More than three years ago, the Greater Cincinnati Energy Alliance (Energy Alliance) was founded on the principle that investment in energy efficiency will lead to transformative economic development in our region. Since that time, the team here at the Energy Alliance has dedicated itself to building an infrastructure to support energy efficiency throughout Southwest Ohio and Northern Kentucky by developing a strategy for saving energy, creating jobs, and reducing utility costs.

When we began, there were few, if any, trained Home Performance Contractors in the region, a lack of efficiency focused financing programs to provide capital for owners of homes and buildings, and non-existent public policy infrastructure to equalize energy efficiency with other fuel sources. In addition to those obstacles, there was an obvious lack of demand in the marketplace.

Through a $500,000 investment in contractor education, we have equipped the region with a comprehensive training network so that small businesses can develop their capacity and expand their reach—to date more than seventy local contractors and installers have been added to our regional efficiency network. The work done by these hardworking men and women has added more than 150,000 private sector job hours to the local economy. Today, the growing energy efficiency sector is providing critical support to regional job growth.

Energy efficiency is the least expensive yet cleanest fuel source in our economy, and when we invest in energy efficiency, it generates jobs that cannot be outsourced.

The first program we launched was our Home Performance with ENERGY STAR® Program. An impressive 2,844 homes have seen their homes evaluated through the program, with 1,475 homeowners choosing to make energy saving improvements. On average, each homeowner is expected to save between 20 and 30 percent on their monthly utility bills. This savings directly impacts the region through environmental benefits and economic development. It has reduced emissions of carbon dioxide and other harmful gases into our atmosphere by thousands of metric tons and yielded millions of dollars in savings for homeowners.
In 2011, we launched our Better Buildings Performance Program to help local businesses and nonprofits, including school districts and neighborhood religious institutions, to make important upgrades to their infrastructure and significantly reduce expenses. Working together with these community institutions, we have completed seventy-two projects across more than three million square feet of commercial space. An additional $26 million in projects is in the current commercial pipeline for completion in the year ahead.

Recognizing the need for financing to complete projects, we have built out multiple lending tools that support building owners and operators in reaching their goals to improve their facilities. Our Greater Cincinnati Home Energy Loan Program (GC-HELP) and Building Communities Fund help ensure that projects can proceed.

Though the economic argument for investment in energy efficiency compels many projects forward, the organization remains committed to the broader goals that energy efficiency can achieve. With each project completed, we are improving the environment and health outcomes for the broader community, creating money saving opportunities, and tracking our progress along the way.

With a developed infrastructure for energy efficiency services now in place and a growing awareness by stakeholders in the marketplace, the region has been able to achieve impressive results in the past three years. However, the challenge remains to make every home and building in the region energy efficient. Until then, there is more work to be done.

Sincerely,

Andrew J. Holzhauser
Founder and Chief Executive Officer

December 31, 2012
Mike Robinson, Energy Alliance Residential Energy Services Manager, installing blower door equipment to perform a house envelope pressure test for homeowners.

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Who We Are

The Energy Alliance is a public-private partnership, nonprofit economic development agency dedicated to helping Greater Cincinnati communities reduce their energy costs.

We believe that energy efficiency contributes to significant financial savings for building owners, improves air quality, creates more livable spaces, and builds a green workforce throughout the Greater Cincinnati area.

Our Mission

To facilitate investment in energy efficiency for homeowners, nonprofit organizations, and commercial building owners through outreach and education, project management, and financing solutions.
Our History

Founded in 2009 by Andy Holzhauser with the support of local foundations and governments, the Energy Alliance was created to reduce the barriers to investing in energy efficiency improvements for both homeowners and businesses.

Energy Efficiency and Conservation Block Grant

The Energy Alliance story is one of effective cross-jurisdictional collaboration to achieve larger community goals. In 2009, the organization leveraged an initial investment from the Greater Cincinnati Foundation to bring together energy efficiency funding as part of the Energy Efficiency and Conservation Block Grant (EECBG) program. The following jurisdictions were key partners in this effort:

- Hamilton County
- City of Cincinnati
- Boone County
- City of Florence
- Kenton County
- City of Covington
- Campbell County

Early support from these regional governments allowed the Energy Alliance to build a program that guides residents through the energy improvement process, provides financing solutions to make investments more affordable, and creates jobs for a growing energy efficiency sector.

