



FREE BUSINESS ENERGY ASSESSMENTS AND BONUS REBATES

SAMPLE NEWSLETTER COPY

Use the sample text to promote free energy assessments for La Crosse businesses.

Don't Miss Out: Free Business Energy Assessments and Bonus Rebates

We have teamed up with City of La Crosse and Xcel Energy to promote free energy assessments for La Crosse businesses.

What's an Energy Assessment?

An energy assessment helps building owners determine where and when to invest in new, energy efficient equipment. During an assessment, an energy expert reviews your building's equipment that use energy, like lighting and HVAC equipment, identifying the most cost-effective projects to reduce energy waste and save money.

Benefits of Energy Assessments

- A personalized energy report
- Help on determining next steps for projects
- Guidance on replacing unreliable equipment with new high efficiency equipment to avoid equipment failures and reduce maintenance and repair costs
- Recommendations for no- and low-cost ways to save energy by improving performance of existing equipment
- Access to rebates from Focus on Energy and Xcel Energy

Bonus Rebates from Xcel Energy

If you complete an energy upgrade within six months of completing your assessment, Xcel Energy will offer an additional incentive equal to 75% of the Focus on Energy incentive, up to **\$4,000**.

Get Started Today

Don't miss out on this opportunity. Get started by emailing Xcel Energy Mid-market Representative Will Hutchens at william.w.hutchens@xcelenergy.com.

This effort is part of La Crosse's goal to be carbon neutral by 2050. Learn more at cityoflacrosse.org.



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration