



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 (Me<sup>2</sup>), 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, including 4+ unit multi-family properties

## What do businesses get?

**Performance**—With Me<sup>2</sup>'s help, you can cut expenses and upgrade your building's value and occupant comfort with energy efficient lighting, heating and cooling equipment, refrigeration, and other technologies.

**Cash Rebates and Affordable Financing**—Me<sup>2</sup> now rewards your energy efficiency actions with powerful financial incentives. To qualify for the highest cash incentives, a goal of at least 25 percent energy savings for your project should be targeted. Incentives can also be accompanied by various Me<sup>2</sup> financing options (see reverse) and rebates from the Focus on Energy Program. So you can affordably complete energy saving upgrades to your property with little or no money down.

### Small Business Incentives

(for projects under \$50,000 and buildings under 100 kW)

Energy Savings Goal	Incentives
Achieve 10–14% energy savings	20% of project cost
Achieve 15–24% energy savings	40% of project cost
Achieve 25%+ energy savings	60% of project cost

Couple incentives with optional *Small Business Financing* through Summit Credit Union

### General Business Incentives

(for projects \$50,000- \$1m or buildings greater than 100 kW)

Energy Savings Goal	Incentives
Achieve 10–14% energy savings	10% of project cost
Achieve 15–24% energy savings	20% of project cost
Achieve 25%+ energy savings	30% of project cost

Alternatively, you can choose the *Interest Rate Buy Down*. Couple the direct incentives OR the *Interest Rate Buy Down* with the optional *Smart Security Financing* or *Clean Energy Financing* programs.

## 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 Me<sup>2</sup> today.

Visit: [www.smartenergypays.com/businesses](http://www.smartenergypays.com/businesses)

Call: 877.399.1203

Email: [Me2@milwaukee.gov](mailto:Me2@milwaukee.gov)

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



# FOUR WAYS BUSINESS FINANCING to fund energy projects

Me<sup>2</sup>'s four dynamic financing options ensure your business comes out ahead. Me<sup>2</sup> 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

### Small Business Financing

**Energy-efficiency loans 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. Coupled with Small Business Incentives, this option will allow you to complete projects up to \$50,000 with no money down.

### Smart Security Financing

**Energy-efficiency projects between \$10,000 and \$3 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 Me<sup>2</sup> to fund a reserve account that protects it from default.

### 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 Me<sup>2</sup> 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.

### Interest Rate Buy Down

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

Me<sup>2</sup> 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 Me<sup>2</sup> 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. This option must be paired with Smart Security Financing, Clean Energy Financing or your own Me<sup>2</sup> approved financing. With this option projects are not eligible to receive additional Me<sup>2</sup> cash incentives.

## 15% efficiency boost

Return on investment is an essential metric for businesses and it's no different with Me<sup>2</sup>. 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 Me<sup>2</sup>

Make your energy-efficiency projects a reality.

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