

**Ameren Illinois Energy Efficiency Program  
Power Lunch May 2022  
Big Savings for Small Business**

WELCOME  
WE ARE  
**OPEN**

PLEASE COME IN

**Nathan Baer**, *Managing Partner and Chief Operating Officer*  
Staples Energy — Ameren Illinois Energy Efficiency Program  
Contractor



**Rick Bischoff**, *Ameren Illinois Small Business Energy  
Efficiency Program Manager*  
Leidos, Inc. — Ameren Illinois Energy Efficiency Program  
Contractor



# Ameren Illinois Small Business Program



- Incentives
  - Standard Business Lighting
  - Domestic Water Heaters
  - New Construction Projects
  - HVAC Equipment
  - Custom Projects
  - Much More...
- Easy online application
- Assistance available
  - Trained Electrical Contractor (Program Ally)
  - Energy Advisor
- Qualified incentives are paid to the customer
- Eligible projects can receive an *Early Completion Bonus*
  - Maximum \$10,000 bonus per project

## Small Business Direct Install

- Subset of the Standard Business Energy Efficiency Program
  - Incentives mainly based on watt reduction
- Electric saving measures only
  - Lighting and refrigeration
- Direct installation of energy-saving measures by a registered Program Ally
- Not eligible for Early Completion Bonus
- Incentives are paid directly to the Program Ally, only through direct deposit



- Contractor who has registered and received training from the Ameren Illinois Energy Efficiency Program
- Familiar with application forms and processes
- Helps customers complete energy efficiency projects
- To find a Program Ally
  - Visit [AmerenIllinoisSavings.com](https://AmerenIllinoisSavings.com)
  - Click on “Find a Program Ally Contractor” under the Business tab
- Interested in becoming a Program Ally?
  - “Program Allies” tab on the website

# Small Business Incentives- Who is Eligible?

- Ameren Illinois non-residential, electric and natural gas customers with DS-2 (electric) or GS-2 (NG) rate classification
- Private AND public sector customers

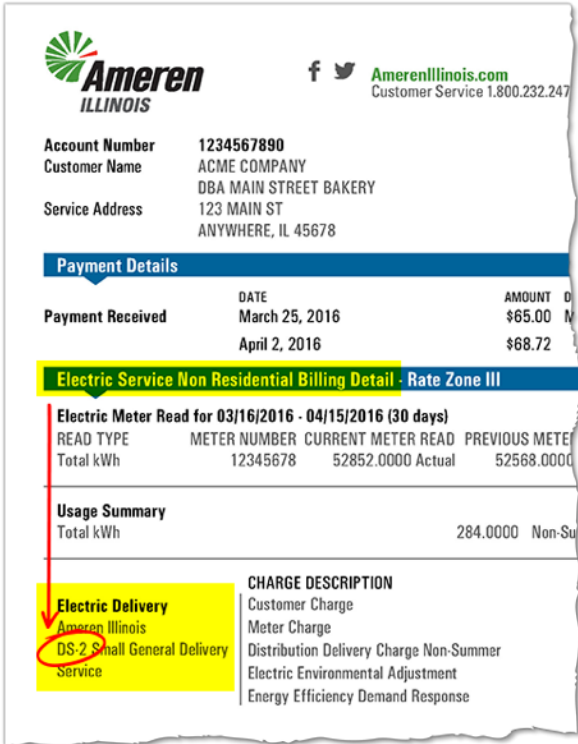


# SBDI- Who is Eligible?

- Ameren Illinois non-residential customers with DS-2 or **DS3-A electric** delivery rate codes (DS3-B are not eligible)
- Private AND public sector customers



# How Do I Determine My Rate Code?



If you need help finding your rate code, please call:

**1.866.800.0747**

**Or**

contact your Small Business Energy Advisor for assistance



# Examples of Eligible Small Business Customers

- Gas stations
- Bars and restaurants
- Grocery and convenience stores
- Auto parts stores
- Laundromats
- Small offices
- Schools (public & private)
- Libraries
- Fire and police stations
- Municipal buildings
- Storage facilities
- Car dealerships
- Small retail shops
- Places of worship
- Nonprofit organizations
- And many more!



