



BOARD MEETING AGENDA

06.30.2025

MCEC Conference Room: 5000 College Avenue, Suite 31010 College Park, MD 20740

Virtual Access: <https://us02web.zoom.us/j/87817761602?pwd=jxCxh8NeRFHHwUR4WNrCoa06dnYy09.1>
Meeting ID: 878 1776 1602 **Password:** 084677

1:00 - 1:02 PM	Welcome, Introductions & Overview	Chairman Gill
1:02 - 1:05 PM	Minutes <ul style="list-style-type: none">Board of Directors Meeting May 19, 2025 (ATTACHMENT A) (<i>Proposed Motion</i>)	Ms. Groff
1:05 – 1:10 PM	Stakeholder Engagement <ul style="list-style-type: none">Project Mapping (ATTACHMENT B)	Ms. DiRubba
1:10 - 2:10 PM	Executive Director Report <ul style="list-style-type: none">FY 2026 Meeting Calendar Approval (<i>Proposed Motion</i>) (ATTACHMENT C)Employee Handbook Policy Update Approval (<i>Proposed Motion</i>) (ATTACHMENT D)FY 2026 Strategic Plan & KPIs Review and Approval (<i>Proposed Motion</i>) (ATTACHMENT E)	Ms. Magruder
2:10 - 2:40 PM	Financial Report <ul style="list-style-type: none">FY 2026 Proposed Budget Review & Approval (<i>Proposed Motion</i>) (ATTACHMENT F & F.1)FY 2026 MEIA Proposed Budget Review & Approval (<i>Proposed Motion</i>) (ATTACHMENT G & G.1)Line of Credit Update (ATTACHMENT H)	Ms. Kolb & Mr. Margolis
2:40 - 2:45 PM	Finance Programs Division <ul style="list-style-type: none">C3 Fund Update (ATTACHMENT I)	Mr. Vanamali
2:45 – 2:50 PM	MarCom Division (ATTACHMENT J) <ul style="list-style-type: none">Division Update	Ms. Staudenmeier
2:55 – 3:00 PM	Open Discussion, New Business & Announcements	Ms. Magruder
3:00 PM	Adjourn (<i>Proposed Motion</i>)	Chairman Gill

Next Scheduled MCEC Board Meeting: July 28, 2025, 1:00 – 3:00 PM MCEC Office, College Park and Virtual Access.



Board of Directors Meeting Minutes
Monday, May 19, 2025
Virtual and MCEC Office 1:02 PM

Present: Chairman Mike Gill, Vice Chairman Mr. Robert H. Edwards Jr., Ms. Whitney Boles, Director Mr. Paul G. Pinsky, Dr. Salvo Vitale, Dr. Samuel I. Williams, Mr. Paul Albertus, Ms. Kathy Magruder, Ms. Martha Absher, Ms. Amy Gillespie, Ms. Maggie Groff, Mr. Daniel Hazard, Ms. Dorothy Kolb, Mr. Ben Margolis, Ms. Limunga Mingo, Ms. Pamela Powers, Mr. Ben Rupert, Ms. Mary Sirois, Ms. Michelle Staudenmeier, Mr. Damion Trasada, Mr. Anmol Vanamali, Mr. Keith Wang, Mr. Noah Wood, and Mr. Simón Zimmer.

Welcoming Remarks: Chairman Gill and Ms. Magruder welcomed new MCEC staff at 1:02 PM. Vice Chairman Edwards further welcomed Mr. Vanamali and highlighted his future involvement with MCEC.

First Order of Business: The first order of business was to approve the Board of Directors Meeting Minutes for Monday, March 31, 2025.

Chairman Gill requested a motion to approve the Board of Directors Minutes from Monday, February 24, 2025, as presented. Director Pinsky moved the motion. Ms. Boles seconded the motion. The motion passed with no abstentions or objections.

Chairman Mr. Gill – AYE

Ms. Boles – AYE

Mr. Williams – AYE

Vice Chairman Mr. Edwards – AYE

Director Pinsky – AYE

Mr. Vitale – AYE

Treasurer Ms. Powell – Excused

Dr. Wachsman – Excused

Mr. Albertus – AYE

Financial Report: Ms. Kolb reviewed MCEC budget variances and Grants and Programs Report through April 30, 2025. Mr. Margolis reviewed MEIA budget variances. In response to Vice Chairman Edwards' inquiry, Ms. Kolb provided clarification and examples regarding recognition of federal grant revenue.

Executive Director Report: Ms. Magruder provided updates on staff workplans through the end of the fiscal year. Mr. Rupert provided insight and a brief summary on the Baltimore County EPC Transaction in response to Vice Chairman Edwards' inquiry. Vice Chairman Edwards emphasized the importance of MCEC's involvement in microgrid projects. Mr. Rupert provided approximations of certain contract awards from previous Procurement and Technical Assistance work, in response to Director Pinsky's inquiry.

Government and Industry Relations Report: Ms. Groff provided a summary of the 2025 Advisory Council Survey results, with Ms. Magruder highlighting specific points in reference to strategic planning for FY26.

MEIA Update: Mr. Margolis provided an update on the activities and progress of the Climate Tech Founder's Fund.

Grants Update: Ms. Magruder provided background on the Charging and Fueling Infrastructure Grant (CFI), proposing the possibility of the need for a secured line of credit. There was no motion to approve a line of credit with Sandy Spring Bank, based on the agreed upon terms, to enable payment of CFI grant funds to partners. Ms. Absher emphasized that they are actively exploring possibilities specific to the grant and are focused on identifying the most feasible options. Ms. Gillespie provided an overview of the reimbursement timeline outlined in the grant agreement, in response to Ms. Boles' inquiry about the specific terms of the Grant. Chairman Gill and Vice Chairman Edwards discussed some aspects of the line of credit and shared suggestions.

Open Discussion: Ms. Magruder noted the upcoming review of the MCEC Budget and FY26 Strategic Plan.

Adjournment: Chairman Gill thanked all for their time. The meeting was adjourned by consensus at 1:57 PM.

Recording of the meeting can be found at: https://bit.ly/MCEC_2025_05-19

Mapping MCEC Impact

Prepared by

Daniella DiRubba, Grants Administrative Assistant

June 30, 2025





58

COMPANIES FORMED &
ACCELERATED



THE MARYLAND CLEAN ENERGY CENTER

has been a catalyst for clean energy adoption in Maryland. Since its founding in 2008, MCEC has driven significant growth in renewable energy generation, reducing greenhouse gas emissions and supporting the creation of industry jobs. Through its efforts, MCEC mobilized millions in financing for clean energy projects, advancing the state's clean energy goals and fostering long-term economic and environmental benefits for Maryland.



TURNED \$15.4 MILLION OF PUBLIC FUNDS INTO
\$206.2M
IN PRIVATE INVESTMENT, ACHIEVING A 13.3X
RETURN ON THE PUBLIC INVESTMENT

22

NEW CLIMATE
TECHNOLOGY
PRODUCTS
DEVELOPED



\$125M
FINANCING TO
COMMERCIAL PROPERTIES

\$68.8M
PROCUREMENT ON BEHALF
OF MCEC CLIENTS

\$6M
TO BE INVESTED TOWARDS
DECARBONIZATION FOR
LOW-INCOME COMMUNITIES



\$100M
CAPTURED IN GRANT FUNDING

\$2M
FINANCING TO
HOMEOWNERS

121M
KWH SAVED RESULTING IN
\$9.5 MILLION IN
COST SAVINGS

7,761
METRIC TONS OF CO2
EMISSIONS PREVENTED

2.9M+
FTE INDUSTRY JOB
HOURS CREATED



191MW

TOTAL INSTALLED
WIND CAPACITY



WIND



SOLAR

HYDRO



7%

OF MARYLAND'S RENEWABLE
ELECTRICITY COMES FROM BIOMASS



BIOMASS

GEOTHERMAL



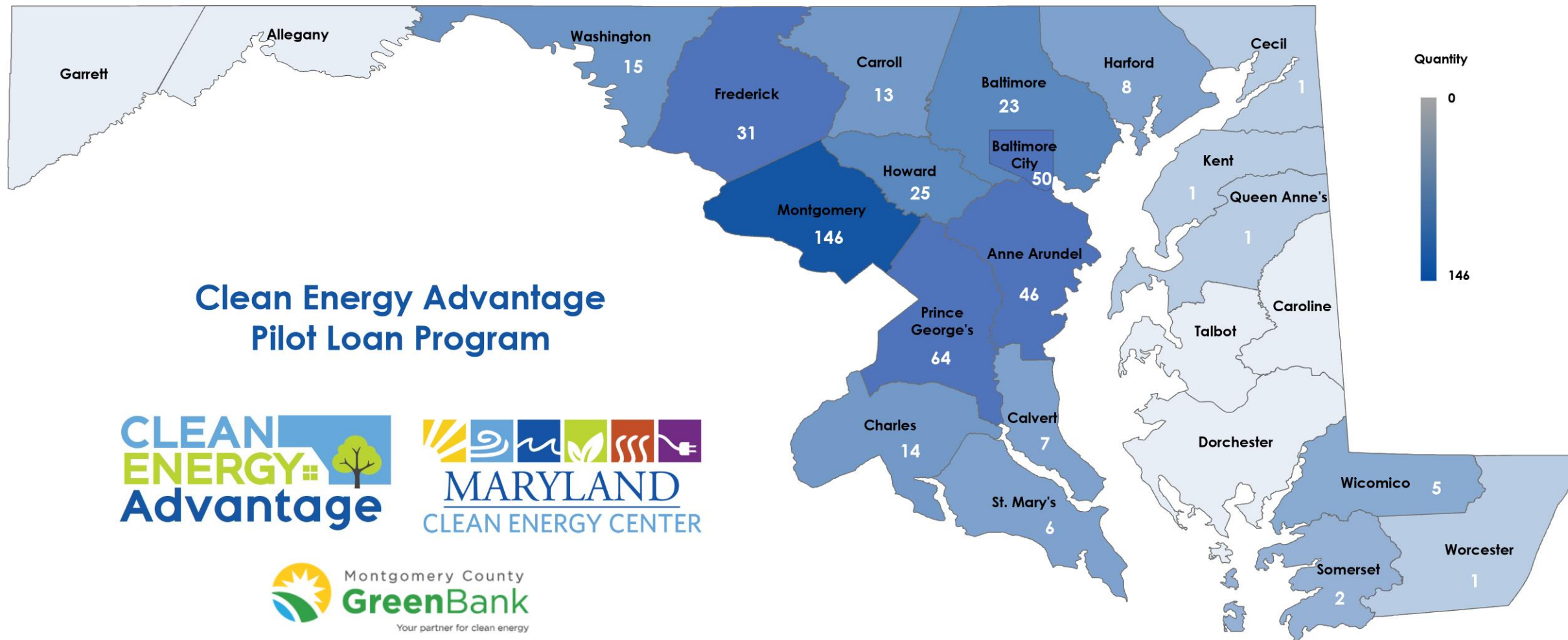
50%+

OF MARYLAND'S ENERGY GENERATION
FROM CLEAN ENERGY SOURCES



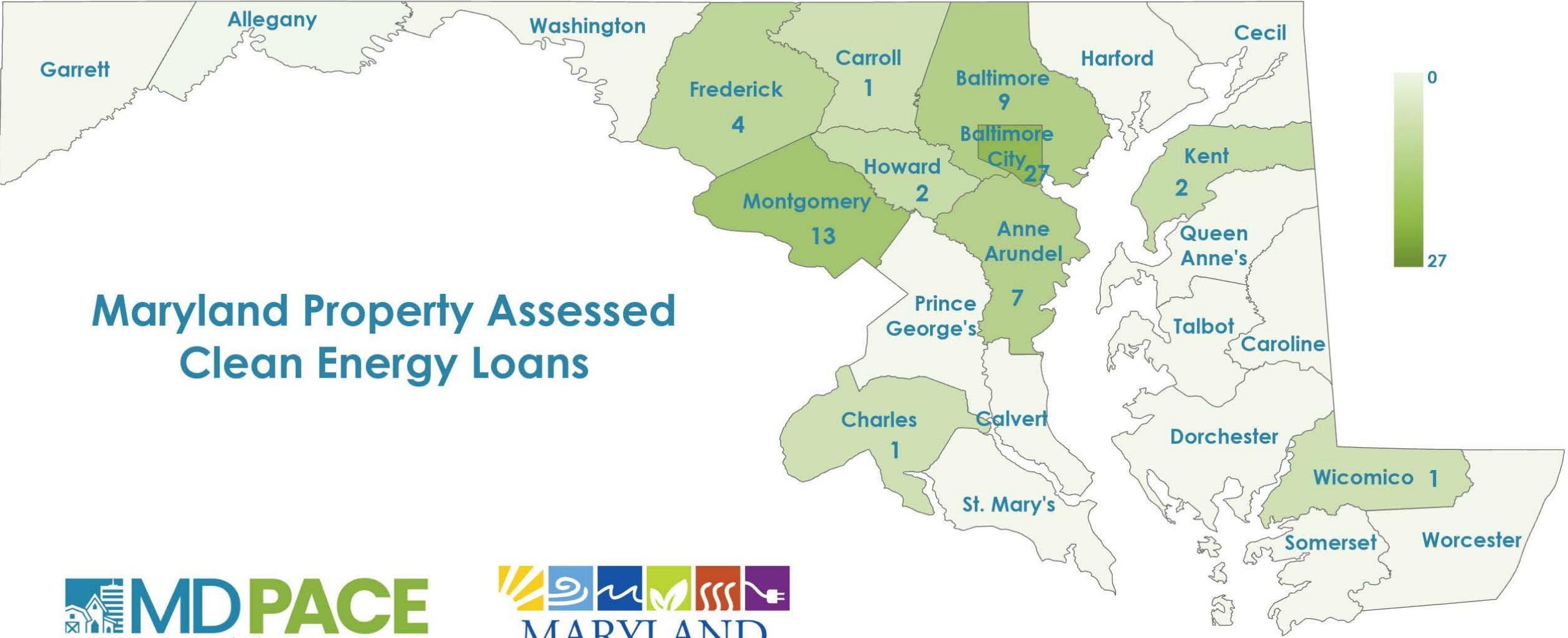
ELECTRIC

FINANCING NO AND LOW-COST LOANS for HOMEOWNERS

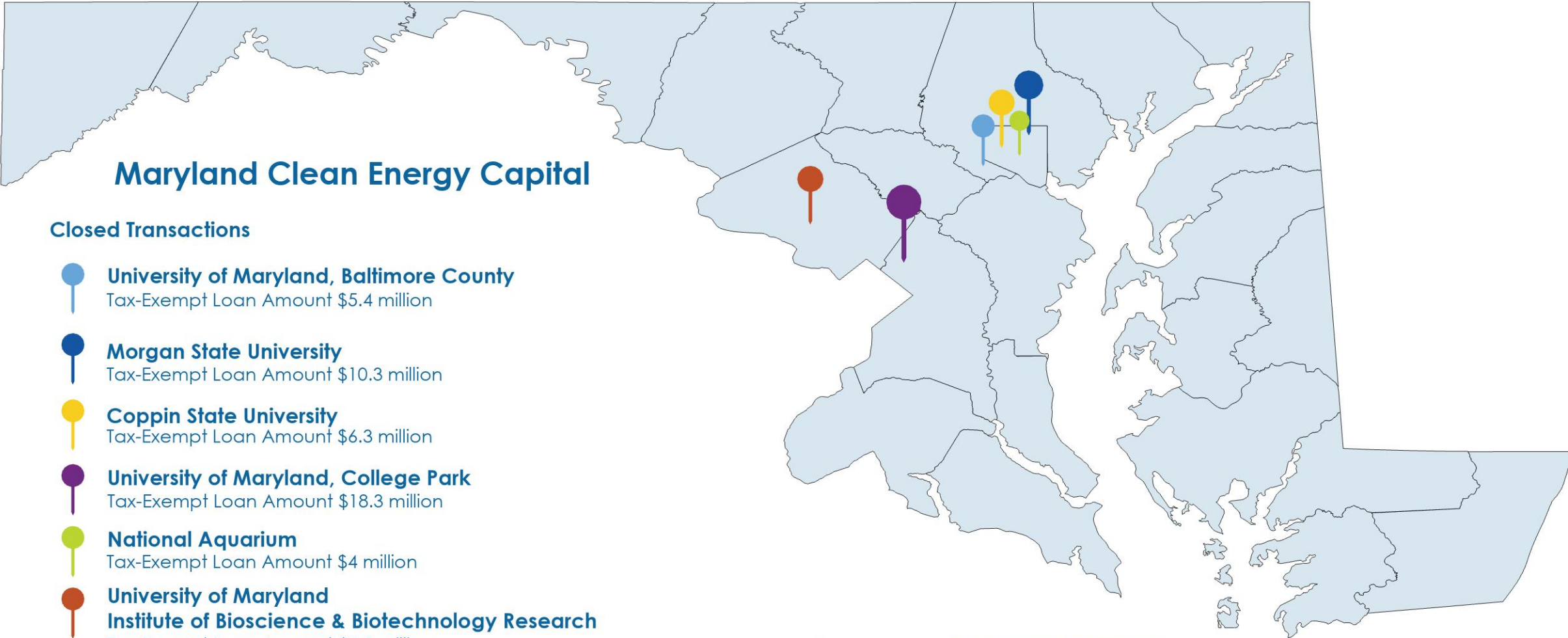




MARYLAND PROP



BOND FINANCING for Large Scale Projects



Maryland Clean Energy Capital

Closed Transactions

-  **University of Maryland, Baltimore County**
Tax-Exempt Loan Amount \$5.4 million
-  **Morgan State University**
Tax-Exempt Loan Amount \$10.3 million
-  **Coppin State University**
Tax-Exempt Loan Amount \$6.3 million
-  **University of Maryland, College Park**
Tax-Exempt Loan Amount \$18.3 million
-  **National Aquarium**
Tax-Exempt Loan Amount \$4 million
-  **University of Maryland
Institute of Bioscience & Biotechnology Research**
Tax-Exempt Loan Amount \$6.2 million



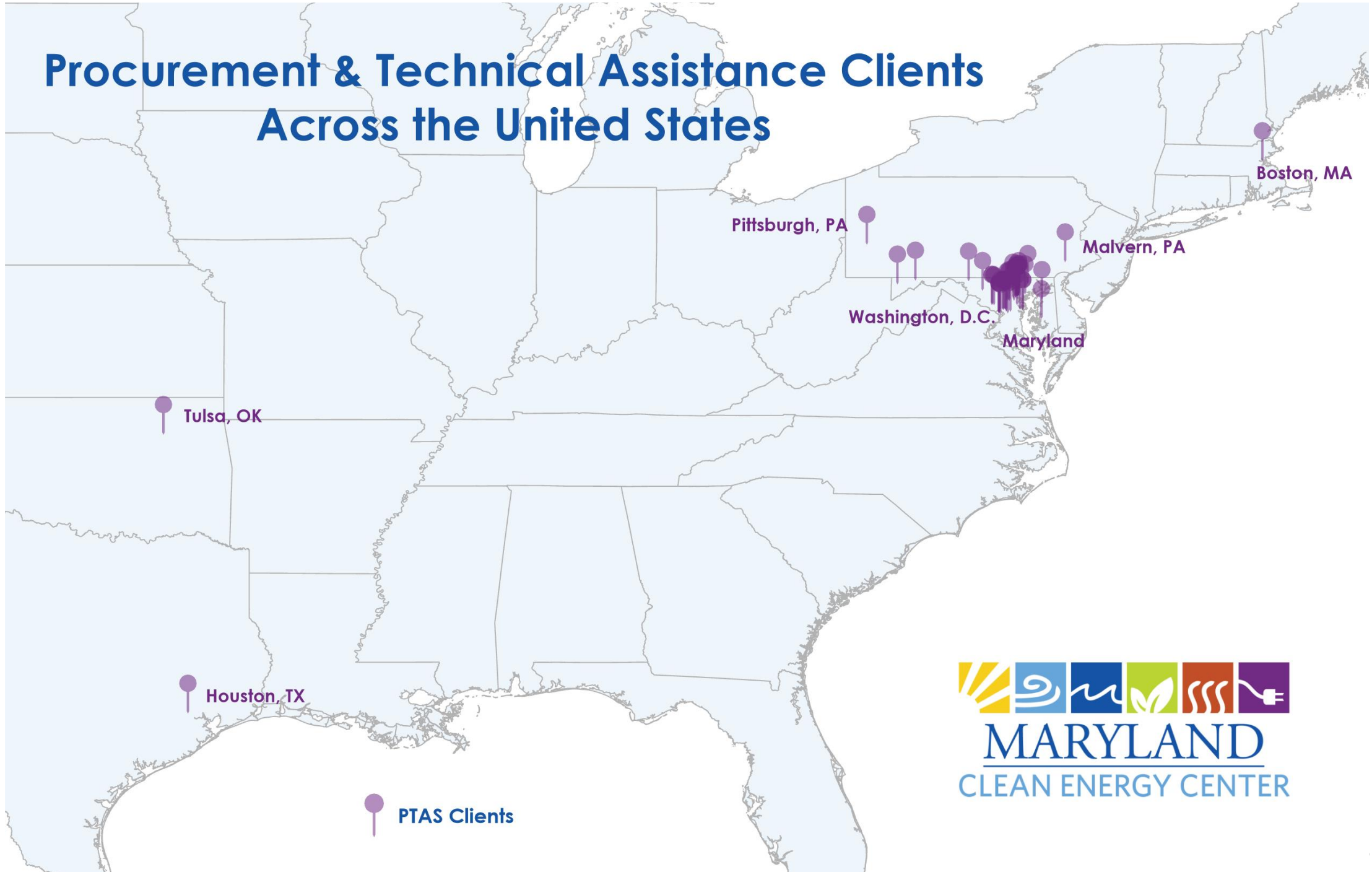
FEE for SERVICE PROJECT ACTIVITY

Procurement & Technical Assistance Clients by Organization Type

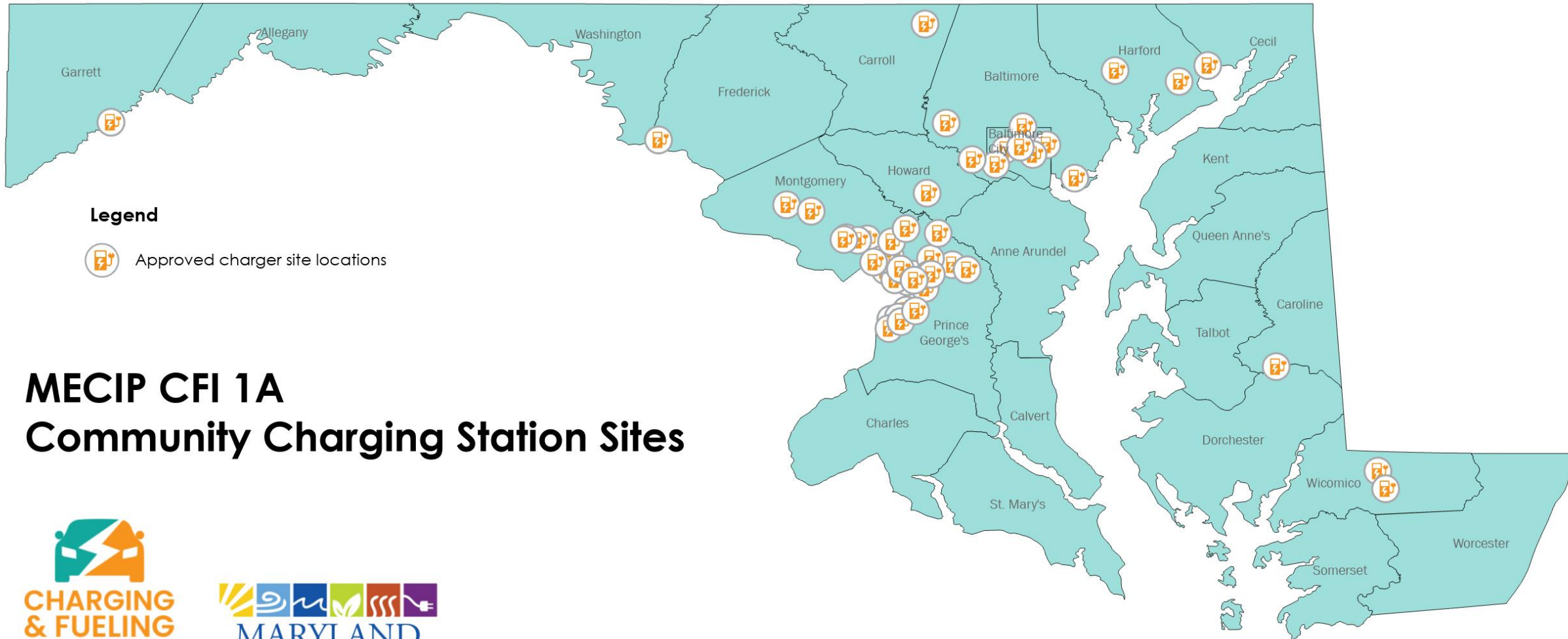
- Non-profit organizations
- Utilities
- Schools & Institutions
- Maryland State Agencies
- Maryland Local Government
- Greenbank
- Other Private Sector Entities