Better Buildings Neighborhood Program

In April 2010, the Energy Alliance was one of just twenty-five organizations nationwide awarded a competitive Better Buildings Grant from the U.S. Department of Energy. The Better Buildings Neighborhood Program was developed to:

- Retrofit 150,000 buildings
- Create 30,000 jobs
- Save consumers $65 million in energy costs

The $17 million grant award helped the Energy Alliance to rapidly expand its offerings to local building owners and to develop an array of programs to generate energy savings. The Better Buildings partnership sparked a new energy efficiency industry in our region.

Home Performance with ENERGY STAR® Program

In 2011, the Energy Alliance became an officially recognized sponsor of the Home Performance with ENERGY STAR program developed by the U.S. Department of Energy and U.S. Environmental Protection Agency. The ENERGY STAR brand is recognized by 84 percent of Americans, and its home performance program now has over fifty sponsors nationally. This partnership bolsters the success and credibility of the residential program.

The Energy Alliance Today

The suite of energy efficiency services now offered by the Energy Alliance includes:

- Education and training for contractors on national energy efficiency standards
- Quality assurance through project management
- Third party energy efficiency advocacy for the Greater Cincinnati region
- Financial solutions for residential and commercial projects
- Green job creation for energy professionals in the region

In addition to meeting the goals of the U.S. Department of Energy’s Better Buildings program, the Energy Alliance is building a sustainable infrastructure for major energy efficiency investments in our region.

The Future of Energy Efficiency

Early investments in technology, infrastructure, outreach, and training have created a foundation to transform the energy efficiency marketplace in the years ahead.
Our Impact
Estimated Energy Savings as of December 31, 2012

- **2,844** Reduced Price Home Energy Assessments
- **1,475** Home Energy Upgrades
- **$458** Energy Savings per Home annually
- **$16,281,395** Homeowner Investment in energy efficiency
- **$20,152** Energy Savings per Building for commercial retrofits annually
- **$5,959,635** Commercial Investment in energy efficiency
- **150,000 Hours** Total project hours created
- **$672,897** Regional Savings Annually
- **14,000,000 kWh** Regional Electric Energy Savings annually
- **33,343,953 kBtu's** Regional Natural Gas Savings annually
Our Investments

Prior to Energy Alliance investments, there were few trained Home Performance Contractors in the Greater Cincinnati region, a lack of efficiency focused financing programs, and non-existent public policy infrastructure to equalize energy efficiency with other fuel sources.

WORKFORCE DEVELOPMENT

250+
Contractors Trained
$250,000
Tuition Assistance
$500,000
Workforce Development Center
$65,000
Equipment Leasing

Over 250 workers have been trained through the Building Performance Training Center, operated in cooperation with Cincinnati State Technical and Community College. The Energy Alliance also offers equipment leasing to help contractors obtain the tools they need to enter the home performance workforce.

MARKET RESEARCH

$75,000
Regional Market Study

The Energy Alliance invested $75,000 in a study conducted by the American Council for an Energy-Efficient Economy and the University of Cincinnati Economics Center to highlight the projected impact of the Energy Alliance’s programs.

IT INFRASTRUCTURE

$160,000
Project Management and Customer Relationship Tools

The Energy Alliance refined the use of its information technology tools to streamline processes for data collection and project management with the integration of Surveyor, Green Energy Compass, and the Salesforce Customer Relationship Management tool.

ENERGY EFFICIENCY FINANCING

$1,500,000
Residential Loan Pool
$250,000
Commercial Loan Pool

Of the nearly $20 million in grants the Energy Alliance has received, the organization has invested over 25 percent of those funds into energy efficiency loan pools. Commercial and residential property owners now have access to low-interest rate financing to improve their buildings and start saving money.

“By ensuring that its loans are being made to established standards for residential energy efficiency financing the Greater Cincinnati Energy Alliance is at the forefront of an emerging secondary market for these types of loans.”