# Small Business (Non-SBDI) Incentives— How to Start



- Go to [AmerenIllinoisSavings.com/Business](https://AmerenIllinoisSavings.com/Business)
  - Find incentives on energy-efficient equipment
  - Select the equipment you want to upgrade
- Email project incentive applications to – [IllinoisBusinessProjects@ameren.com](mailto:IllinoisBusinessProjects@ameren.com)
- Include all quotes and/or invoices to avoid paperwork delays
- If a contractor helps you to fill out the incentive application, make sure to include customer contact information
- An Ameren Illinois Energy Efficiency representative will be in contact with you with questions or to present you with an incentive offer

- Once the project incentive application has been submitted, a member of the Ameren Illinois Energy Efficiency Program Staff will review to determine the eligible incentive amount
- Incentives are based on the specific equipment included in the project
- Any energy efficiency measures that are not eligible for SBDI incentives, may qualify for incentives through the Standard Business Initiative



- Request and schedule a **FREE** Assessment with your local Program Ally at [AmerenIllinoisSavings.com/SmallBusiness](https://AmerenIllinoisSavings.com/SmallBusiness)
- No-Cost, No-Obligation site visit from a registered Small Business Program Ally
- You will receive a FREE Assessment Report which includes Ameren Illinois Energy Efficiency Program incentives, savings calculations, potential payback, and customer copay, if applicable
- The Program Ally submits the SBDI incentive application for pre-approval and completes the installation

- Eligible incentives include:
  - Lighting (interior & exterior)
  - LED tube and fixture replacements
  - ECMs and controls for walk in/reach in coolers and freezers
- No limit on measure quantities, or eligible incentive amounts
- Highest possible incentives for eligible customers
- Incentives include installation

# SBDI Benefits



1. You will receive a **FREE** Assessment report specific to your facility
  - Estimated energy savings
  - Potential payback
  - Cost of waiting daily/monthly
2. Energy-saving upgrades with lower out-of-pocket cost
3. Minimal paperwork required
4. Quick project turnaround - products and equipment are installed by a trusted local contractor at a time that is convenient for you
5. Savings realized annually

The image shows a screenshot of the 'Small Business Lighting Assessment Report' form from Ameren Illinois. The form is divided into several sections:

- Header:** Ameren ILLINOIS logo, 'SMALL BUSINESS LIGHTING ASSESSMENT REPORT', and 'SMALL BUSINESS PROGRAM ALLY'. There is a field for 'ASSESSMENT REPORT NUMBER:' and a label for 'Office:'.
- PROJECT SUMMARY:** A section with a light green background containing input fields for 'Total Project Cost:', 'Project Incentive Amount:', and 'Customer's Total Cost:'.
- Potential Payback In Months:** A section with an orange calendar icon and a light blue input field.
- Estimated Annual Electric Dollars Saved:** A section with an orange dollar sign icon and a light blue input field.
- THE COST OF WAITING:** An orange section with input fields for 'Daily Cost of Waiting:' and 'Monthly Cost of Waiting:'. Below these fields is a paragraph of text explaining the program's goal to offset costs.
- Disclaimer:** A small orange box with white text stating: 'Potential payback numbers and return on investment are just estimated averages across the Ameren Illinois service territory. The actual savings and payback rate you experience may vary.'
- Footer:** Ameren ILLINOIS logo, 'AMEREN ILLINOIS ENERGY EFFICIENCY PROGRAM - ASSESSMENT REPORT', address '301 Lundy Street - St. Louis, Illinois, 63102', phone '1-800-633-6339', and website 'AMERENILLINOISenergy.com'. There is also an 'Energy' logo.

# Small Business Direct Install 2021 Achievements



**\$16,180,669**  
Incentives Paid

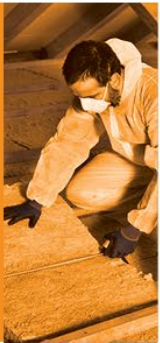


**13 Months**  
Average Time for Simple Return  
on Investment on SBDI Projects

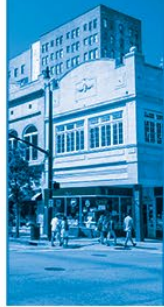
**3,257**  
Small Business  
Projects in 2021



**175**  
Registered Small  
Business Trained  
Program Allies



**31%**  
of SBDI Projects  
Completed at No Cost  
to the Customer



**\$2,480**  
Average Customer  
Co-Pay When  
Applicable



## HELPING SMALL BUSINESS CUSTOMERS JUST LIKE YOU!

**Kathleen B.,**  
Catlin Public Library,  
Catlin, IL

“ We had a great experience with the Ameren Illinois Small Business Direct Install Initiative. The installers were professional and efficient in their work. We have experienced noticeable savings in our monthly bill with much brighter lighting. Everything that was promised was delivered. ”

