



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, including 4+ unit multi-family properties

What do businesses get?

Performance—With Me²'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—Me² 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 Me² 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 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 |

Maximum incentive is \$30,000 per property. Couple incentives with optional *Small Business Financing* through Summit Credit Union

General Business Incentives (for 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 |

Maximum incentive is \$300,000 per property. Couple the direct incentives with the optional *Smart Security Financing* or *Clean Energy Financing* programs.



THREE WAYS BUSINESS FINANCING to fund energy projects

Me²'s three 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

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 Me² 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 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.

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.

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)

Save with Me²
Make your energy-efficiency projects a reality.

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