Peter Krajsa, Chairman and CEO of AFC First Financial Corporation
Outreach and Education

Community Canvass
In 2011, the Energy Alliance organized a broad summer outreach campaign with help from AmeriCorps National Civilian Community Corps members.

The outreach effort was recognized with a Green Energy Ohio 2011 Annual Recognition Award for Non-Profit of the Year.

Ambassador Program
In 2012, the Energy Alliance’s Community Outreach Ambassador program helped to spread the word of energy efficiency and home performance at local community and sustainability events. Joining more than 16,000 homeowners over the course of the summer and fall, the Ambassador Program helped support the Energy Alliance’s busiest period to date for the residential program.

Educational Outreach
Through the fall and winter of 2012, Energy Alliance staff members participated in an educational outreach partnership with Kenton County Schools’ Academy of Innovation and Technology to facilitate the growth and potential of students in Sustainable Energy Technology careers. The Energy Alliance team has partnered throughout the school year with other schools and environmental education programs, including the Groundwork Cincinnati - Mill Creek Environmental Education Program, Cincinnati Country Day School, Cincinnati Public Schools Build Your Future Construction Clubs, and Cincinnati State’s Environmental Careers Program for High School Students.

Outreach Highlights

9,000+
People Reached Through Community Events

14,000+
Households Reached Through Community Canvasses

200+
Events Attended

Energy Alliance staff talking with homeowners at outreach events.
Energy Alliance Highlights 2010

2010 was an exciting year for the Energy Alliance, marked by the hiring of core staff, the launch of residential and commercial energy efficiency programs, and the award of a $17 million grant from the U.S. Department of Energy.

Increasing Capacity

Starting with a team of five in January, additional funding allowed the Energy Alliance to double its staff size and increase capacity for financing, operations, and marketing initiatives. The Energy Alliance also reached a milestone in completing the first Home Energy Assessment and Upgrade and the first commercial retrofit at Mt. Washington United Methodist Church.

Spreading the Word

Much of 2010 was dedicated to community outreach, spreading the message and value of energy efficiency. In collaboration with students and community activities around the region, the Energy Alliance reached over 2,000 households. By year’s end, the Energy Alliance had built and trained a network of ten local Home Performance Contractors who had performed over 400 Home Energy Assessments.

First Home Energy Upgrade

In May, a historic home in Mount Healthy (circa 1880) became the first home to undergo whole-home energy upgrade completed by the Energy Alliance. The comprehensive efficiency improvements of the upgrade resulted in real savings and improved comfort for the homeowner.

First Commercial Retrofit

Mt. Washington United Methodist Church (UMC) was the first nonprofit organization that benefitted from the Energy Alliance’s network of efficiency experts. Supported by the Energy Alliance, the UMC made significant energy improvements to their facility.

The effect of the energy conservation measures was to reduce the UMC’s annual lighting and heating usage by 35 percent and to reduce annual cooling use by 25 percent. These improvements are expected to save the UMC $8,000 per year in reduced operating costs over the life of the installed equipment.

The upgrades resulted in my even billing dropping $100 per month in the first year. The results exceeded my expectations, and I would do it again.

Bill Ringo, Mount Healthy resident and first Energy Alliance customer.

Major Highlights in 2010 included:

- 433 Home Energy Assessments
- 70 Home Energy Upgrades
- First Commercial Audit
- First Commercial Retrofit
Top row: 2009 Governor’s Conference celebrating the Energy Alliance’s initial investments from seven regional municipalities. Left picture: Andy Holzhauser, Ohio Governor Ted Strickland, Cincinnati Vice Mayor Roxanne Qualls, Campbell County Judge/Executive Steve Pendery, Boone County Assistant County Administrator Robin Curry, Cincinnati Mayor Mark Mallory, and City of Cincinnati Office of Environmental Quality Director Larry Falkin. Right picture: Commonwealth of Kentucky Cabinet Secretary Dr. Len Peters, Ohio Governor Ted Strickland, and Andy Holzhauser.

Bottom row: Volunteers participating in the 2010 Summer canvass
Energy Alliance Highlights 2011

2011 was a year of rapid growth for the Energy Alliance in the expansion of its programs and uptake of energy efficiency services.

Groundbreaking IT Portal
Throughout 2011, the Energy Alliance refined the use of its information technology tools to streamline its administrative, quality assurance, and customer service processes. The newly integrated Surveyor and Green Energy Compass platforms allow homeowners, contractors, and Energy Alliance staff to share information about energy saving projects. The Energy Alliance has worked closely with the creators of these platforms to help improve and streamline these tools. Better IT integration has led to increased efficiency, productivity gains, and better data management.

Innovative Financing
In April, with support from the Greater Cincinnati Foundation, a new financing tool was unveiled. The Greater Cincinnati Home Energy Loan Program (GC-HELP) offers low cost financing opportunities to interested residents. With GC-HELP, projects can be financed to create cash flow positive opportunities that start generating real financial savings from day one.

Home Performance with ENERGY STAR®
In mid-2011, the Energy Alliance became an officially recognized partner under the Home Performance with ENERGY STAR Program, developed by the U.S. Department of Energy and the U.S. Environmental Protection Agency. The Home Performance with ENERGY STAR Program promotes a whole-house approach to improving energy efficiency and home comfort, while helping to protect the environment.

ACEEE Market Study
In November, the Energy Alliance, in partnership with the American Council for an Energy-Efficient Economy (ACEEE) and the University of Cincinnati Economic Center, released a market study entitled, The Energy Efficiency Market in the Greater Cincinnati Region: Energy Savings Potential and Strategies to Improve Performance of Residential and Non-Profit Buildings.

The study determined that if 69,000 homeowners and 460 nonprofit groups make energy improvements using the Energy Alliance’s program, the region could save $59.6 million annually through lower energy bills.

Cincinnati State Workforce Development Training Center
The Energy Alliance invested $500,000 in the development of a centralized Building Performance Training Center located at Cincinnati State Technical and Community College and $250,000 in tuition assistance to support the building performance contracting community in obtaining initial and continuing education in the Cincinnati area. The investments in Cincinnati State provide a Building Performance Training Center with:

- Building Performance Institute certification and other industry certifications
- Sales, marketing, and business classes
- Contractor management and quality assurance

These major investments, along with strategic contractor recruitment, helped to triple the number of local Home Performance Contractors in the region.
Community Canvass

With help from AmeriCorps National Civilian Community Corps (NCCC) members, the Energy Alliance canvassed a total of thirty-two neighborhoods in the region. After knocking on more than 13,000 doors and speaking to 2,350 people, over 600 residents expressed interest in a Home Energy Assessment. The NCCC team also represented the Energy Alliance at a dozen community events, generating additional interest in the Energy Alliance’s residential program.

"[Kenton County’s] initial investment was relatively small. What the Energy Alliance has done with that investment is simply extraordinary. I’ve been blown away by the results."

Joe Shriver, Kenton County Administrator
Energy Alliance Highlights 2012

2012 saw exponential growth in the residential and commercial markets, including a robust network of energy professionals, the development of a Building Performance Program, and creative partnerships with some of the region's leading institutions.

Better Buildings Performance Program

The Energy Alliance’s Building Performance Program for commercial facilities has greatly impacted the region by offering project management, financial investments, unbiased advice on audits and improvements, and post-project energy programs. The Energy Alliance has financially supported more than forty audits of regional nonprofit buildings. Additionally, the Energy Alliance invested in thirty-two improvement projects, ranging from lighting improvements to new HVAC systems and chillers. These energy efficient building improvements generated almost $6 million in total project costs, including the costs for local labor.

1,000th Retrofit Celebration

At the 1,000th Retrofit Press conference in September, Jonathan Cohen from the Department of Energy’s (DOE) Building Technologies Program, Office of Energy Efficiency and Renewable Energy, praised the Greater Cincinnati Energy Alliance’s achievement of this economic development milestone and its successful creation of jobs, training programs, and new financing mechanisms aimed at increasing energy efficiency in Southwest Ohio and Northern Kentucky.