**Brenda M.,**  
Mt. Zion Missionary Baptist Church,  
East St. Louis, IL

“ The installers were so professional. When I found out how efficient this process was, I started contacting my friends at other organizations to tell them to take advantage of this Program. We are so grateful to Ameren Illinois and the Small Business Direct Install Initiative. ”

**Terry B.,**  
Beachlers Vehicle Care & Repair,  
Peoria, IL

“ We've received many customer compliments on the brightness of our location. We have lower utility bills, and it was just a great experience all the way through, start to finish. ”



## Utica Public Library

- Upgraded to LEDs in 62 light fixtures
- Approximately \$8,500 in incentives covered more than 90 percent of project cost
- Annual energy savings of more than 31,000 kWh
- Annual dollar savings of more than \$1,900

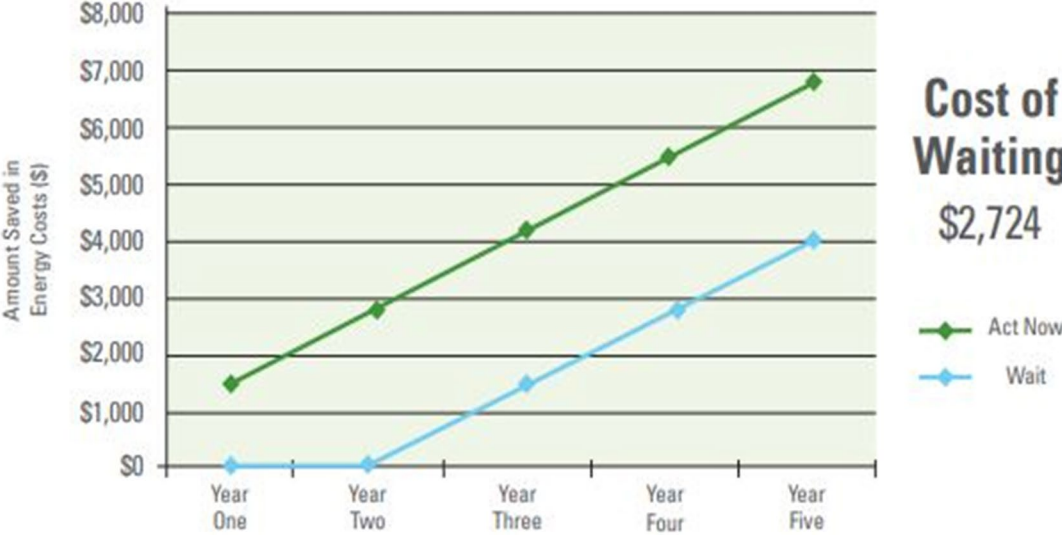


# Can You Afford to Wait?

For one project, a customer installed energy-efficient lighting fixtures — high-performance T8 lamps and LED exit signs. The project saved 11,602 kWh — This savings reduced their annual energy cost by \$1,362.

Project cost: \$2,025  
Annual Energy Savings (\$): \$1,362

Ameren Illinois Incentive: \$580  
Project Payback: 1.03 years

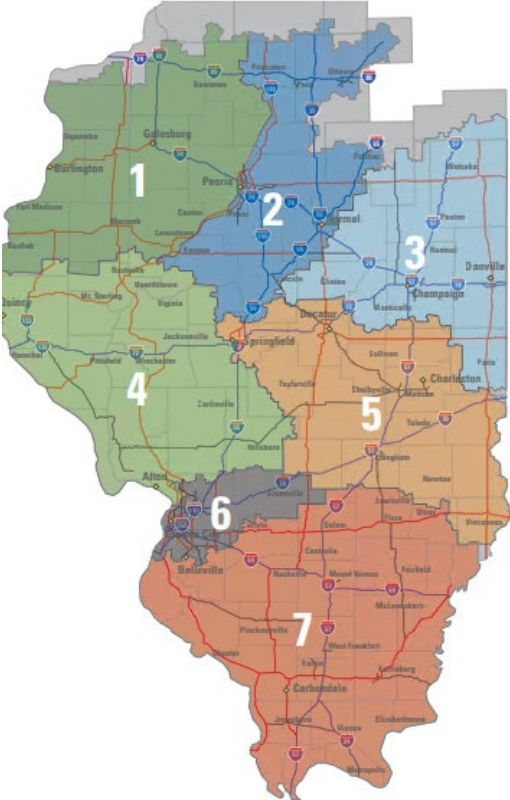


<https://amerenillinoissavings.com/portals/0/business/forms/py19-ais-cost-of-waiting.pdf>

