



Rock Island County

Rock Island County...Build the future and improve the quality of life for our community

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Press Release

Contact: James E. Bohnsack
County Board Chairman
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January 22, 2010

Chairman Bohnsack urges retailers to enroll in Energy Star rebate program

(Rock Island) Rock Island County Board Chairman Bohnsack said an energy appliance rebate program could bode well for the Rock Island County economy if retailers enroll and entice shoppers to shop locally.

The program, which offers instant rebates for residential customers who replace older appliances with specific Energy Star qualified appliances, could spark retail sales, build jobs and grow sales tax revenue in Rock Island County. It will also save consumers money while helping the environment.

“Retail is so vital to our local economy,” said Bohnsack. “This program is a great way to enhance all the good things retailing brings us, from jobs to tax revenue, to quality shopping options close to home. This program is a one-time opportunity to bring federal dollars into our economy so we hope our appliance retailers will enroll as soon as possible.”

The Department of Commerce and Economic Opportunity (DCEO) received over \$12 million from the American Recovery and Reinvestment Act of 2009 to boost appliance sales through an instant 15 percent rebate on qualified appliance purchases throughout Illinois.

OFFICE OF THE COUNTY BOARD

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Two separate programs will be held. The first, beginning in January, will offer 25 percent rebates for Energy Star qualified hot water heaters only. The second, from April 16-25, surrounding Earth Day, will offer 15 percent rebates on Energy Star qualified clothes washers, dishwashers, freezers, refrigerators and room air conditioners. The rebates are for in-store purchases only; no on-line sales are eligible.

Retailers will be encouraged to use DCEO-provided point-of-purchase materials to promote the program, although retailers will be permitted to use their own materials.

Enrolling in the program only requires retailers to complete a simple agreement listing all participating state locations. Enrollment can be done online or by contacting the Illinois Retail Merchants Association at 312-726-4600. The enrollment form, program requirements and other information is all available at www.helpgreenillinois.org.

Once the appliance rebate program begins, participating retailers will be required to report sales each day at the same website. To receive payment on rebates, retailers must detail the make, model, purchase price, date purchased, the customer's zip code and submit monthly invoices to the DCEO. Invoices will be paid within 30 days of receipt.

Customers will also be eligible for an additional \$100 or \$50 mail-in rebate from the state if they show proof their old appliance was recycled. Recycling rebate forms will also be available on the program's website.

Energy Star, a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy, was created to save money and protect the environment through the use of energy efficient products and practices.

For more information, retailers should visit www.helpgreenillinois.org or contact the Illinois Retail Merchants Association at 312-726-4600.

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JEB/sc



Retail Energy-Efficient Appliance Program

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www.illinoisenergy.org/appliances



Courtesy of the American Recovery and Reinvestment Act and the Illinois Department of Commerce and Economic Opportunity

Appliance Rebate Program Details

Purpose: To enlist the support of retailers for the promotion of the American Recovery and Reinvestment Act of 2009 (ARRA) ENERGY STAR® Appliance Rebate program within the State of Illinois.

Time Frame: The rebates will be offered at specific times during 2010 according to the season so that customers can take full advantage of the program, provided funds remain available. There will be separate promotions dividing eligible appliances into two categories focused on the winter and spring appliance buying seasons. Each promotion will have its own budget and will be characterized as follows:

1. **January 2010.** Launching in the midst of the winter heating season, this promotion will include rebates for ENERGY STAR qualified water heaters only and will continue until the program administrator shuts down the rebates.
2. **Earth Day 2010.** This spring, surrounding Earth Day, a marketing campaign and sales promotion will be launched for ENERGY STAR qualified clothes washers, dishwashers, freezers, refrigerators, and room air conditioners. The 10-day program will run from April 16-25, 2010. Prior to its launch, retailers will be encouraged to use Point of Purchase materials to help promote the program. There will be some free materials offered by the program, but retailers are welcome to use their own marketing materials for this purpose.

