



# FREE BUSINESS ENERGY ASSESSMENTS AND BONUS REBATES

## LA CROSSE STEERING COMMITTEE OUTREACH KIT

### Hello!

This kit is designed to help you connect La Crosse businesses with free energy assessments and bonus rebates from Xcel Energy. We hope this kit provides useful guidance and materials to help you work with your network of partners to spread the word about this opportunity to La Crosse business owners.

Your connections to the business community in La Crosse are essential for helping us achieve our goal of achieving carbon neutrality by 2050.

Thank you for your work and support!

### General instructions

**What you'll be doing:** You'll be reaching out to business owners, local business associations, your chamber of commerce contacts, etc. to ask them to encourage La Crosse business owners to sign up for a free energy assessment from Xcel Energy.

- Whether you prefer to reach out by email, social media, phone, or in-person, the materials in this kit should provide you with the information and language you and your partners need to get the word out.
- Our goal is to move quickly and encourage as many businesses as possible to sign up for an assessment.

**What you will not be doing:** You do not need to help businesses sign up for an assessment on the spot or answer detailed questions about the program.

- You can direct business owners who have questions or who want to sign up for an assessment to the Xcel Energy Mid-market Representative for La Crosse, Will Hutchens: [william.w.hutchens@xcelenergy.com](mailto:william.w.hutchens@xcelenergy.com).

### Key Messages

- Business energy assessments are FREE.
- An energy assessment helps building owners determine where and when to invest in new, energy efficient equipment.
- Helping businesses improve energy efficiency contributes to La Crosse's carbon emission reduction goals and saves businesses money.
- If a business completes an energy assessment, Xcel Energy will offer an additional incentive equal to 75% of the Focus on Energy incentive, up to **\$4,000**, for qualifying projects completed within six months of the assessment.



**PARTNERS IN ENERGY**  
An Xcel Energy Community Collaboration

## What's in the Kit?

- **Talking points:** Two sets of talking points are included: one for communicating with business owners directly and one for communicating with partners who will communicate with building owners. Use these talking points to explain the energy assessments and bonus rebates and encourage sign-ups.
- **Postcard:** A postcard was mailed to all La Crosse businesses promoting the free energy assessments and bonus rebates. Attach this to an email to a business owner, or simply review it to know what information business owners may have already received.
- **Social media post materials:** Text and images for three social media posts are included in the kit. Ask your partners to post these three posts on their social media channels to reach their follower base.
- **Newsletter content:** If your partners have a print or electronic newsletter that reaches business owners, ask them to include this newsletter content in their next issue. Images from the social media posts can be paired with newsletters that print in color.
- **Email content:** You or your partners can use this sample email text to send an email directly to business owners to encourage them to sign up for an assessment.

## Questions on the materials in this kit?

If you have questions about the materials in this kit, please contact:

Lewis Kuhlman  
City of La Crosse  
[kuhlmanl@cityoflacrosse.org](mailto:kuhlmanl@cityoflacrosse.org)  
608-789-7361

Marisa Bayer  
Partners in Energy Community Facilitator  
[mbayer@mncee.org](mailto:mbayer@mncee.org)  
612-455-7808

**Thank you for your help in supporting this outreach!**