Procurement & Technical Assistance Clients Across the United States



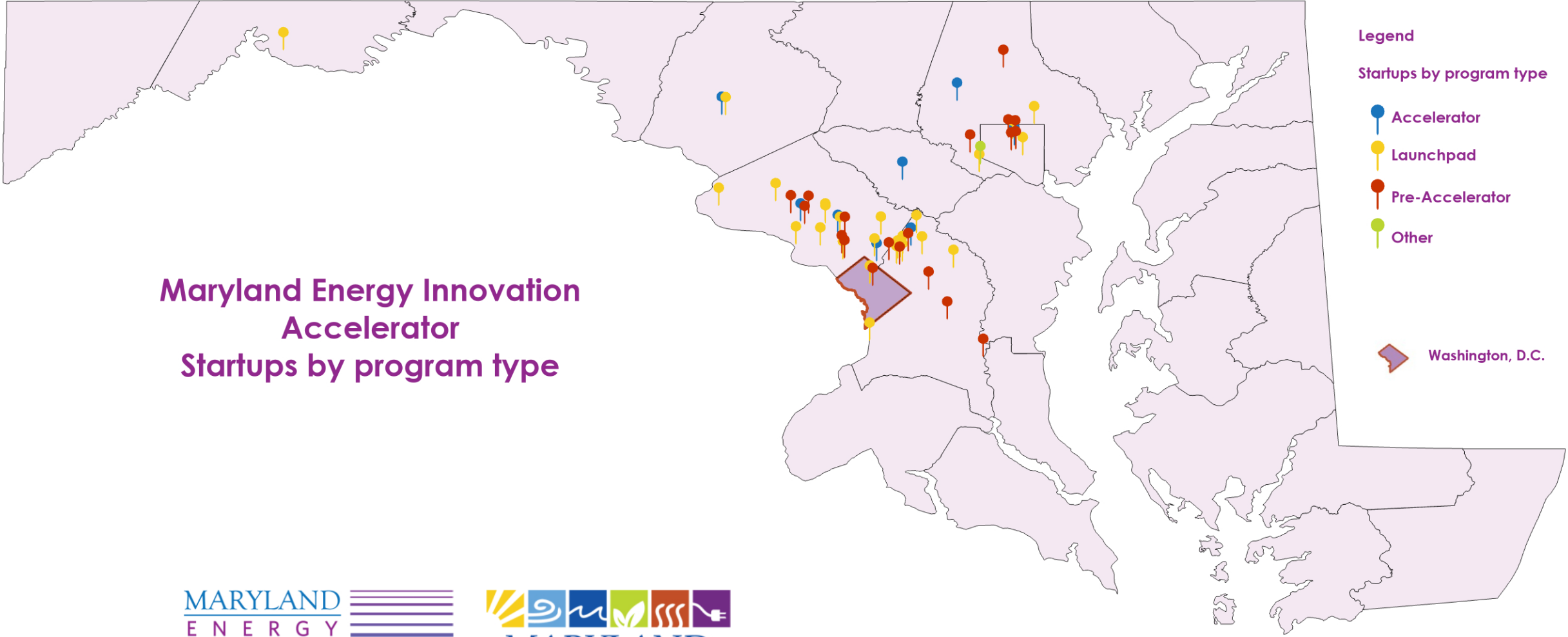
EV CHARGING STATION PLANNED DEPLOYMENT



MECIP CFI 1A Community Charging Station Sites



CLIMATE TECH INNOVATION ADVANCEMENT



MCEC Board of Directors Meeting Calendar FY 2026

Date	Event	Venue	Time
Monday, July 28	Board Meeting	Zoom-MCEC Conference	1:00 PM - 3:00 PM
Thursday, August 21	C3 Fund Investment Oversight Committee Meeting	Zoom	3:30 PM - 5:00 PM
Monday, September 29	Board Meeting	Zoom-MCEC Conference	1:00 PM - 3:00 PM
Tuesday, October 14	Clean Energy Summit & Climate Tech Exchange	Marriott College Park	10:00 AM START
Wednesday, October 15	Clean Energy Summit	Marriott College Park	5:00 PM END
Thursday, October 23	C3 Fund Investment Oversight Committee Meeting	Zoom	3:30 PM - 5:00 PM
Wednesday, November 20	Board Meeting & Retreat	TBD	9:00 AM - 5:00 PM
Thursday, December 18	C3 Fund Investment Oversight Committee Meeting	Zoom	3:30 PM - 5:00 PM
Monday, January	Board Meeting	Zoom-MCEC Conference	1:00 PM - 3:00 PM
Thursday, February 26	C3 Fund Investment Oversight Committee Meeting	Zoom	3:30 PM - 5:00 PM
Monday, March	Board Meeting	Zoom-MCEC Conference	1:00 PM - 3:00 PM
Thursday, April 16	C3 Fund Investment Oversight Committee Meeting	Zoom	3:30 PM - 5:00 PM
Monday, May 25	Board Meeting	Zoom-MCEC Conference	1:00 PM - 3:00 PM
Thursday, June 18	C3 Fund Investment Oversight Committee Meeting	Zoom	3:30 PM - 5:00 PM

VII-E. EXPENSE REPORTS

MCEC reimburses employees for reasonable business travel expenses incurred while on assignments away from the usual work location. Employees are responsible for submitting accurate expense reimbursement forms and respecting the limited budget available for travel and training.

Some expenses require advance approval by the Executive Director, including:

- Out-of-state travel
- Any individual expense over \$200.00

To be reimbursed, employees must submit expense reports to their manager for approval within 30 days from the date the expense was incurred.

Expenses Generally Reimbursed:

- Mileage costs for the use of personal cars will be reimbursed at the current state mileage rate.
 - Reimbursement is based on business-related miles driven, minus normal commuting miles from the employee's home to their regular work location.
 - For employees who do not have personal transportation and are required to travel for work, mileage will be reimbursed as if the employee had a personal vehicle to ensure fairness and equity.
 - Special consideration for business travel (e.g., rental cars, rideshare, public transportation) will be given when it makes business sense and must be pre-approved by the Executive Director.
- Cost of standard accommodations in low- to mid-priced hotels, motels, or similar lodgings (receipt required).
- Toll bridge, turnpike, and parking charges (receipt required).
- Mobile phone expense allowance, if applicable.
- Reimbursement for educational assistance and/or continuing education, when approved in advance by the Executive Director.

Documentation Requirements:

- All expenses must be supported by receipts attached to the expense report.
- If a tear-off check stub is used as a receipt, it must reflect the date, the payee, and the amount.
- If a personal check is used, a copy of the check will serve as proof of payment.
- Hotel expenses must be supported by a paid, itemized hotel receipt.
- Meal receipts must also be attached to the expense report, clearly indicating the date, the meal occurrence, and the total charges.
- If a meal receipt is misplaced, the standard State meal rate may be substituted.
- MCEC will not reimburse the cost of meals included in conference program fees or any expenses for alcoholic beverages.

Mode of Travel:

Employees must select the most cost-effective mode of transportation based on time, distance, and business needs.

Privately Owned Vehicles:

Employees may use personal vehicles for business travel.

- Mileage reimbursement is at the prevailing state rate for miles traveled beyond the employee's normal home-to-office commuting distance.
- Toll bridge, turnpike, and parking charges may be reimbursed with appropriate receipts.

Employees Without Personal Transportation

MCEC recognizes that some employees may not have access to a personal vehicle. To ensure equitable access to necessary work-related travel opportunities:

- Employees who do not own or have access to a personal vehicle will be reimbursed for business-related travel as if they had a personal vehicle, at the current state mileage rate, for miles traveled beyond their normal commuting distance.
- These employees are encouraged to use the most cost-effective mode of transportation, such as public transit, rideshare services, or car rentals.
- Reimbursement for rideshare services, public transportation, or car rentals may be approved with prior manager approval when it is the most practical and cost-effective option for business travel.
- All travel expenses must comply with MCEC's expense reporting guidelines, including pre-approval (where required) and submission of receipts.

Additional Guidelines:

Employees should contact their supervisor for guidance on travel arrangements, expense reports, or any other business travel issues.

Abuse of this policy, including falsifying expense reports for costs not incurred may result in disciplinary action, up to and including termination of employment.

Employees involved in accidents while traveling on business must promptly report the incident to their immediate supervisor.

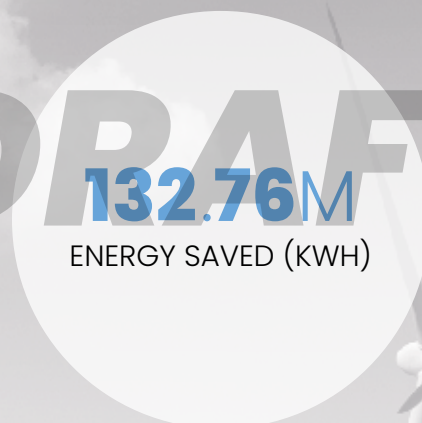
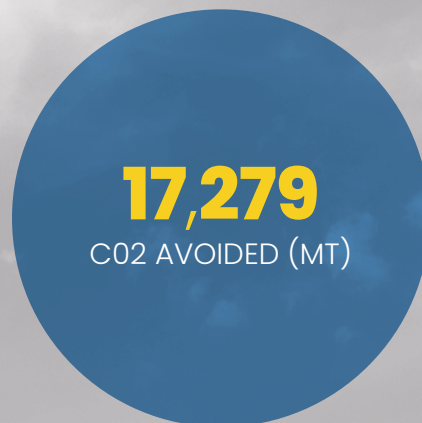


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FY26 STRATEGIC PLAN

PREPARED FOR THE BOARD OF DIRECTORS



Mission

MCEC accelerates a clean energy future by driving economic development, fostering innovation, providing access to capital, and enabling environmental justice

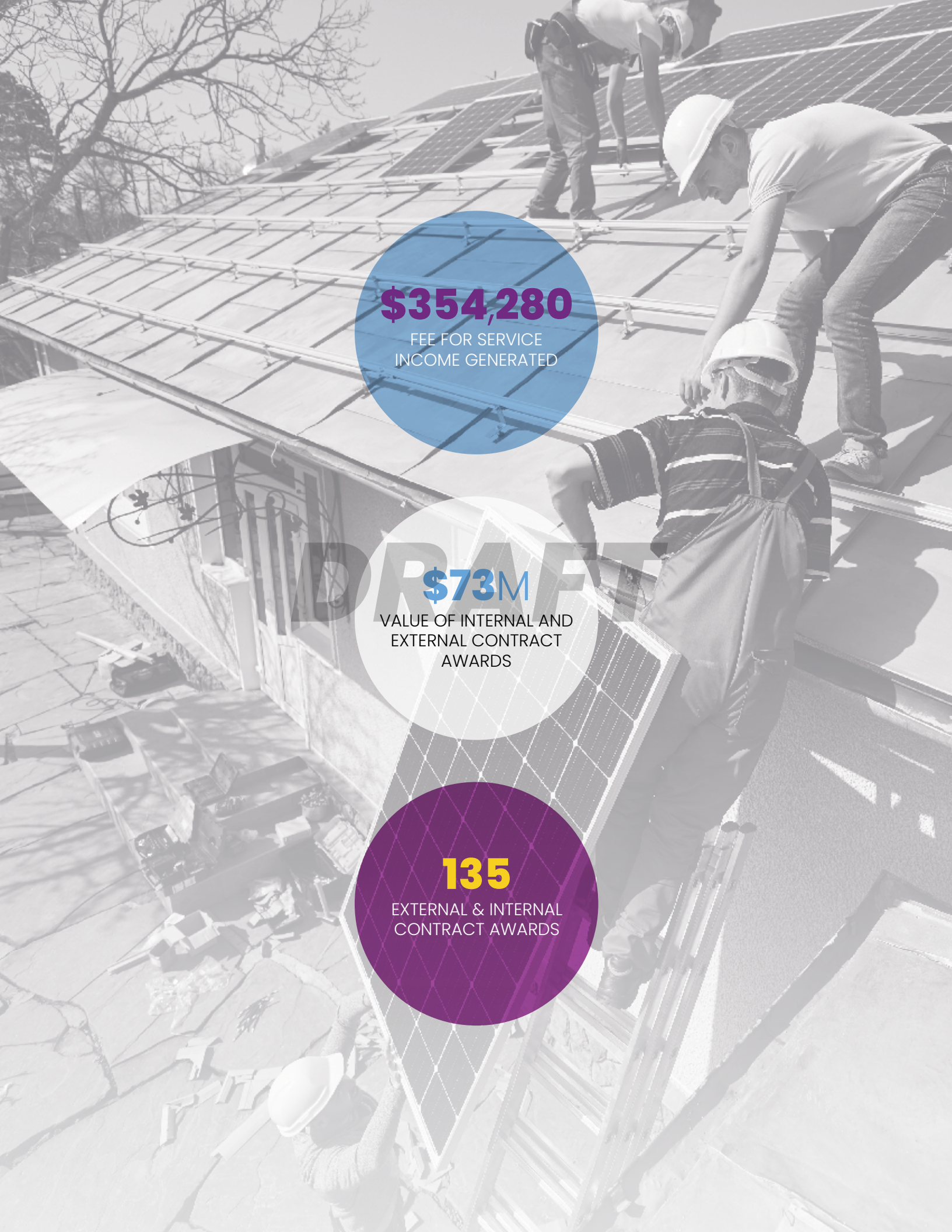
“Maryland has achieved **net-zero emissions** and is realizing the resulting economic, environmental, and societal benefits.”