The Energy Alliance awarded officials from seven local governments for their partnership in the program. In addition, the 1,000th retrofit homeowner, Joe Zukor, was recognized by his Home Performance Contractor, Eco Environments.

Innovative Opportunities in Commercial Finance

In 2012, the Energy Alliance hired a Commercial Finance Manager to oversee the development of a new financing program to enable even more building owners to invest in energy efficient projects.

The result was the creation of the Building Communities Fund. Developed specifically for nonprofit organizations, this loan fund continues the Energy Alliance’s tradition of mission-driven lending.

ENERGY STAR ® Century Club Award Winners

At the close of 2012, two Energy Alliance participating Home Performance Contractors were recognized by ENERGY STAR as national market leaders in the home performance industry with the Century Club Award. Arlinghaus Heating & Air Conditioning and Arronco Comfort Air are two of ninety-seven HPCs nationwide to have completed more than 100 whole home energy efficiency upgrades in a year.

Green Umbrella Energy Challenge

In September, the Energy Alliance partnered with Green Umbrella to pilot a regional initiative that challenges homeowners to make energy efficiency improvements to their homes through the Energy Alliance’s residential program. The challenge targets existing members of the Green Umbrella, a regional sustainability alliance. Participation in the Energy Challenge supports the Green Umbrella goal to reduce energy consumption in our region’s built environment 15 percent by the year 2020.
A Unique Partnership

To build a successful commercial and nonprofit program, the Energy Alliance partnered with University of Cincinnati engineering students to perform a number of audits in local arts buildings. Initially, the Energy Alliance partnered with University of Cincinnati engineering students to perform a number of audits in local arts buildings. The Energy Alliance invested $3,000 in this partnership, which resulted in at least fifteen audits of nonprofit buildings.

Summer/Fall Ambassador Program

August brought two Community Outreach Ambassadors to the Energy Alliance team. The ambassadors attended farmers markets and community events in neighborhoods across our territory from August through October. The ambassadors were trained to speak to homeowners about investment in energy efficiency and the comfort and health benefits of home energy improvements. Attending close to seventy events and connecting with over 2,200 homeowners, the Ambassador Program helped support the Energy Alliance’s busiest period to date for the residential program.

Top Left: Andy Holzhauser speaking at the 1000th Retrofit celebration. From left to right: Hamilton County Commissioner Todd Portune, Campbell County Judge Executive Steve Pendery, Boone County Assistant County Administrator Lisa Buerkley, Kenton County Administrator Joe Shriver, Covington Mayor Charles Scheper, Florence Mayor Diane Whalen, U.S. Department of Energy Energy Project Specialist Jonathan Cohen, Andy Holzhauser.

Right picture: Poster developed by the Energy Alliance for the Green Umbrella Energy Challenge, of Green Umbrella Executive Director Brewster Rhoads, based off of Montgomery Flagg’s famous work.

Major Highlights in 2011 included:

- 1,488 Home Energy Assessments
- 1,024 Home Energy Upgrades
- 25 Commercial Audits
- 23 Commercial Retrofits

Home Energy Assessments
Home Energy Upgrades
Commercial Audits
Commercial Retrofits

1,488
1,024
25
23
Community Response

“The City of Forest Park is very fortunate to be able to partner with the Energy Alliance. The combination of their resources with those from our Environmental Awareness Program will allow our residents to identify and make energy efficiency improvements to their homes which will benefit them for many years. Participants in the program will enjoy greater comfort while reducing their energy costs.”

Chuck Johnson, City of Forest Park Mayor

“Since we have become part of the [Energy Alliance’s] program, our heating and cooling business has thrived. Through the program’s support and training we’ve been able to add home performance contracting to our business…. The program has supported [our] transition through software, training, equipment leasing programs, marketing, and lead generation…. This growth could not be accomplished without the [Energy Alliance].”

Chris Gallagher, Owner of Eco-Environments

“The audit was very educational and eye opening. My primary interests in doing the upgrades were for comfort and energy/cost savings. Also, as a green business owner, I felt it necessary to ‘walk the walk’.”

