



IS READY FOR **OUR** ENERGY FUTURE.

CONSERVING, SUSTAINING, GROWING

ENERGY SMART PROGRAMSM



A focal point for the Holland BPW is helping businesses across the Holland/Zeeland area maximize their energy conservation potential. Our Energy Smart Programs provide incentives for implementing energy conservation practices including:

Energy Efficiency Projects

Receive financial incentives for your business energy efficiency projects.

Most electric equipment upgrade projects qualify for rebates through Holland BPW's Commercial & Industrial program. Included are more energy efficient lighting, HVAC controls, HVAC chillers, variable frequency drives, compressed air improvements, refrigeration systems and other miscellaneous equipment.

Visit www.mienergysmart.com for more information and the application.

Small Business Direct Installations

Your small business could have energy-saving devices installed for free! Receive a walk-through energy check-up, CFLs, a programmable thermostat, LED exit signs, kitchen sprayers and vending controls, completely free of charge.

We will also identify other areas where your business could save on electricity bills and give you information about rebates for those projects.

Call (877) 674-7281 for more information or to schedule an appointment.

Residential Opportunities

We also offer rebates and incentives for your home. Get cash back for purchasing ENERGY STAR[®] appliances and energy efficient HVAC equipment. Also receive \$60 to recycle your old fridge or freezer! Or discover new ways to save on your utility bills with a *Lower My Bill* in-home efficiency check-up. Each check-up includes a 60-90 minute walk-through assessment by a BPI certified technician, a folder of electric and water saving tips, and personalized recommendations.

For more information on all available programs, visit HollandBPW.com and click on the *My Home* tab.



Delivering the Energy Needs of Our Community

Using the same inclusive approach that has driven the P21 initiative from the start, the Holland community assembled a broad cross-section of people from around the area—called the Architectural Blue Ribbon Panel—to help deliberate how our new power generating facility should fit into the community.

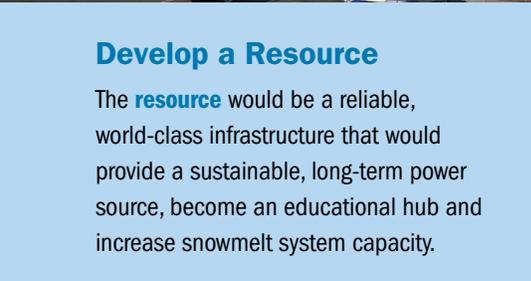
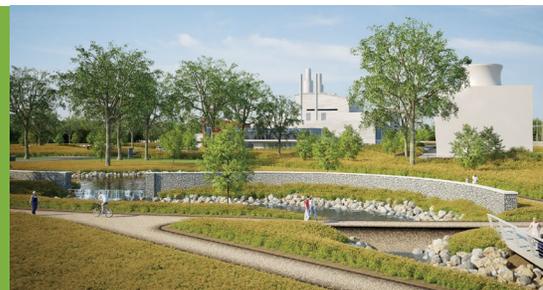
There were representatives from local governments, Holland-area non-profit organizations, environmental organizations and stakeholders who will be impacted by the proximity of the new facility.

The group developed three goals:



Create a Destination

The **destination** would be a place that would make people feel comfortable, provide activities that draw the public and be a node to connect people to the community.



Develop a Resource

The **resource** would be a reliable, world-class infrastructure that would provide a sustainable, long-term power source, become an educational hub and increase snowmelt system capacity.



Enhance a Gateway

The **gateway** would celebrate both the community and facility, express the context for how the facility fits the community and enhance access to, and the experience of, people's enjoyment in the area.

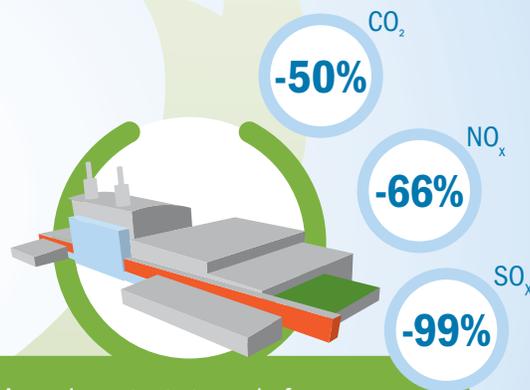
Saving Energy Saves Money

Holland BPW energy conservation initiatives make it easy for business and residential customers to save on energy costs.



Community Growth

Reliable, affordable, sustainable power is key to the future of our community.



As an important steward of our community's energy assets, Holland BPW is developing cleaner power generation for the future.