Vision

The Maryland Clean Energy economy is robust and the state is a national leader in moving innovative climate technology solutions to the market. Maryland consumers have convenient and affordable access to clean renewable energy, energy demand reduction and cost saving solutions for their homes, businesses, schools and communities to mitigate and adapt to climate change impacts.

STATUTORY PURPOSE/GOALS:

- ▶ **Promote economic development and jobs in the clean energy industry sector in the State**
 - Provide technical, procurement and project management assistance to support Implementation of clean energy and climate solutions
 - Drive transactional growth and financial program expansion
 - Secure and deploy diverse funding sources to implement measures
- ▶ **Promote the deployment of clean energy technology in the State**
 - Increase awareness of clean energy, climate mitigation & climate adaptation solutions and measures
 - Expand MCEC brand visibility in target markets
- ▶ **Serve as an incubator for the development of clean energy industry in the State**
 - Launch climate tech companies and bring new technologies to market, strengthening the Climate Tech Ecosystem in Maryland
- ▶ **Collect, analyze and disseminate industry data**
 - Optimize internal operations, talent and technology
- ▶ **Provide outreach and technical support to further the clean energy Industry in the State**
 - Serve as a resource, coordinate strategic partnerships, engage and convene stakeholders



\$354,280

FEE FOR SERVICE
INCOME GENERATED

\$73M

VALUE OF INTERNAL AND
EXTERNAL CONTRACT
AWARDS

135

EXTERNAL & INTERNAL
CONTRACT AWARDS

PTAS

Provide Technical, Procurement and Project Management Assistance to Support Implementation of Clean Energy and Climate Solutions

OBJECTIVES/GOALS

- ▶ Provide cost-effective and efficient procurement, contract management, and technical advisory services to facilitate project implementation
- ▶ Increase fee for service income generated from client services to support programmatic activities
- ▶ Connect PTAS Clients to all applicable MCEC programs and serve as a primary source of new business development for MCEC Financing
- ▶ Manage MCEC procurements, including contract development, management and dispute resolution

TACTICS

- ▶ Identify and secure funding to expand staff capacity with key hires to create a corps of project navigators, which will serve to support local project development and generate further demand for MCEC services, programs and financing capabilities
- ▶ Promote PTAS capabilities to target market audiences to generate pipeline of demand and increase fee for service revenue; targeting municipalities, schools/institutions, and multifamily residential markets
- ▶ Implement and utilize procurement management software applications to improve processes and procedures for services, solicitation, contracts and transaction management efficiently and effectively
- ▶ Centralize state energy and climate procurements on MCEC website
- ▶ Improve procurement and contract template development and management process; improve utilization of existing templates with user restricted web access
- ▶ Manage internal and external procurement achieving related MBE goals
 - Recompete Owner's Rep Services MSA
 - Execute a Solar Construction MSA Procurement
 - Complete Solar For All related solicitations and establish a roster of pre-qualified solar and storage installers
- ▶ Facilitate contract awards and provide effective contract management
 - Increase utilization of Decarbonization Solutions MSA to assist clients to implement and finance projects
 - Partner with vendors to generate demand for MCEC services, programs and financing
- ▶ Effectively manage client relations
- ▶ Map sites where MCEC and PTAS have provided project assistance in some capacity

4,600
TOTAL NUMBER
OF TRANSACTIONS

\$239.52M
LEVERAGED INVESTMENT
10.24X RATIO
OF RETURN

\$912,956
DIRECT LENDING
VALUE

Finance Programs

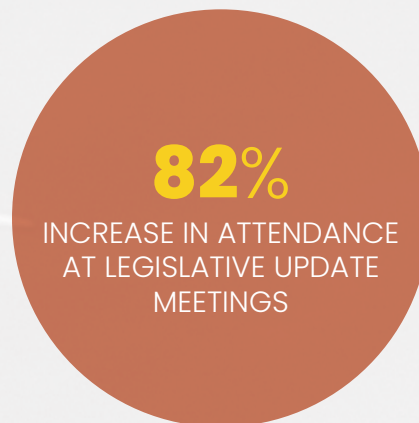
Provide Technical, Procurement and Project Management Assistance to Support Implementation of Clean Energy and Climate Solutions

OBJECTIVES/GOALS

- Manage effective financing programs to serve target markets
- Build a more robust pipeline of financeable projects
- Create partnerships between project developers, capital providers and end users
- Develop new financing programs and products by leveraging additional public capital to achieve specific priority GHG reduction strategies including, clean transportation, building energy performance, deep energy retrofits and clean energy generation
- Crowd in additional private capital to increase investment through MCEC
- Design innovative financial solutions and products for mobilizing capital for underserved markets

TACTICS

- **Build transactional pipeline for future MCAP and additional tax-exempt financing deals**
 - Target Institutions, public purpose facilities, municipal buildings and school facilities
 - Develop strategic partnerships with capital providers
- **Extend and enhance Clean Energy Advantage Loan program offering for homeowners**
 - Enhance and increase uptake of residential lending products and programs with addition of loans for appliances and solar
- **Develop financing solutions to facilitate BEPS adoption by property owners**
- **Improve and Increase utilization of MDPACE program for commercial property owners**
 - Modify state enabling statute to improve program feasibility (e.g., to enable capital providers to collect and service loans directly)
 - Promote adoption of updated ordinances at county level
- **Deploy funds and grow the Climate Catalytic Capital Fund (C3 Fund)**
- **Support Solar For All grant delivery**
 - Implement revolving loan fund for tax credit bridge
 - Identify partner to Implement loan program for single family low income homeowners
- **Build NCIF pipeline and implement process to deploy funds, pending resolution of court rulings**
- **Utilize DOE loan program and other partnership opportunities to implement innovative financing strategies**



Stakeholder Relations

Serve as a Resource, Coordinate Strategic Partnerships, Engage and Convene Stakeholders

OBJECTIVES/GOALS

- ▶ Secure additional operating and leveraging capital for MCEC
- ▶ Maintain MCEC as a credible source of information in relation to the Maryland policy and regulatory landscape
- ▶ Convene industry representatives to enable networking and partnership opportunities
- ▶ Provide dedicated efforts to foster environmental justice and equity through outreach and community development initiatives

TACTICS

- ▶ **Advance legislation to increase the state investment in leveraging private capital, enabling project development and sustainably supporting MCEC operations**
 - Engage policymakers and represent MCEC with local, state and federal elected and agency officials
- ▶ **Track energy and climate associated policy and legislative activity, with weekly reports and updates to stakeholder audiences during the Legislative Session of the Maryland General Assembly**
- ▶ **Engage industry leaders and environmental advocates to increase awareness and build support for MCEC**
 - Coordinate Advisory Council membership appointments and survey
 - Host solar and clean energy continuing education session at the annual conference of the Maryland Realtors Association
- ▶ **Host successful networking events to facilitate partnerships with and between industry and government**
 - Host annual Legislative Reception, site visits and networking events
- ▶ **Engage and Educate Consumers**
 - Launch and promote access to Consumer Awareness web pages
 - Participate in and host consumer outreach events and workshops
 - Create, publish and distribute multi-lingual consumer oriented collateral materials
 - Partner with industry focused organizations to produce and release podcast sessions
- ▶ **Engage and Educate Community Leaders**
 - Convene and coordinate activities of a statewide Climate Equity Action Team (CEAT) to advance energy and environmental justice
 - Publish and distribute Community Climate Action Planning Toolkit



11
NEW PRODUCTS
DEVELOPED

\$37M
GRANT & SPONSORSHIP
REVENUE FOR
STARTUP TEAMS

9
COMPANIES
FORMED

MEIA

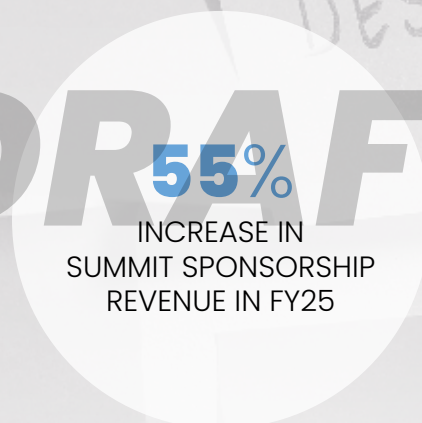
Launch Climate Tech Companies and Bring New Technologies to Market, Strengthening Maryland Climate Tech Ecosystem

OBJECTIVES/GOALS

- ▶ Empower diverse founders to build climate tech start-ups, creating new companies and job opportunities
- ▶ Bring new clean energy, climate mitigation and climate adaption technologies to market
- ▶ Play a leadership role in promoting the Maryland Climate Tech Ecosystem
- ▶ Increase awareness of MEIA programs and participant companies

TACTICS

- ▶ **Operate a multi-phase accelerator program to create or expand MD-based clean energy business through supporting participating start-up teams**
 - Continue to offer Pre-Accelerator and Launchpad Programs
 - Build & Launch new Phase 2 – Prototyping & Manufacturing Program Modules
- ▶ **Make investments in eligible start-ups via Climate Tech Founders Fund and manage the Climate Tech Founders Fund Oversight Committee**
 - Scale up Phase 3- Early Stage Investment Readiness
- ▶ **Implement marketing strategies to build awareness for companies, MEIA programs and Maryland Climate Tech Eco-system**
- ▶ **Host Events showcase companies, investors partners and participants in the Maryland Climate Tech Ecosystem**
 - Host Climate Tech Exchange
 - Host ideation session to attract new corporate partners and build partnerships with state and county economic development offices
 - Conduct site visits to labs and companies for legislators
 - Coordinate MD ARPA-E presence with partners
- ▶ **Pursue and secure grant revenue to support delivery of tactics**
- ▶ **Proactively build relationships with venture investors to attract third party investment capital**



Marketing & Communications

Increase Awareness of Maryland Clean Energy Center, Climate Mitigation & Climate Adaptation Solutions and Measures

OBJECTIVES/GOALS

- ▶ Increase awareness of MCEC brand, programs and services offered to home and business owners, small contractors, developers, local governments and market entrants
- ▶ Demonstrate the value of MCEC’s work to legislators & event attendees, secure positive sentiment and intention to fund, showcase our leadership in field, ability to stimulate economic development in clean energy, and convene clean energy power players
- ▶ Implement tools and procedures to improve department capabilities and efficiency

TACTICS

- | | |
|--|--|
| <ul style="list-style-type: none">▶ Develop and execute a strategic marketing plan that drives brand visibility and delivers measurable results across targeted channels<ul style="list-style-type: none">• Position MCEC as Maryland’s Clean Energy leader• Promote MCEC as a premiere hub and resource for clean energy information, innovation, collaboration, policy, planning, project development & implementation• Showcase MCEC’s pivotal role in stimulating economic development and advancing Maryland’s clean energy goals▶ Define & elevate MCEC brand▶ Build department foundation for growth▶ Develop MCEC presentations & materials▶ Host and promote events to engage stakeholders & provide networking opportunities<ul style="list-style-type: none">• Annual Clean Energy Summit• Annual Legislative Reception• Networking Series | <ul style="list-style-type: none">▶ Produce and distribute reports, publications & collateral▶ Increase the number and financial commitment of sponsor partnerships<ul style="list-style-type: none">• Launch annual sponsorship program▶ Evolve and improve websites▶ Expand audiences across digital platforms, improve content & increase engagement▶ Support innovation (MEIA) marketing & communications▶ Support grants programs and initiatives▶ Promote MCEC financing, procurement & technical support services<ul style="list-style-type: none">• Support fee for service pipeline• CEA marketing campaign▶ Targeted outreach to consumers in low income and underserved communities |
|--|--|