Heather Curless, Cincinnati resident and Owner of Greener Stock Environmentally Friendly Resource and Design Center

“The Energy Alliance puts money back in the pockets of our residents, it puts money back into the economy through the savings they see, and it makes our housing stock much more competitive. Our only regret is that we can’t do it on a much larger scale, because the need really is so great.”

Roxanne Qualls, City of Cincinnati Vice Mayor
Awards

**Green Business Award presented by the Business Courier 2011**
- Finalist: Education Outreach – Nonprofit
- Project: Community Outreach Campaign

**Next Generation Leader Awards presented by Legacy 2011**
- Finalist: Community and Social Services
- Honoree: Andy Holzhauser

**GEO Green Energy Ohio Annual Recognition Awards 2011**
- Winner: Nonprofit of the Year
- Project: Community Canvass
- Finalist: Market Strategy - Nonprofit
- Project: Reduced-cost energy assessments

**Best Places to Work presented by the Business Courier 2012**
- Finalist

**Green Business Award presented by the Business Courier 2012**
- Finalist: Nonprofit Product/Service
- Project: Home Inspection Program

**CDFPA Excellence in Development Finance Awards 2012**
- Winner: CDFPA Excellence in Energy Finance Award
- Project: Building Performance Program

Lilah Glick, Energy Alliance Marketing Director, accepting the Green Energy Ohio 2011 Nonprofit of the Year award.
Board of Directors

**Board Members**

**Todd Castellini**  
Associate Vice President, Fifth Third Bank

**Larry Feist**  
Program Chair - Energy Efficiency and Renewable Energy, Cincinnati State Community and Technical College

**Jeff Martin**  
Senior Development Officer, Cincinnati Center City Development Corporation

**Sr. Ann Rene McConn**  
President, Westwood Community Urban Redevelopment Corporation

**Jock Pitts**  
President, People Working Cooperatively

**Andrew Ritch**  
Director, Strategy and Business Planning, Duke Energy

**Florence Tandy**  
Executive Director, Northern Kentucky Community Action Commission

**Dick Westheimer**  
Principal, Westheimer Enterprises

**John Yengo**  
Executive Vice President & Managing Director, Saatchi & Saatchi X

**Board President**

**Dan Neyer**  
President, Neyer Properties

**Board Secretary**

**Dr. Richard Nault**  
Vice President of Student Affairs Emeritus, Miami University

**Board Treasurer**

**Mike Rohrkemper**  
Chief Executive Officer, Gold Star Chili

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“*When a homeowner takes the time and makes the reinvestment in their property, that pays dividends, not just from them, but for property values, resale values, and of course the savings in energy they recoup from making that investment.*”

Diane Whalen, City of Florence Mayor
Financial Information

Statement of Financial Position - 2012

Assets
Cash $1,225,136
Receivables 2,027,325
Prepaid Expenses 8,663
Equipment, Net 27,777
Other Assets* 5,000,000
Total Assets $8,288,901

Liabilities
Accounts Payable $647,041
Accrued Expenses 245,675
Note Payable 500,000
Deferred Revenue* 5,207,058
Total Liabilities $6,599,774

Net Assets:
Unrestricted $1,549,127
Temporarily Restricted 140,000
Total Net Assets 1,689,127

Total Liabilities and Net Assets $8,288,901

*Other assets consist of $5,000,000, reserved for further development of energy financing programs.

Statement of Activities - 2012

Revenue, support and other:
Grant Revenue $8,319,989
Contributions 50,000
Other Income 95,089
Total Revenue, Support, and other $8,465,078

Expenses:
Program Services $6,333,556
Management and General 658,738
Total Expenses 6,992,294
Change in Net Assets 1,472,784
Net Assets (deficit) at beginning of year 216,343
Net assets at end of year $1,689,127

Auditor's Statement
The Energy Alliance has received unqualified clean audit results for reporting years 2010-2012 by independent auditing firm Clark Schaefer Hackett.
The results have been extraordinary. The challenge at this point is how we continue the progress that has been made. How do we take these 1,000 homes that have become more energy efficient and convert that into 10,000 homes? Our thanks to [the Energy Alliance].

Todd Portune, Hamilton County Commissioner