

Minnesota Business Conservation Programs

**Save money on
projects and
energy bills while
helping the environment**

Jeff Jackson, Trade Relations Manager

Interesting Facts on Xcel Energy MN Conservation Programs

- ▶ **Number of Rebates given: 29,986**
- ▶ **Total Rebate Dollars: \$151,000,000**
- ▶ **Largest Rebate: \$1,450,000**

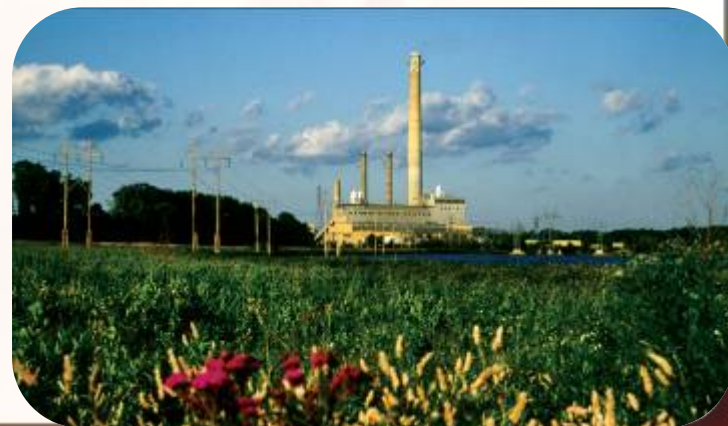
“As an environmental leader, Xcel Energy considers energy conservation our first line of defense in protecting the environment and addressing issues such as climate change.”

Dick Kelly

Xcel Energy Chairman, President and CEO

Environmental impacts

- ▶ **Reduce emissions**
- ▶ **Pollution prevention**
 - ▶ **Avoid new power plants**
 - ▶ **>3,030 Megawatts of power saved**
 - ▶ **12 mid-sized power plants**



Economic impacts

- ▶ **Lower energy bills**
- ▶ **Lower operating and maintenance costs**
- ▶ **Increased efficiency of operation**
- ▶ **Rebates**
 - ▶ **Faster paybacks**
 - ▶ **Lower up-front costs**
 - ▶ **Higher ROI**
 - ▶ **Increased lifetime savings**

Types of programs

- ▶ **Studies**
- ▶ **Prescriptive / fixed rebates**
- ▶ **Segment Offering**
- ▶ **Rates, discounts and other options**

Study Programs

- ▶ **Funding for studies that identify and quantify energy-saving opportunities**
 - ▶ **Compressed Air**
 - ▶ **Energy Analysis**
 - ▶ **Recommissioning**
 - ▶ **Industrial Process Efficiency**
 - ▶ **Commercial Real Estate Efficiency**

Prescriptive Programs

- ▶ **Fixed rebates for the most common types of efficiency improvements**
 - ▶ **Boiler Efficiency**
 - ▶ **Cooling Efficiency**
 - ▶ **Motor Efficiency**
 - ▶ **Lighting Efficiency**

- ▶ **Some new or specialty products may not be prescriptive. See application for full details and rebate amounts.**

Custom Programs

- ▶ **Rebates for energy-saving projects that don't qualify for prescriptive rebates**
 - ▶ **Custom Efficiency**
 - ▶ **Efficiency Controls**
 - ▶ **Energy Design Assistance (new construction)**

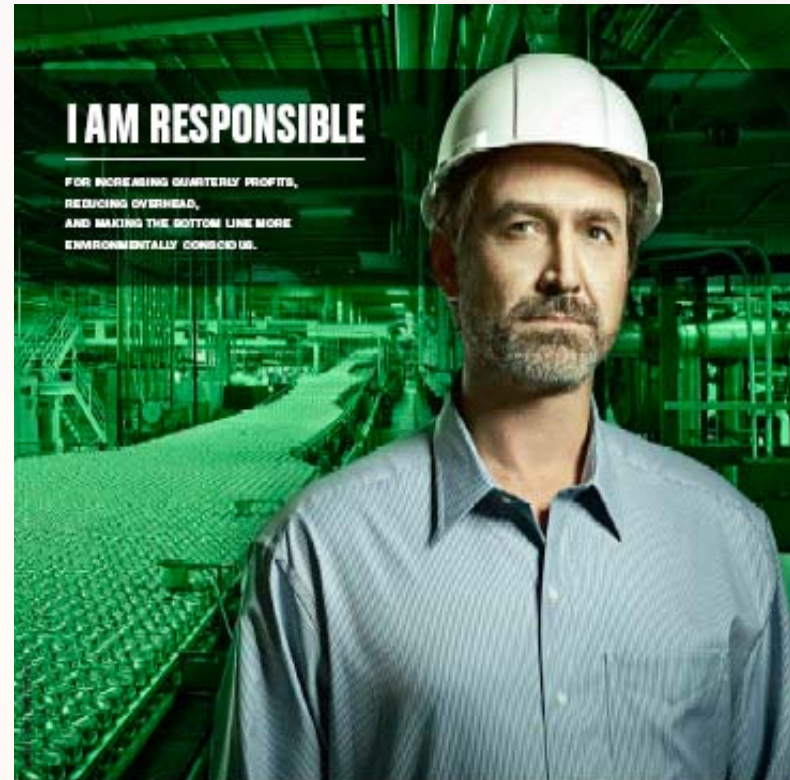
Other programs and services

- ▶ **Electric Rate Savings**
- ▶ **Saver's Switch[®]**
- ▶ **WindSourceSM**



Marketing

- ▶ **General Awareness Media Campaign**
 - ▶ TV, Radio, Print, Internet
- ▶ **Sales Account: managed and unmanaged**
- ▶ **Customer Newsletter**
- ▶ **Direct Mail – leverage marketing effort**
- ▶ **Customer Expos**
- ▶ **Vendor meetings**
- ▶ **Trade Relations**



There can be an upside to cost-cutting. Using less energy to save more is a perfect example. But finding ways to be more energy efficient isn't always clear. Xcel Energy can show you how to get energy back for choosing energy-efficient equipment that exceeds standard options. Working together, we'll help bring your operating costs down and your profits up. And that's really responsible, for the environment and your bottom line. Contact our Business Solutions Center at 1-800-481-4700 or visit ResponsibleByNature.com to start saving today.

What's your savings potential?

Call 1-800-481-4700

- ▶ **Xcel Energy account manager**
- ▶ **Determine program eligibility, savings potential**
- ▶ **xcelenergy.com/rebates**
 - ▶ **search for the program name on left**