\$136.12M

GRANT FUNDS
AWARDED TO MCEC

87 EV

COMMUNITY CHARGING
STATIONS TO BE
INSTALLED THROUGHOUT
MARYLAND

10,027

HOUSEHOLDS TO
BENEFIT FROM SOLAR
FOR ALL PROJECTS

Grants

Secure and Deploy Diverse Funding Sources

OBJECTIVES/GOALS

- ▶ Successfully apply for and securing grant awards
- ▶ Ensure effective grant budget management
- ▶ Deliver competent management and compliance of awards secured

TACTICS

- ▶ **Identify, prepare and submit new applications to secure additional grant funds to support MCEC operations, initiatives, projects and programs**
- ▶ **Effectively manage and support current funding awards**
INCLUDES:
 - EPA Solar For All Grant (SFA)
 - US DOT FHWA Charging & Fueling Infrastructure (CFI) Grant 1.A funded partnership and deliverables
 - State Wood Energy Team Grant funded partnership and deliverables- USDA/DNR/Wood Innovation
 - US Energy Foundation Grant funded partnership and deliverables
- ▶ **Be prepared to implement pending awards**
INCLUDES:
 - Charging & Fueling Infrastructure (CFI) Grant 1.B
 - DOE Building Codes
 - US Dept. of Commerce EDA Build to Scale
 - Abell Foundation
- ▶ **Obtain federally negotiated overhead rate**
- ▶ **Hire Sr. Accounting Manager to support and refine grant funding and financial reporting**



22
FULL TIME
MCEC STAFF

\$8.13M
FY25 TOTAL
REVENUE

\$7.95M
FY25 TOTAL
OPERATING
EXPENSES

Admin & Operations

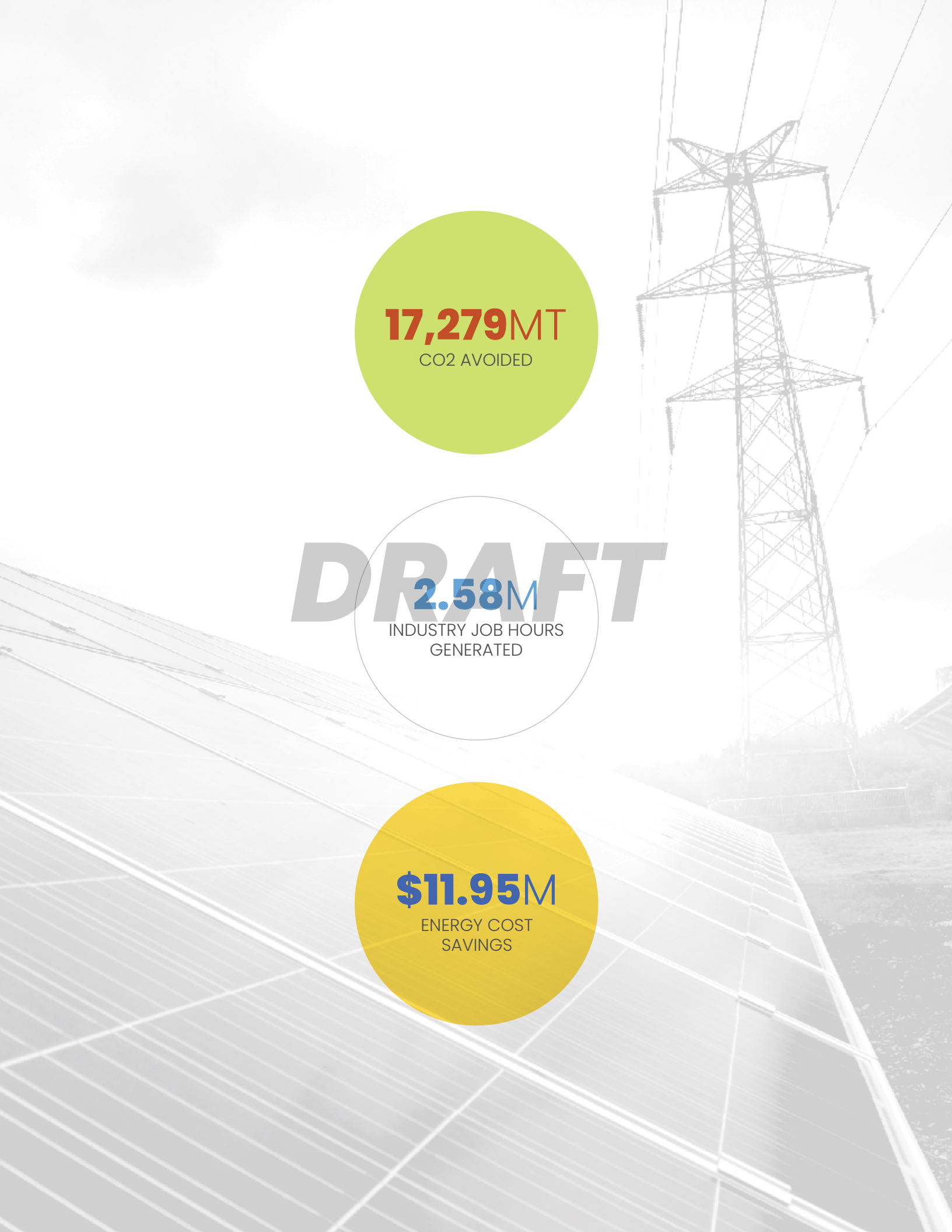
Optimize Internal Operations, Talent and Technology

OBJECTIVES/GOALS

- ▶ Improve operations management through the adoption of appropriate technology tools, processes and procedures
- ▶ Provide administrative leadership to enable effective operations, delivery of services and stakeholder support
- ▶ Build capacity with added personnel and implement professional development opportunities to expand and enhance skills of existing staff
- ▶ Deliver effective fiscal management and accountability

TACTICS

- ▶ Provide effective administrative support and fiscal management
- ▶ Implement tools, processes and procedures to improve overall operations management
 - Implement CRM software to improve project and grant management
 - Implement new accounting software to improve processes and capability
 - Source and consider implementation of event and ticketing software
 - Create an Operations Manual cataloging processes and documenting procedures as a resource for current and future staff
- ▶ Employ and manage qualified personnel and expand capacity to support certain activity



17,279MT
CO2 AVOIDED

2.58M
INDUSTRY JOB HOURS
GENERATED

\$11.95M
ENERGY COST
SAVINGS

DRAFT

DRAFT

2025 MCEC KPIs

MCEC IMPACT METRICS	CUMULATIVE TOTALS Through 6/16/2025
Leveraged Investment	\$239.52 M
Leveraged Ratio	10.24x
Total Number of Transactions	4600
Direct Lending Value	\$912,956
Fee-for-Service Income Generated	\$354,280
Total value of Contract (Awards Internal & External)	\$73 M
Grant Funds Awarded	\$136.12 M
Energy Saved (kWh)	132.77 M
Energy Cost Savings \$	\$11.95 M
Energy (BTU) Saved	1.96 M
BTU Cost Savings	\$950,120
Greenhouse Gas Reduction (Tons-Nox, Sox, Methane)	13
CO2 Avoided (MT)	17,279
Water/Sewer Conservation	\$111,606
Water/Sewer Conservation Cost Savings	\$543,794
Industry Job Hours	2.58 M


INNOVATION IMPACT METRICS	
Companies Formed	9
Third Party Capital Investment	\$37 M
Grant & Sponsorship Revenue for Teams	\$31.70 M
Patents Filed	84
New Products Developed	11




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FY 2025 OPEX Budget

	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Total 2026	Total 2025	Total 2025	
	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Budget	Notes
Income																
4000 Revenue																
Federal Grants																
SFA Indirects	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	150,000	685,320	103,000	See separate grant budgets
CFI 1A	0	0	0	0	0	0	0	0	0	0	0	0	0			no indirects in CFI 1A
CFI 1B	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000			
USDA DNR (MD)				137,500									137,500	112,338	100,000	note: audit will recognize full grant but for cash purposes, only 2026 receipts noted
State Grants																
MEIF	300,000			300,000			300,000			300,000			1,200,000	1,200,000	1,200,000	
MEA Support of SFA					125,000								125,000			
META	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	100,000			
Foundational Grants																
US Energy Foundation	125,000												125,000			
Abell Foundation	90,000												90,000			
Total 4100 Grant Revenue	540,833	25,833	25,833	463,333	150,833	25,833	325,833	25,833	25,833	325,833	25,833	25,833	1,987,500	1,997,658	1,653,000	
Programs																
C3 Fund Allocation + Direct	20,833	20,833	20,833	5,020,833	20,833	20,833	20,833	20,833	20,833	20,833	20,833	20,833	5,250,000	5,000,000		
4176 Seminars & Training													0	600	2,400	
4200 Interest Income	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	90,000	115,844	142,200	
4500 Events Income														0		
4521 Event Sponsors	0	0	0	150,000	0	0	0	32,000	0	0	0	0	182,000	178,500	154,050	
4522 Event Registration	0	0	0	75,000	0	0	0	13,000	0	0	0	0	88,000	96,527	67,375	
Total 4500 Events Income	0	0	0	225,000	0	0	0	45,000	0	0	0	0	270,000	275,027	221,425	
4800 MCAP Fees Revenue																
4802 MCAP Application Fees													0	10,000	10,000	
4803 MCAP Project Development Fees			50,000										50,000	0	50,000	
4804 MCAP Annual Admin Fees					16,000			8,000		6,000			30,000	31,041	53,450	
4805 MCAP Shared Savings												27,500	27,500	52,554	40,027	
Total 4800 MCAP Fees Revenue	0	0	50,000	0	16,000	0	0	8,000	0	6,000	0	27,500	107,500	93,595	153,477	
4909 CEA Program Admin Fee Revenue																
4911 CEA/MCEC Admin Fees	50,730			50,730									101,460	319,689	91,830	program ends 12/31/2025
4912 MCOGB Share of CEA Services	1,458	1,458	1,458	1,458	1,458	1,458							8,750	17,499	17,499	
Total 4909 CEA Program Admin Fee Revenue	52,188	1,458	1,458	52,188	1,458	1,458	0	0	0	0	0	0	110,210	337,188	109,329	
4920 MDPACE Servicing Revenue																
4921 MDPACE Deal Closing Revenue						17,000				17,000			34,000	33,899		
Total 4922 MDPACE Revenue	0	0	0	0	0	17,000	0	65,000	0	17,000	0	65,000	164,000			
4975 Consulting Fees	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	150,000	124,788	150,000	
Total Income	633,855	68,125	118,125	5,781,355	209,125	85,125	366,667	184,667	66,667	389,667	66,667	159,167	8,129,210	7,980,098	2,440,831	
Expenses																
5100 Salaries & Benefits																
5121 Salaries - Administrative Staff	155,238	232,857	155,238	170,623	170,623	170,623	255,934	170,623	170,623	170,623	170,623	170,623	2,164,251	1,074,940	1,178,105	
5123 Payroll Service Fees	944	944	944	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	1,003	11,859	11,467	16,137	
5124 Performance Awards													0	5,000		
5180 Employer Taxes	12,885	19,327	12,885	14,162	14,162	14,162	21,243	14,162	14,162	14,162	14,162	14,162	179,633	125,681	131,650	
5181 Health Benefits	20,181	30,271	20,181	22,181	22,181	22,181	33,271	22,181	22,181	22,181	22,181	22,181	281,353	96,928	222,059	
5198 401k Employer Match	8,383	12,574	8,383	9,214	9,214	9,214	13,820	9,214	9,214	9,214	9,214	9,214	116,870	46,736	85,650	
5199 Workers Comp & Disability Insurance	696	1,044	696	765	765	765	1,147	765	765	765	765	765	9,700	6,309	7,106	
Total 5100 Salaries & Benefits	198,327	297,018	198,327	217,947	217,947	217,947	326,419	217,947	217,947	217,947	217,947	217,947	2,763,665	1,367,060	1,640,707	
SALARIES & FRINGE ESTIMATED COVERED BY:																

Maryland Clean Energy Center
FY 2025 OPEX Budget

[illegible]

