

## Small Business Lighting Program

### Why Participate?

The Small Business Lighting Program is designed to offer an alternative to the traditional energy rebate that will help qualified small-to-midsize and not-for-profit business customers who want to upgrade their lighting system with an energy-efficient one.

Unlike the traditional rebate program where a commercial customer may receive a rebate **after** the purchase and installation of the lighting equipment, this Program offers participating qualified small business customers a discounted price for the turnkey purchase and installation of retrofitted or replaced lighting equipment **at the time of purchase**.



This method gives the participant the advantage of immediately reducing their “first cost” which has historically been an obstacle for the small business community. The discounted price is accomplished by Austin Energy extending competitive bids for roughly \$2 million worth of lighting retrofit work, selecting the lowest cost contractor’s volume pricing, and locking in the prices for up to 3 years.

Austin Energy then “buys down” the contractor’s already discounted prices at an overall-program weighted rate of around \$300 per kW reduced resulting from the lighting retrofit. This approach offers the small business owner an energy-efficient lighting solution that is easily obtained and cost effective without the usual paperwork that is required with a rebate program.

### **If your business or facility has lights that are several years old, it will probably pay you to participate in this Program because:**

- You will receive better quality lamps and ballasts than you already have.
- No “hum”. No “flicker”.
- No “slow start ups”.
- No mix-matched lamps for a consistent look.
- You will receive new equipment warranties on your retrofitted equipment.

### **You will usually receive a newly-retrofitted lighting fixture for less money than it will cost you to even clean the lamps in your current one.**

- A typical ceiling fluorescent fixture retrofitted (parts and labor) - may cost you as little as \$5.
- If you want to replace an old fixture instead of just retrofitting it, we will apply your discount towards the new fixture.

### **You will receive a FREE lighting audit with a detailed accounting.**

- The total cost of the project.
- The amount that it will cost you.
- The amount that Austin Energy will pay – this is your discount.

(see back for more details)

- Your energy cost savings.
- The payback period for the project (usually 6 months or less).

**You only pay sales tax on the portion of the project that you pay for (usually 30% or less).**

- With a rebate, you pay sales tax on the cost of the entire project.
- This will save you additional dollars on top of the energy savings.
- Even if you have 6 months left on your lease, since your payback may be less than that, you may even save money in this scenario.
- With these points in mind, why not request your FREE lighting audit – NOW!

**Who is Eligible to Participate in the Program?**

- Only Austin Energy's qualified small-to-midsize businesses and tax-exempt not-for-profit organizations, as defined in the "Small Business Incentive Programs Overview" are eligible to participate in the Small Business Lighting Program.

**General Qualifications, Guidelines and Information:**

One of the four major types of programs included in the Small Business Incentive Programs is a discounted direct installation lighting program.

- To participate in this program, the customer must be willing to use Austin Energy's chosen lighting contractor, Energy Saving Strategies, to perform the work at the pre-arranged pricing on a menu consisting of over 50 types of qualified lighting retrofits – something for every business. They are bonded and insured, and locally owned.
- HOWEVER, if you desire for your own contractor or personnel to install your lighting retrofit project instead, you will still be able to save money by applying under the "Small Business 20% Rebate Program." Please refer to that program's section for details.
- Please note that the Small Business Lighting Program will always require less effort and have a lower cost to you than receiving a rebate, including the 20% bonus, will.
- Depending on your retrofitted fixture type, your discount may be as high as 80%. With a traditional rebate, the maximum is 50%.
- This program is only for retrofitting or replacing existing fixtures and does not cover new construction installations.
- If additional new lighting fixtures are also desired in addition to the retrofitted ones, they can also be installed, but the installation cost will be the responsibility of the customer.
- If a new lighting fixture is desired instead of retrofitting an existing one, the discount that would have been provided can be applied to the new fixture as long as its internal energy load is the same as the retrofit.
- For new construction lighting projects, please refer to the "Small Business 20% Rebate Program Overview" for participation in that program.
- A request may be made to Austin Energy to add a type of retrofit that is not on the menu of qualified retrofits. The decision to include it will be at the sole discretion of Austin Energy.

Program guidelines and rebates levels are subject to change at any time, without notice.

*Revised October 17, 2006*

**To find out more about the Small Business Lighting Program visit [www.austinenergy.com/go/programs](http://www.austinenergy.com/go/programs).**