

Obsessively, Relentlessly
At Your Service

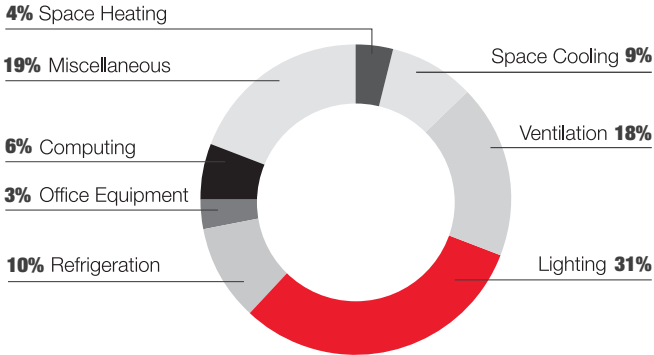
SAVE ENERGY AND MONEY AT YOUR RETAIL STORE



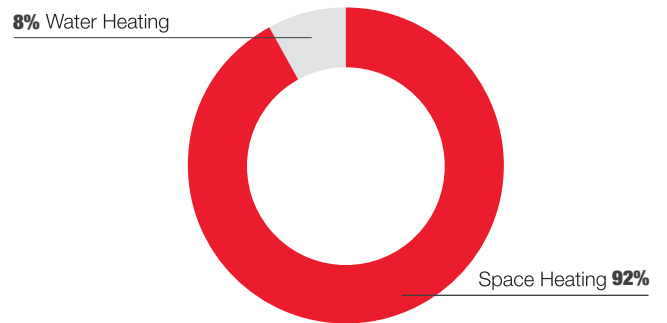
CHECK-OUT MAXIMUM ENERGY SAVINGS

Did you know the average retailer in the Midwest spends over \$8,000 per year on electricity and natural gas? The following pie charts illustrate what retail activities use the most energy and cost the most. Space heating, cooling and ventilation, and lighting account for the largest portion of energy use in retail stores.

ELECTRICITY END USES



NATURAL GAS END USES



	Average Electric Cost/Month	Average Gas Cost/Month	Energy Savings Potential
Space Heating, Cooling and Ventilation	\$ 170	\$ 138	Moderate
Lighting	\$ 170	-	High
Miscellaneous	\$ 104	-	Moderate
Refrigeration	\$ 55	-	High

WAYS TO SAVE

You can find a complete list of simple, low cost and capital investment improvements that can reduce your energy use at [MidAmericanEnergy.com/retail](https://www.midamericaneergy.com/retail).



SPACE HEATING, COOLING AND VENTILATION

Heating and cooling equipment is one of the largest energy users in retail spaces. By upgrading the heating and cooling systems, your staff and customers will see improvements in comfort and cost.



LIGHTING

Lighting is another large energy user in stores and typically costs \$170 per month. Install more efficient lighting and LED bulbs to save.



MISCELLANEOUS AND REFRIGERATION

The remainder of a typical store's energy usage is refrigeration, computing/office equipment and other miscellaneous energy uses.

CURIOUS HOW YOUR STORE COMPARES?

Energy Use Intensity (EUI) is a common measure used to benchmark a building's energy use as a factor of its size. To calculate EUI for your store, total your electric bills for one year, then divide by your building's square footage; repeat for natural gas. If the score is lower than those listed below, you are using less energy than most.

Average EUI for retail store in the Midwest

Electric: 10.8 kWh/square foot

Natural Gas: 0.34 therms/square foot

Call us today at **800-432-8583** to learn about tools that can help you with benchmarking your facility.

SMALL BUSINESS EXPRESS IS HERE TO LEND A HAND.

We offer rebates for some of the improvements mentioned above. MidAmerican's Small Business Express makes it easy for you to get professional guidance to identify energy-saving opportunities. Eligible rebates can help lower your out-of-pocket cost to replace failing equipment, and help you save energy and money long term.

Visit [MidAmericanEnergy.com/SBX](https://www.midamericaneergy.com/SBX) to learn more and get started today!

Restrictions apply. MidAmerican Energy reserves the right to cancel or modify the rebate program at any time at its sole discretion. Rebate offers may not be combined with any other MidAmerican Energy rebate for the same product or service. Visit [MidAmericanEnergy.com/SBX](https://www.midamericaneergy.com/SBX) for full program details and rebate requirements.

Estimated energy costs are based on US Energy Information Administration's Commercial Buildings Energy Consumption Survey (CBECS) for the Midwest, eia.gov/consumption/commercial/. Due to rounding, percentages in pie charts may not total 100%. For more information about ENERGY STAR® qualified appliances, visit energystar.gov. ENERGY STAR is a registered mark of the US EPA.