Maryland Clean Energy Center
FY 2025 OPEX Budget

	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Total 2026	Total 2025	Total 2025	Notes
	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Projected	Budget	
5961 Servicing													0	33,943	15,000	
5962 Website Hosting													0	251		
5963 Professional Services – Legal													0	2,475		
5964 Marketing Collateral													0	2,109		
5965 Program administration	4,400	4,400	2,200	2,200	2,200	2,200	2,200	2,362	2,200	2,200	2,200	2,362	31,124	0		Anmol/Keith making adjustments here for Alterdomus
Total 5960 MDPACE Support	4,400	4,400	2,200	2,200	2,200	2,200	2,200	2,362	2,200	2,200	2,200	2,362	31,124	38,778	15,000	
C3F Support															0	
Other expenses													0			
Outside contractors	13,333	13,333	13,333	13,333	13,333	13,333	13,333	13,333	13,333	13,333	13,333	13,333	160,000	190,171	160,000	WSP contract. Valuation services – take out of \$3.75M
Professional services – accounting			20,500										20,500	0	20,500	
Professional services – legal			5,000			5,000			5,000			5,000	20,000	12,825	20,000	
Program Support	3,667	3,667	3,667	3,667	3,667	3,667	3,667	3,667	3,667	3,667	3,667	3,667	44,000	304,417	44,000	allocation of MCEC internal salaries to this program
Total C3F Support	17,000	17,000	42,500	17,000	17,000	22,000	17,000	17,000	22,000	17,000	17,000	22,000	244,500	507,990	244,500	
5850 CEA Overhead support																
5851 Program Administration	8,333	8,333	8,333	8,333	8,333	8,333							50,000			
5852 Program Coordinator	5,320	5,320	5,320	5,320	5,320	5,320							31,920	58,594	75,000	
5853 Legal Fees		150		150									300	4,286	600	
5854a Accounting Fees	1,000	1,000	1,000	1,000	1,000	1,000							6,000	12,000	12,000	
5855 Marketing–Website Development	83	83	83	83	83	83							500	167	1,000	
5856 Marketing–URL Fees & Hosting	47	47	47	47	47	47							281	94	563	
5857 Marketing–Maintenance & Updates	56	56	56	56	56	56							333	3,556	667	
5858 Marketing–Advertising & Direct Ma	2,500			2,500									5,000	3,000	18,000	
5860 Marketing–Collateral	750												750	416	1,500	
Total CEA Overhead support	18,089	14,989	14,839	17,489	14,839	14,839	0	0	0	0	0	0	95,084	141,813	109,330	any extension will be a budget amendment
Wood Energy Project Support														0	0	
Wood Energy Grant Coordinator	5,594	5,594	5,594	8,667	8,667	8,667	8,667	8,667	8,667	8,667	8,667	8,667	94,783	69,215	79,872	comp is accounted for in the reduction of salaries & fringe
Wood Energy Program Support																
Wood Energy Printing & Collateral					5,000				1,250			1,250	7,500	0	2,000	End of 23–25 grant thru 9/30. 25–27 starts 10/1/2025
Wood Energy Reports	25,000												25,000	1,000	6,000	
Wood Energy Travel Mileage/Expenses				208	208	208	208	208	208	208	208	208	1,875	13,803	7,440	
Wood Energy Contractual Services				833	833	833	833	833	833	833	833	833	7,500	4,000	16,000	
Total Wood Energy Project Support	30,594	5,594	5,594	9,708	14,708	9,708	9,708	9,708	10,958	9,708	9,708	10,958	136,658	88,042	111,312	
US Energy Foundation																
Reporting											3,390	4,500	7,890			
Translation services											3,800		3,800			
Travel	250	250	250	250	250	250	250	250	250	250	250	250	3,000			
Conferences	875	875	875	875	875	875	875	875	875	875	875	875	10,497			
Other overhead													0			
Total US Energy Foundation	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	8,315	5,625	25,187			
Abell Foundation																
Reporting												11,429	11,429			
Translation services												11,200	11,200			
Travel	250	250	250	250	250	250	250	250	250	250	250	250	3,000			
Conferences			2,263			2,263			2,263			2,263	9,050			
Other overhead											5,000		5,000			
Total Abell Foundation	250	250	2,513	250	250	2,513	250	250	2,513	250	5,250	25,142	39,679			
Total 6000 Program/Grant Support																
6300 Office Expense																
5817 IT Services	25	25	25	25	25	25	25	25	25	25	25	25	300	1,500	9,000	Alpha – remainder covered by SFA
5900 Office Supplies																
5901 Supplies – Office	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	15,559	24,000	to include comp–\$4500, dock stations–\$1650, fridge–\$1600, mw–\$100
5906 Copier Lease	200	200	200	200	200	200	200	200	200	200	200	200	2,400	684	2,400	SFA covering

Maryland Clean Energy Center
FY 2025 OPEX Budget

	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Total 2026	Total 2025	Total 2025	Notes
	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Proposed	Projected	Budget	
5904 Postage	42	42	42	42	42	42	42	42	42	42	42	42	500	308	500	
Total 5900 Office Supplies	2,242	2,242	2,242	2,242	2,242	2,242	2,242	2,242	2,242	2,242	2,242	2,242	26,900	16,551	26,900	
6301 Office Rent/Parking Fee	4,812	4,812	4,812	4,812	4,812	4,812	4,812	4,812	4,812	4,812	4,812	4,812	57,748	44,824	60,792	3101-\$3176/mo, \$3102-\$1635.33/mo. 1122-MEIA, 2122-SFA
6302 Insurance							3,000						3,000	956	2,000	
6303 Misc.	83	83	83	83	83	83	83	83	83	83	83	83	1,000	(850)	2,400	
6308 Janitorial	425	425	425	425	425	425	425	425	425	425	425	425	5,100	3,125	4,800	partially funded by grant indirects
6315 Telephone	1,255	1,255	1,255	1,330	1,330	1,330	1,330	1,330	1,330	1,330	1,330	1,330	15,735	10,449	12,885	
Total 6300 Office Expense	8,817	8,817	8,817	8,892	8,892	8,892	11,892	8,892	8,892	8,892	8,892	8,892	109,483	78,955	133,177	
6304 Dues	5,000	0	0	0	0	0	0	1,075	0	0	2,500	0	8,575			includes \$30k for PM software, genl increase due to # of licenses. WE NEED CRM COST (NOT COVERED BY GRANTS)
6351 Software Subscriptions	6,423	2,303	1,103	1,628	1,223	1,452	1,103	1,103	1,703	1,103	5,903	1,103	26,149	14,443	12,283	
Total Expenses	259,971	279,768	274,788	432,148	185,274	204,318	317,538	188,700	191,306	207,589	190,176	229,799	2,961,377	3,712,200	3,210,283	
Surplus/Deficit													5,167,833			
C3 Fund													(5,000,000)			
Net Surplus/Deficit	373,884	(211,643)	(156,663)	5,349,207	23,851	(119,193)	49,128	(4,034)	(124,639)	182,077	(123,510)	(70,632)	167,833			

MEMO



May 28, 2025

To: MCEC Board of Directors

**From: I. Katherine Magruder, Executive Director
Dorothy Kolb, Controller**

Re: Proposed FY26 Budget

Summary

Overall revenue is projected almost flat compared to total FY25 year-end projected revenue. Expenses anticipated in the proposed FY26 budget are projected to be significantly lower than FY25 projected expenses because MCEC is now tracking grant spending separately from operating expenses.

This proposed budget does request a 3% COLA for all employees other than hires who began working for MCEC in this past fiscal year, or those who received a mid- year performance bump in salary.

The overall projected net surplus to be realized at FY26 year end is \$167,833.

Revenue

Income for FY26 is projected to total \$8,129,210 with the largest share being grant revenue with the greatest amount accounted in \$5M for the final C3 Fund installment.

Fee generated revenue from PTAS activity and income projected from finance transaction fees is conservatively projected for FY 26, due to limits in staff capacity and long lead times to close deals which still need to be brought into the pipeline.

Revenue from events and program management offsets corresponding expenses. However, revenue associated with the MDPACE program will depend on one of two transactions currently in the pipeline closing in the FY26 period.

Expenses

Salaries & Benefits: These two categories amount to the most significant percentage of overall operating expenses. In addition to the COLA mentioned above, this category includes funds requested to correct certain salary compression issues.

The budget in this category also anticipates bringing the Controller into an in-house CFO position beginning in October 2025 and adding a Senior Accounting Manager with a focus on grant accounting pending approval of a grant budget amendment.

Staff have identified certain departments that are under strain with current capacity, which it may be necessary to address during the coming fiscal year, as additional sources of income are identified and confirmed. These include:

Finance-add a Loan Officer to manage processing of loans executed directly with and by MCEC through the C3 Fund and bringing loan servicing of MDPACE transactions in house. This position has been budgeted to start in September 2025.

PTAS- add more Project Managers to assist with contract management for clients and project development to build a more substantial project financing portfolio.

Marketing- The current workload for this division is considerable because it supports the activity of all MCEC departments, events and programs. It includes social media, a monthly newsletter, website content management, promotion of MEIA, sponsorship development and media relations. As MCEC is focused on building brand identity and increasing both potential client and consumer outreach in the strategic plan for the year ahead, successful outcomes are tied to the investment in this division but no new positions or spending on contractual services are currently being requested for FY26.

Six of the twenty-two positions MCEC supports are funded 100% by grant income and others supported in part by grant funding.

Administrative Travel: Staff is requesting an increase of \$8,000 from prior year levels to support client and business development efforts.

Board Meeting & Internal Conferences: Total budget request for this category increased from \$17,250 prior year budget to \$28,000 in FY26. Projected costs include an annual board retreat, an Advisory Council Meeting which did not take place in FY25 and added costs for four networking events. Those networking events were budgeted in response to the interest expressed to MCEC to be more proactive in assembling these types of activities by the Advisory Council.

External Conferences: Includes attendance and MACO and MML Summer Conferences and funds to enable professional development opportunities for staff, and the finance team.

Professional Development & Training: Costs shown in this category are included with the intent of implementing four leadership training workshops led by an HR consultant.

Events: This budget is generally flat in comparison to the FY25 budget for the same category covering the annual Summit and Legislative Reception. It is less than the actual FY25 budget because MCEC will not host a 15th anniversary celebration in FY26.

Contractual Services: This category includes costs for interns to support the Finance and Marketing divisions, as well as bank fees and fees for Auditors, HR Services, and Legal expenses- some of which are covered by grants. Accounting fees are also included to retain DK East under contract through September 2025.

Outside Contractors: This category includes expenses for the final installment of the search firm fee due to CSP, contractor fees to support grant activity and analysis, potential costs for financial advisors and other contractual services to be determined over the course of FY26.

Marketing: In this category staff requested almost double the amount of appropriation compared to FY25 levels. Although there is no budget included for specific ad placement a general marketing budget request of \$36,800 is included along with the budget for contractual graphic design and website development services.

MDPACE: Costs to support the administration of this program are somewhat flat compared to FY25 and are mostly for transaction fees to the paying agent since MCEC will no longer be employing the services of an external contractor to manage program administration. However, the finance division will need additional qualified staff support for loan servicing and transaction management as deal flow increases. Minimal funds for program marketing are currently budgeted.

C3 Fund: Costs to manage this program are booked to staff salaries and supporting services currently provided through a contract with WSP. Expenses are anticipated to be lower in FY26 than in FY25 since the costs to develop a screening tool and investment strategy were covered in that time period.

CEA Loan Program: This consumer lending program was anticipated to wind down in December of 2025 but MCEC, MCGB and utility partners are seeking PSC approval to extend through to the next EmPOWER program cycle. The program has now exceeded \$5M in leveraged lending. If approved, staff will request a mid-year budget amendment based on the approved revenue and allowed expenses.

Wood Energy Grant: A new grant is anticipated to cover expenses projected for this program in October 2025. If it does not materialize the program expenses will be cut from the budget when funding currently in hand runs out.

Equity Outreach & Community Development Initiatives: A grant of \$125,000 from US Energy Foundation has been confirmed to support this work in part during FY 26, an application has been submitted for an additional \$90,000 grant from Abell Foundation also to support this work. The budget for the Equity Outreach & Community Development Manager position will be impacted if funds do not materialize during the budget cycle.

Office Expenses: Although rent expenses increased in FY25 with added office space the costs are in part budgeted to grants so only a \$2,000 increase is shown in this category.

Dues & Subscriptions: Projected expenses are much higher in FY26 because of expenses for project management software and some anticipated increases in current software subscriptions. MCEC is also upgrading accounting software to assist with grant management.

Dues include membership in national green bank related organizations like the American Green Bank Coalition, GB50 and PACE Nation and CDFA, as well as GFOA.

This memo is accompanied by budget details showing MCEC operating with and without grant revenue, as well as a breakdown of proposed salaries by position for discussion purposes.

