \$20,000

Through Summit Credit Union, you are able to finance up to 100 percent of your energy-efficiency project costs and secure a low interest rate.

Clean Energy Financing Program

Energy-efficiency projects between \$20,000 and \$5 million

You could create a win-win situation for you and your tenants, when the tenants pay the energy bills. The Me² Clean Energy Financing Program allows property owners to finance energy-efficiency upgrades and pass those costs on to the tenants through a Municipal Special Charge from the City of Milwaukee. The best part—tenants' savings are greater than the charge and the owner gets a better, more valuable building.

15% efficiency boost

Return on investment is an essential metric for businesses and it's no different with Me². Projects must target a minimum of 15 percent in estimated energy savings. This amount helps your projects pay for themselves and keeps generating energy savings in the future.

Save with Me²

Make your energy-efficiency projects a reality.

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