



Consumers Energy for Small Business Trade Allies

April 2022

See below for incentive updates, new products and three bonuses, all are effective May 1, 2022. Contact your Energy Advisor, [Mike Olsen](#), with questions.

Small Business Incentive Updates

We are increasing the incentive amounts for the following existing non-lighting measures:

Measure	Current Incentive	New Incentive
Anti-Sweat Heater Controls	\$105/door	\$120/door
ECM Case Motors	\$170/motor	\$175/door
Strip Curtains (0 Degrees)	\$30/square foot	\$40/square foot
Strip Curtains (40 Degrees)	\$12/square foot	\$15/square foot

We are adding the following non-lighting measures:

Measure	Incentive
Advanced Power Strip	\$4.00/unit
Window Film	\$0.40/sq. foot
Beverage Vending Machine Controllers	\$65.00/unit
Drinking Water Cooler Miser	\$50.00/miser
Snack Vending Machine Miser	\$25.00/miser
High-Efficient Hand Dryer	\$100.00/unit
Door Gaskets	\$5.00/linear foot

New & Re-engagement Trade Ally Bonus

- Get a \$2,500 bonus after completing five paid projects within the first six months of becoming a Small Business Trade Ally (SBTA):
 - Can extend to the new program year. (e.g., SBTA signs up anytime from August through December, their six months will continue into the new program year and still receive the bonus).
- SBTA is **new** if they have never been a Small Business Trade Ally.
- SBTA is **re-engaged** if they have been inactive for 12 or more months as a Small Business Trade Ally.
- Re-engaged SBTA is eligible for re-engagement bonus only one time for the lifetime of the program.

Quarterly Quality Bonus

Eligibility:

- Minimum of five projects paid within the quarter
- Must pass both pre and final inspections for each project
 - Waived inspections will take into consideration only the inspection that was performed.

Quarterly review of inspection pass rates:

Criteria	Bonus Amount
80%-89% pass rate	\$50 per passed inspection
90% pass rate	\$75 per passed inspection
100% pass rate	\$75 per passed inspection plus and additional \$1,000

Non-Lighting Bonus

- Get a 10% bonus on all non-lighting measures (excluding GREM):
 - 10% bonus applies to the non-lighting measures on a project
 - Bonus payment will be applied at payment
 - Participation Agreements received on or after April 1, 2022
 - Final applications must be received on or before October 31, 2022



Trade Ally Energy Advisors

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Your small changes can have a big impact on Michigan –
and this program is just one example.

BECOME A **FORCE OF CHANGE**

Learn More



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Email



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