We will be happy to answer any related questions or provide additional information to the Board as you entertain a request for a motion to approve the FY26 budget as presented by staff.

Maryland Energy Innovation Accelerator
Budget vs. Actuals: 2025 FISCAL BUDGET – FY25 P&L
July 2025 – June 2026

	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Total	Explanation
Income														
4200 Unrestricted Donations/Sponsorships													0	
4210 Corporate General Sponsorships				15,000					35,000				50,000	\$50,000 goal for sponsorship and other revenue-
Total 4200 Unrestricted Donations/Sponsorships	0	0	0	15,000	0	0	0	0	35,000	0	0	0	50,000	
4300 Grant Revenue													0	
4215 Federal Grant Income													0	
4310 State Grant Income	2,275,000												2,275,000	\$2.275M consists of \$625K for MEIA operating bu
Total 4300 Grant Revenue	2,275,000	0	0	0	0	0	0	0	0	0	0	0	2,275,000	
Total Income	2,275,000	0	0	15,000	0	0	0	0	35,000	0	0	0	2,325,000	
Gross Profit	2,275,000	0	0	15,000	0	0	0	0	35,000	0	0	0	2,325,000	
Expenses														
6000 Cohort Expenses													0	
6004 Outside Contractors													0	No longer using this line item – will not be reimb
6005 EEIRs													0	EEIR expenses expected for FY26 based on 12 tea
6006 Prototyping Contractors						30,000		30,000		27,500			87,500	Prototyping program expenses based on 3 teams
6007 Manufacturing Contractors							20,000		20,000		20,000	10,000	70,000	Manufacturing program expenses expected base
6019 Cohort Events													0	\$15,000 included for Climate Tech Exchange even
6026 Travel													0	No longer using this line item – will not be reimb
6060 Other Business Expenses	100	100	100	15,000	100	100	100	100	100	100	100	100	16,100	Contingency
Total 6000 Cohort Expenses	100	100	100	15,000	100	30,100	20,100	30,100	20,100	27,600	20,100	10,100	173,600	
7000 Administrative Expenses													0	
7001 Administration													0	
7002 Salaries													0	See FY26 Compensation for details
7003 Payroll Taxes													0	See FY26 Compensation for details
7004 Fringe	28,462	42,692	28,462	28,462	28,462	28,462	42,692	28,462	28,462	28,462	28,462	28,462	370,000	See FY26 Compensation for details
7030 Payroll Service Fees	2,362	3,543	2,362	2,362	2,362	2,362	3,543	2,362	2,362	2,362	2,362	2,362	3,564	See FY26 Compensation for details
Total 7001 Administration	30,824	46,236	30,824	30,824	30,824	30,824	46,236	30,824	30,824	30,824	30,824	30,824	400,710	
7010 Advertising & Marketing	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	\$6,000 increased marketing cost to update webs
7011 Printing	36,825	55,089	36,825	36,825	36,825	36,825	55,089	36,825	36,825	36,825	36,825	36,825	478,428	
7016 Business development & outreach	500	500	500	500	500	500	500	500	500	500	500	500	6,000	
Total 7010 Advertising & Marketing	38,325	56,589	42,825	42,825	42,825	42,825	61,089	42,825	42,825	42,825	42,825	42,825	541,428	
7018 Pitch Finale Event													0	\$10,000 planned for Demo Day Event
7020 Legal & Professional Services													0	
7021 Legal Fees	500	500	500	500	500	500	500	500	500	500	500	500	6,000	\$100/month estimated for legal support MEIA act
7022 Accounting Fees									10,000				10,000	Uncertain – what is the MEIA accounting charge?
Total 7020 Legal & Professional Services	500	500	500	500	500	500	500	500	10,500	500	500	500	16,000	
7030 Office Expenses													0	
7034 Telephone	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	\$75/mo for 3 team members
7037 Office Supplies	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	13,200	
Total 7030 Office Expenses	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	25,200	
7038 Bank Charges & Fees	225	225	225	225	225	225	225	225	225	225	225	225	2,700	
7039 Outreach & Education			5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	51,000	Estimated \$50,000 for contractor support of Pha
7040 Computer & Internet	225	225	225	6,000	225	225	225	225	225	225	225	225	8,475	(3) New computers for MEIA team
7041 Software Subscriptions													0	Various subscriptions: Constant Contact = \$80/m
7042 Website & Domain													0	
Total 7040 Computer & Internet	225	225	225	6,000	225	225	225	225	225	225	225	225	8,475	
7045 Rent & Office Parking													0	\$967 per month for office rent
7060 Travel	350	350	350	350	350	350	350	350	350	350	350	350	4,200	
7061 Parking & Tolls								200					200	Approximately \$25 per month for parking with inc
7062 Conferences	350	350	2,000	350	350	350	350	2,000	350	350	350	350	7,500	\$6,500 for conference expenses including ARPA--
7064 Transportation	967	967	3,000	967	967	967	967	4,000	967	967	967	967	16,671	Approximately \$200 per month for transportation
7065 Travel Meals			2,000					2,000					4,000	Approximately \$100 per month for meals with inc
Total 7060 Travel	1,667	1,667	7,350	1,667	1,667	1,667	1,667	8,550	1,667	1,667	1,667	1,667	32,571	
Total 7000 Administrative Expenses	73,866	107,542	84,049	84,141	78,366	78,366	112,042	85,249	88,366	78,366	78,366	78,366	1,027,083	
Total Expenses	73,966	107,642	84,149	99,141	78,466	108,466	132,142	115,349	108,466	105,966	98,466	88,466	1,200,683	
Net Operating Income	2,201,034	-107,642	-84,149	-84,141	-78,466	-108,466	-132,142	-115,349	-73,466	-105,966	-98,466	-88,466	1,124,317	

Explanation

[illegible]

Maryland Energy Innovation Accelerator
Budget vs. Actuals: 2025 FISCAL BUDGET – FY25 P&L
July 2025 – June 2026

	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Total	Total Projected FY25	Total Budget FY 25	Explanation
Income																
4200 Unrestricted Donations/Sponsorships													0			
4210 Corporate General Sponsorships				15,000					35,000				50,000	5,000	20,000	\$50,000 goal for sponsorship and other revenue-generating activities for MEIA
Total 4200 Unrestricted Donations/Sponsorships	0	0	0	15,000	0	0	0	0	35,000	0	0	0	50,000	5,000	20,000	
4300 Grant Revenue													0			
4215 Federal Grant Income													0	155,172	160,000	
4310 State Grant Income	920,000												920,000	825,000	625,000	\$920K consists of \$625K for MEIA operating budget + \$295K for CTFF from FY26
4311 Other Grant Income														7,500		
Total 4300 Grant Revenue	920,000	0	0	0	0	0	0	0	0	0	0	0	920,000	987,672	785,000	
Total Income	920,000	0	0	15,000	0	0	0	0	35,000	0	0	0	970,000	992,672	805,000	
Expenses																
6000 Cohort Expenses																
6004 Outside Contractors													0	77,005		No longer using this line item – will not be reimbursing cohort for outside contractors and only paying for services through EEIRs EEIR expenses expected for FY26 based on 12 teams going through program
6005 EEIRs	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000	145,064	215,000	
6006 Prototyping Contractors													0			
6007 Manufacturing Contractors													0			
6007 Awards Given														900		
6019 Cohort Events	100	100	100	15,000	100	100	100	100	100	100	100	100	16,100	3,861		\$15,000 included for Climate Tech Exchange event. Additional events expected to include monthly support of local networking organizations (~\$100/mo)
6026 Travel													0	2,461		
6060 Other Business Expenses													0	2,610		
Total 6000 Cohort Expenses	10,100	10,100	10,100	25,000	10,100	10,100	10,100	10,100	10,100	10,100	10,100	10,100	136,100	231,900	215,000	
7000 Administrative Expenses													0			
7001 Administration													0			
7002 Salaries	28,462	42,692	28,462	28,462	28,462	28,462	42,692	28,462	28,462	28,462	28,462	28,462	370,000	295,202	281,250	See FY26 Compensation for details
7003 Payroll Taxes	2,362	3,543	2,362	2,362	2,362	2,362	3,543	2,362	2,362	2,362	2,362	2,362	30,710	17,180	21,519	See FY26 Compensation for details
7004 Fringe	5,704	8,556	5,704	5,704	5,704	5,704	8,556	5,704	5,704	5,704	5,704	5,704	74,154	24,605	57,240	See FY26 Compensation for details
7030 Payroll Service Fees	297	297	297	297	297	297	297	297	297	297	297	297	3,564			See FY26 Compensation for details
Total 7001 Administration	36,825	55,089	36,825	36,825	36,825	36,825	55,089	36,825	36,825	36,825	36,825	36,825	478,428	336,987	360,009	
7010 Advertising & Marketing	500	500	500	500	500	500	500	500	500	500	500	500	6,000	14,187		Base marketing cost for website updates and other collateral
7011 Printing													0	1,589		
7012 Graphic Design														900		
7016 Business development & outreach													0			No additional business development for SHALL budget
Total 7010 Advertising & Marketing	500	500	500	500	500	500	500	500	500	500	500	500	6,000	16,676	0	
7018 Pitch Finale Event									10,000				10,000	197	20,000	\$10,000 planned for Demo Day Event
7020 Legal & Professional Services													0			
7021 Legal Fees	100	100	100	100	100	100	100	100	100	100	100	100	1,200	5,395		\$100/month estimated for legal support MEIA activities
7022 Accounting Fees	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	12,350	12,000	
Total 7020 Legal & Professional Services	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	13,200	17,745	12,000	
7030 Office Expenses													0			
7034 Telephone	225	225	225	225	225	225	225	225	225	225	225	225	2,700	1,019	6,000	\$75/mo for 3 team members
7037 Office Supplies													0	73		
Total 7030 Office Expenses	225	225	225	225	225	225	225	225	225	225	225	225	2,700	1,092	6,000	
Contracted Services															99,400	
7038 Bank Charges & Fees													0	30		
7039 Outreach & Education													0	41,870		
7040 Computer & Internet																
7041 Software Subscriptions	350	350	350	350	350	350	350	350	350	350	350	350	4,200	2,000	6,000	Various subscriptions: Constant Contact = \$80/mo, Hootsuite = ~\$50/mo, Docusign = ~\$17/mo, LinkedIn = ~\$200/mo
7042 Website & Domain													0	1,000		
Total 7040 Computer & Internet	350	350	350	350	350	350	350	350	350	350	350	350	4,200	3,000	6,000	
7045 Rent & Office Parking	967	967	967	967	967	967	967	967	967	967	967	967	11,605	9,724	9,600	\$967 per month for office rent

Maryland Energy Innovation Accelerator
Budget vs. Actuals: 2025 FISCAL BUDGET – FY25 P&L
July 2025 – June 2026

	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Total	Total Projected FY25	Total Budget FY 25	Explanation
7060 Travel														2,696		
7061 Parking & Tolls	25	25	200	25	25	25	25	25	25	300	25	25	750	1,532		Approximately \$25 per month for parking with increased parking costs for times with expected travel (ARPA-e, NYCW)
7062 Conferences			1,000							2,500			3,500	3,660	25,000	\$6,000 for conference expenses including ARPA-e, NYCW
7064 Transportation	200	200	1,000	1,000	200	200	200	200	200	7,500	200	200	11,300	126		Approximately \$200 per month for transportation with increased costs for times with expected travel (ARPA-e, NYCW)
7065 Travel Meals	100	100	1,000	100	100	100	100	100	100	2,500	100	100	4,500	439		Approximately \$100 per month for meals with increased costs for times with expected travel (ARPA-e, NYCW)
Total 7060 Travel	325	325	3,200	1,125	325	325	325	325	325	12,800	325	325	20,050	8,452	25,000	
Total 7000 Administrative Expenses	40,292	58,556	43,167	41,092	40,292	40,292	58,556	40,292	50,292	52,767	40,292	40,292	546,183	435,774	538,009	
Total Expenses	50,392	68,656	53,267	66,092	50,392	50,392	68,656	50,392	60,392	62,867	50,392	50,392	682,283	667,674	753,009	
Net Operating Income	-50,392	-68,656	-53,267	-66,092	-50,392	-50,392	-68,656	-50,392	-60,392	-62,867	-50,392	-50,392	287,717	324,998	51,991	
TO CLIMATE TECH FOUNDERS FUND	-250,000	0	0	0	0	0	0	0	0	0	0	0	-250,000	-200,000		\$295K total for CTFF, \$45K for Legal & deal expenses
TO CLIMATE TECH FOUNDERS FUND LEGAL	-45,000	0	0	0	0	0	0	0	0	0	0	0	-45,000			\$45K to cover legal for deals (including FY25, 26, 27 & 28)
NET	-300,392	-68,656	-53,267	-66,092	-50,392	-50,392	-68,656	-50,392	-60,392	-62,867	-50,392	-50,392	37,717	124,998		



June 16, 2025

MEMO

To: MCEC Board of Directors

From: Ben Margolis, Director; Maryland Energy Innovation Accelerator

RE: MEIA Proposed FY26 Budget

Summary

Total revenue for FY26 is projected to be \$2,325,000, this reflects an increase in state support for the Phase 2 programming as proposed originally in SB960 but unfunded. The total amount reflects FY25 budget for Phase 2 programming in addition to additional budget to support business development and a higher level of funding for the Climate Technology Founder's Fund (CTFF). We are currently assuming this amount will be funded rather than breaking out between "MAY" and "SHALL" budgets as we did for FY25 budget.