## For More Information

1. Fill out the online request form:  
*[AmerenIllinoisSavings.com/SmallBusiness](https://AmerenIllinoisSavings.com/SmallBusiness)*
2. Call us: **1.866.800.0747**
3. Email us: [IllinoisBusinessEE@ameren.com](mailto:IllinoisBusinessEE@ameren.com)
4. Contact your Energy Advisor

# Small Business Energy Advisors



- 1** **Gretchen Primeau**  
gprimeau@ameren.com  
1.309.512.2778
- 2** **John Griffard**  
jgriffard@ameren.com  
1.309.262.2749
- 3** **Greg Ward**  
gward@staplesenergy.com  
1.262.336.4274
- 4** **Keith Williams**  
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1.217.415.2229
- 5** **Jason Noe**  
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1.262.409.1232
- 6** **Jarod Thompson**  
jthompson9@ameren.com  
1.618.772.9312
- 7** **Aaron Skaer**  
askaer@ameren.com  
1.618.978.8969

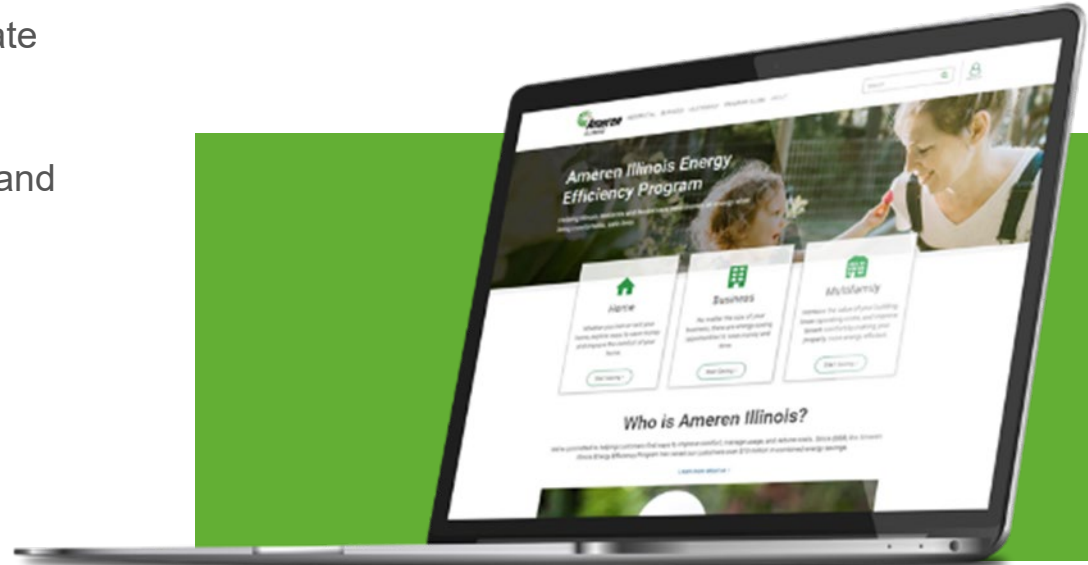
A Small Business Energy Advisor will work closely with the Program Ally throughout the process to ensure you have a great experience

A close-up, shallow depth-of-field photograph of hands typing on a laptop keyboard. The lighting is cool and blue-toned. A white rectangular box with a thin border is centered over the keyboard, containing the word "Resources".

# Resources

# AmerenIllinoisSavings.com

- Website always has the most up-to-date information on incentives
- Find applications, application guides, and other necessary forms
- View videos, case studies, and other educational content
- Program contact information
- Monthly newsletter



# QUESTIONS?



## Small Business Program Initiative

IllinoisBusinessEE@ameren.com

P: 1.866.800.0747 | W: [AmerenIllinoisSavings.com/SmallBusiness](https://AmerenIllinoisSavings.com/SmallBusiness)





**Energy Efficiency**  
PROGRAM

***AmerenIllinoisSavings.com***