Program Participation Details: The State of Illinois has received just over \$12 million in stimulus money to fund a rebate program for purchasers of select new ENERGY STAR appliances and water heaters. Certain HVAC equipment will be eligible for rebates through contractor sales only. As a retailer, you will be eligible to participate in the program by offering these rebates to your customers if you sign this enrollment form and agree to abide by the rules of the program. The details of the program are provided below and cover the following: which products are eligible for the rebate, how the rebates must be administered, the amount of the rebate, required promotion of the program, how to invoice the State and recycling incentives. If you have any questions about the information provided on this form, please call the Illinois Retail Merchants Association (IRMA) office at 312.726.4600 for more information.

- **Products.** The following new ENERGY STAR qualified products will be eligible for rebates at participating retail stores:
 - ✓ Water heaters – starting in January 2010. Gas-condensing, electric heat pump, gas storage, and gas tankless water heaters.
 - ✓ White Goods (Appliances) – April 16-25, 2010. Clothes washers, dishwashers, freezers, refrigerators, and room air conditioners.
 - ✓ **The rebate program is for in-store sales only. On-line sales are not eligible for a rebate.**
- **Rebates.** Customers making qualifying purchases will receive an instant rebate at point of sale and will also be offered an additional mail-in rebate if they show proof that their old appliance was hauled away to be recycled.
 - ✓ Instant Rebates. Customers will receive an instant rebate at point of sale of 25% off the price of any qualifying ENERGY STAR water heater and 15% off the price of any of the qualifying ENERGY STAR white goods listed above.

✓ **Mail-in Rebates.** If the customer allows their old unit to be hauled away and recycled for scrap, the customer can fill out a form to receive an additional \$50 or \$100 mail-in rebate as an incentive to discourage non-energy efficient products from being sold on the secondary market. The customer can access the forms either in the store or at the IL DCEO website - www.illinoisenergy.org/appliances. They must mail the rebate form to the address listed on the form along with a copy of their receipt (showing the purchase of a new ENERGY STAR product and accompanying 15% rebate) and proof that the old item has been hauled away to be recycled for scrap. Retailers or their contractors must provide customers with written proof that the item has been hauled away if they provide such service. Mail-in rebates will be offered at the following rates:

✓ \$0 – Water Heaters and Room Air Conditioners

✓ \$50 – Clothes Washers and Dishwashers

✓ \$100 – Refrigerators and Freezers

- **Eligibility.** The following are the general restrictions on the rebate offering. First, the purpose of the ARRA funds is to aid residential customers. As such, customers paying with a corporate credit card, corporate check or corporate buying accounts are not eligible. Second, there is a limit of one appliance of a specific type per visit (example: a customer buying two qualifying refrigerators would only receive one discount). Finally at point of purchase the retail associate will enter the customer's zip code into the system in order to qualify. Note: any zip code will be allowed (even out of state).
- **Daily Sales Data.** In order to adequately monitor the amount of funds available to administer the program, retailers must provide daily sales data to the State (or its chosen administrator) during the April 16 – 25 program promotion either online or by fax. Retailers choosing to participate in the water heater promotion, beginning winter 2010, must submit sales data weekly. Details on how to appropriately submit sales data will be forwarded to retailers prior to the start of the program.
- **Invoicing.** Retailers shall submit monthly invoices to the State (or its chosen administrator) in order to be reimbursed for rebate distribution. The invoices will be paid within 30 days of receipt. Invoices must be presented to the State (or its chosen administrator) within 15 days of the close of each reporting period. This will allow the State to properly allocate the program's budget over the course of the program and reduce the risk of overspending program funds. Retailers will prepare monthly invoices detailing the following for each rebated purchase: Make, Model number, Purchase price, Date purchased (or date rebate paid), Rebate amount paid, and Purchaser zip code.
- **Recycling.** The State will attempt to negotiate with JACO Environmental and ARCA to pursue utilization of their recycling facilities if haul away contractors do not have recycling capabilities.
- **Signage.** The program will provide Point of Purchase (PoP) materials free of charge to retailers, although retailers will be permitted to use their own materials.
- **Timing.** The Winter program will begin late January 2010 and the Spring program will run during the week surrounding Earth Day (April 16-25, 2010). The program administrator reserves the right to adjust the end points of the program periods given remaining funding. This information will be relayed to the retailer via IRMA on a real time basis. Retailer obligations will be honored up to time of program shut down, though rebates requested after program shut down will not be honored.

* Specific details regarding invoicing and bill payment will be forwarded in the enrollment packet issued to participants after receipt of the signature page of this form.