

# Proposal

1/30/2018



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 e3lighting.com  
 your LED expert

**Prepared For:** City of LaCrosse SEO Grant  
 400 La Crosse St.  
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## City Hall Preliminary Proposal For SEO Grant

### PROJECT SUMMARY

The proposed LED solutions are designed to last up to 80,000 hours and up to a 10 year parts warranty and a 1 year full labor warranty (see project details below). With E3's LED solutions the light output will be the same or better than the existing technologies while providing a 57% reduction in usage.

### GOALS & BENEFITS

- E3's Turn Key LED retro-fit service includes: Grant writing and administration, guaranteed and prepaid incentives, energy analysis, product selection and installation, lamp and ballast recycling.
- Premium lighting provides a reliable, clean, and safe environment for your customers and employees.
- Strong ROI: Significantly reduces operating expenses.

### INVESTMENT SUMMARY

—Net Project Cost*	<b>\$34,071</b>
—Return On Investment (10 Year)	<b>641%</b>
—IRR	<b>67.1%</b>
—Simple Payback (years)	<b>1.50</b>
—Total Savings (NPV, 5% discount rate)	<b>\$191,533</b>
- Energy (10 Year)	<b>\$86,383</b>
- Replacement Costs (10 Year)	<b>\$105,150</b>
—First year total savings:	<b>\$21,368</b>
- Energy	<b>\$9,637</b>
- Replacement Costs	<b>\$11,731</b>
—Growth Cost of Waiting:	<b>\$10,684</b>



### Cashflows if project is financed

Projected Cash Flow (assumes 0% down payment)

Rate	Term	Annual Savings	Annual Payments	Annual Cash Flow	Energy Only Annual Cash Flow
3.00%	3 year	\$22,676	\$11,890	\$10,786	-\$1,663
3.00%	5 year	\$23,370	\$7,347	\$16,024	\$3,194
3.00%	7 year	\$24,092	\$5,402	\$18,690	\$5,463
3.00%	10 year	\$25,231	\$3,948	\$21,283	\$7,432

\* Incentives are valid if project is installed before Dec 20, 2017

1/30/2018



PROJECT DETAILS				Warranty (Years)	
Quantity	Location	Description	Proposed	Labor	Product
31	Throughout	8' strip 4L 4' T8	ESL-Ti-K24-S-52W-4L-F40	1	10
47	Throughout	8' strip 2L 4' T8	ESL-Ti-K24-S-26W-2L-F40	1	10
470	Throughout	2x4 2L T8	ESL-Ti-K24-S-26W-2L-F40	1	10
70	Council Chambers	2x4 2L T8	ESL-Ti-K24-S-26W-2L-F40	1	10
220	Throughout	2x4 3L T8	ESL-Ti-K24-S-44W-2L-F40	1	10
41	Throughout	2x4 4L T8	ESL-Ti-K24-S-52W-4L-F40	1	10
12	Throughout	2x4 3L T8 Bi Level	ESL-Ti-K24-S-44W-2L-F40	1	10
2	Throughout	2x4 4L T8 Bi Level	ESL-Ti-K24-S-52W-4L-F40	1	10
60	Throughout	4' 1L Linear	ESL-Ti-K14-S-13W-1L-F40	1	10
21	Council Chambers	4' 1L Linear	ESL-Ti-K14-S-13W-1L-F40	1	10
84	Throughout	4' 2L Linear	ESL-Ti-K24-S-26W-2L-F40	1	10
24	Council Chambers	4' 2L Linear	ESL-Ti-K24-S-26W-2L-F40	1	10
7	Throughout	4' 4L Linear	ESL-Ti-K24-S-52W-4L-F40	1	10
8	Throughout	3' 1L Linear	ESL-Ti-3-S-13W-1L-F40	1	10
4	Throughout	2' 1L Linear	ESL-Ti-2-S-10W-1L-F40	1	10
3	Throughout	2x2 2L Ubend	ESL-T8U-F40-DQC1-15W-2L	1	10
6	Throughout	2x2 3L T8	ESL-Ti-K22-S-30W-3L-F40	1	10
131	Council Chambers	36w CFL	ESL-Par30	1	5
6	Water Wall Packs Police	250w HPS	ESL-WP-70W-250	1	10
12	Throughout	Globe Bulb	ESL Globe	1	5
1	Charge				

PROPOSAL TOTALS	
Total Project Cost*	\$112,541.08
Focus on Energy Incentive*	-\$14,470.00
Excitation Incentive (mailed to customer upon completion)	-\$4,000.00
Grant	-\$60,000.00
<b>Proposed Cost after Incentives</b>	<b>\$34,071.08</b>
<b>Reduction in Cost</b>	<b>70%</b>

Owner's Rep Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Owner's Rep Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

e3 Lighting Rep Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\* This Proposal assumes there are no pre-existing electrical issues.  
 \*Product warranties are set by the manufacturers.  
 \*e3 progress bills on a monthly basis.  
 \* Incentives are valid if project is installed before Dec 30, 2017