Overall, we are projecting a net surplus of \$151,342 which reflects the increased amount of FY25 Phase 2 programming which we expect to spend in higher amounts in FY27 and FY28 once the program is up and running smoothly. This also reflects \$1,260,000 going to the CTFF for direct investments.

Revenue

Total income for FY26 is projected at \$2,325,000, with the majority derived from state grant allocations as outlined in SB960. The \$2,275,000 State Grant income from SB960 consists of \$625,000 for MEIA operations for FY26, \$210,000 for CTFF for FY26, \$195,000 for Phase 2 programming for FY26, \$195,000 for Phase 2 programming for FY25, and an additional \$1,050,000 for CTFF investments.

This also includes a \$50,000 goal for sponsorships and other revenue-generating activities to support MEIA's ongoing programming and ecosystem initiatives. We are currently working on sponsorships for the Climate Tech Exchange event in October as well as building up sponsorship opportunities for additional events and programming. In addition, we have applied for several smaller grant opportunities that we hope will materialize into revenue generating activities.

No federal grant revenue is anticipated for FY26.

Expenses

Programming expenses

- **EEIRs:** We expect to deliver 12 teams costing \$120,000 total. This is a decrease from FY25 when we delivered \$145,064 due to the matching requirement set forth by the EDA grant.
- **Phase 2 programming:** We expect Phase 2 programming to be split into Prototyping (\$87,500) and Manufacturing (\$70,000), each program will have 3 teams go through over FY26. This is new for FY26.



- **Cohort Events:** We will once again deliver the Climate Tech exchange this year as well as supporting additional events for our program participants.
- **Outside Contractors and Travel:** We will no longer be reimbursing teams for outside contractors or travel as part of our programming and will instead be providing only service based support rather than reimbursement.

Administrative expenses

- **Salaries & Benefits:** Staffing will stay consistent with FY25 staffing levels of 3 team members. There are no projected salary or benefits increases. This does reflect a change from beginning of FY25 when majority of programming was delivered by contractors. Since contractors have converted to employees as of October 2025 the expenses are expected to stay at the same level. This is a slight increase of \$19,019 in overall budget in this category due to benefits coverage.
- **Advertising and Marketing:** This is expected to mirror FY25 actual expenses at around \$1,000 per month, which reflects an increase of FY25 budget of \$0. These expenses are for design, printing, and content development.
- **Demonstration Day Event:** Staff is requesting an increase of \$10,000 to support an in-person demonstration day event. This event was historically held virtually but we feel strongly that holding an in-person event in the spring will help catalyze this community and increase economic activity.
- **Legal & Professional Services:** Includes \$1,000/month for outside accounting service – paid to MCEC directly. This is the same level at FY25. Note that legal costs for CTFF will be paid out of administrative costs directly from the CTFF itself (at 7% of fund).
- **Office Expenses:** Expected at nearly the same level at FY25.
- **Outreach & Education:** Staff is requesting an increase of \$10,000 from FY25 levels to support business development and promotion of Phase 2 programming. This is explicitly supported by SB960.
- **Rent & Office Parking:** This category is expected to slightly increase by \$3,000 due to increased rent costs.
- **Conferences & Travel:** Staff is requesting an increase of \$20,000 for this category in order to travel to additional conferences promoting MEIA around the country including at ARPA-e, DC Climate Week, NY Climate Week and an additional conference for Manufacturing & Prototyping. This is to promote MEIA, Maryland businesses, and economic development opportunities for our startups.

We will be happy to answer any related questions or provide additional information to the Board as you entertain a request for a motion to approve the FY26 budget as presented by staff.



Line of Credit Comparison

Charging and Fueling Infrastructure Grant (CFI 1A Award) - Reimbursable

	Option 1 Sandy Spring Bank	Option 2 Orrstown Bank	Option 3 FHWA TIFIA Loans/Line of Credit Option
			NOT RECOMMENDED by FHWA Program Officer due to Grant Amendment Required and Trigger of a Capacity Issue Question on the Grant
Line of Credit Amount:	\$2,000,000.00	\$2,000,000.00	\$2,000,000.00
Interest Rate:	· SOFR + 3.25%	· Floating 30-day term · SOFR +2.50%	· U.S. Treasury Rates · Interest Rate does not accrue until funding is drawn
Guarantor:	Maryland State Instrumentality	Maryland State Instrumentality	Maryland State Instrumentality
Funding Required to Guarantee LOC:	\$2,000,000.00	\$2,000,000.00	· Grant award with FHWA secures the funding
Collateral:	· UCC lien on MCEC · All FHWA CFI 1A funds are deposited in a collateral account that sweeps · \$2,000,000 in the account at all times	· UCC lien filing on the accounts receivable payments related to the FHWA grant · MCEC will maintain an account at bank for the life of the loan	· Grant award with FHWA secures the funding
Repayment Plan:	· Account sweeps nightly to repay the LOC	· 24 Months · Monthly payment plan of accrued interest	· Up to 35 years · No pre-payment fee · Flexible amortization
Fees:	\$7,500.00	\$2,500.00	N/A
Estimates for LOC Costs:	\$3,000-\$5,000	\$1,500.00	N/A
Expenses to be paid by MCEC:	· All the bank's out-of-pocket expenses · Filing fees · Legal counsel fees · Third-party fees	· Any costs or fees incurred by the bank in connection with the transaction will be paid by MCEC	N/A
Conditions:	· CPA Audited Financials · Semi-Annual Profit & Loss and Balance Sheets · Monthly Grant Accounts Payable and Invoices upon Request · Verifications of funded grant proceeds in the USDOT e-Delphi Account · Any other information reasonably requested	· Submit to bank all required paperwork, invoices, inspections, etc. for reimbursement under the FHWA grant · Annual Independent Auditor's Report due 150 days after fiscal year end · Bank reserves the right to request a copy of the grant and all reporting, insurance information, permitting, etc. · Bank reserves the right to limit the number of draws at any one time under the line of credit	· LOC can total up to 33% of the total grant award · \$10 million minimum cost · Defined, eligible revenue stream (tolls, taxes, pledged federal funds) · Experience with debt financing · A clear financial plan · Shovel-ready project with all permits and licensing completed https://www.transportation.gov/buildamerica/financing/tifia

Finance Division

Finance Division Updates

Maryland Clean Energy Center
Board Meeting

6/30/2025





C3 Fund Updates

The Climate Catalytic Capital (C3) Fund was established with passage of the [Climate Solutions Now Act \(CSNA\) of 2022](#). Its purpose is to increase implementation of clean energy measures and technologies intended to reduce greenhouse gas emissions and mitigate the effects of climate change.



WSP Recommendations

- WSP has conducted strategy research, and identified strategy options
- WSP has made their recommendations for the Fund Strategy through research and conducting focus groups with the Investment Oversight Committee (IOC)
- WSP continues to develop Strategies, Guidelines & Policies for pricing, risk assessment and management

Approved Loans

- 3 Loans have been approved by the IOC. Two of the loans are negotiating legal documents. One of the loans was able to find funds elsewhere

Due Diligence

- MCEC has 7 loans totaling approximately \$5.7 million in the due diligence phase
- MCEC is identifying the next round of applicants that will move forward to the due diligence phase

MDPACE is an avenue for private capital providers to obtain upfront financing to commercial property owners for qualifying improvement projects, and to collect the repayment through annual or semi-annual surcharges on the property's tax bill.

- MCEC continues to train in anticipation of bringing the program in-house
- MCEC has begun reaching to Capital Providers and County Representatives to notify them of MCEC taking over the program

Recent Activity:

- A \$26 million MDPACE transaction funded in Mid-June 2025
- The deal represents the largest MDPACE transaction in the program's history
- The MDPACE loan represented 30.2% of the overall transaction (total transaction amount = \$86.2 million)

CEA Update – Surpassed \$5M

Residential Loan Pilot Program

- EmPOWER Maryland funds to provide affordable financing for Home EE & Geothermal improvements to all Maryland residents in partnership with Montgomery County Green Bank; [Clean Energy Credit Union](#) & [InClima](#)
- The Program offers 0% interest for 24-months to homeowners with credit scores down to 580
- Launched March 2022 and extended by PSC through December 2025

Pilot Program Activity

- The Program has recently past the \$5 million mark in funded loans and funded a total of 466 loans
- Since inception, the program has saved approximately 1,208,726 Kwh/annual in energy savings and created approximately 21,888 job hours

Pilot Program Next Steps

- The pilot program will seek approval to extend through 12/31/2026
- The extension will give MCEC/MCGB time to make suggestions for making the program permanent.

Marketing, Communications & Outreach

Board Meeting
06/30/2025

Michelle Staudenmeier
Director of Marketing & Communications

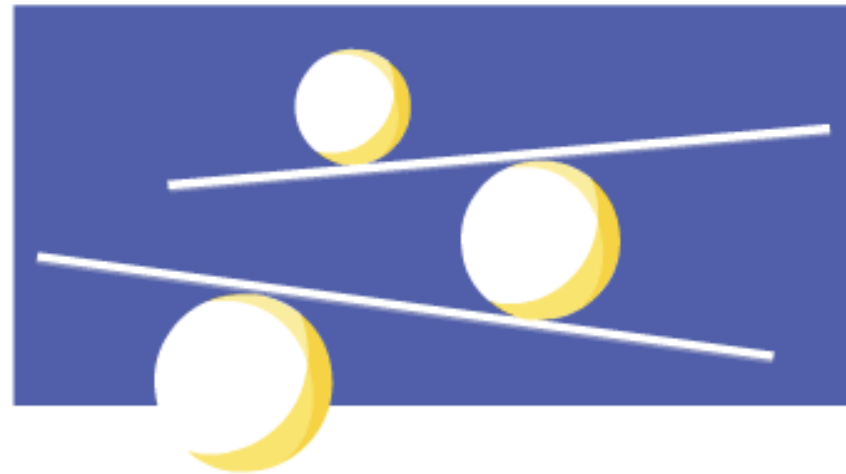


2025 Clean Energy Summit

SAVE THE DATE

October 14–15, 2025

College Park Marriott
Hotel & Conference
Center



**BALANCING
SUPPLY, DEMAND
& SUSTAINABILITY**



2025 Clean Energy Summit: Agenda



Day 1

11:00 AM - 1:45 PM	Kick-Off Luncheon
1:30 PM - 4:00 PM	MEIA Climate Tech Exchange
2:00 PM - 4:00 PM	Roundtables
2:50 AM - 3:05 AM	Networking Break
4:15 PM - 5:15 PM	PSC/Legislator Meet & Greet
4:30 PM - 6:00 PM	Networking Reception
6:00 PM - 8:30 PM	Partner Dinner: TICKET ONLY

Day 2

8:00 AM - 9:00 AM	Networking Breakfast
9:00 AM - 10:00 AM	Welcome & Plenary I
10:00 AM - 10:15 AM	Keynote Speaker
10:15 AM - 11:15 AM	Breakout I - Track A, Track B, Track C
11:15 AM - 11:30 AM	Networking Break
11:30 AM - 12:30 PM	Breakout II- Track A, Track B, Track C
12:30 PM - 1:45 PM	Awards Luncheon
2:00 PM - 3:00 PM	Breakout III - Track A, Track B, Track C
3:00 PM - 3:15 PM	Networking Break
3:15 PM - 4:15 PM	Plenary II: Roundtable Reports
4:15 PM - 4:30 PM	Summit Close

2025 Clean Energy Summit: Sessions

Roundtables (\$5K Sponsorship)

- Roundtable I: **SOLD Chaberton**
Balancing Energy & Economic Development
- Roundtable II: **ON HOLD CTC Global**
Investing in Energy Infrastructure
- Roundtable III: **SOLD A.O. Smith**
Addressing the Affordability Challenge for Consumers
- Roundtable IV: **ON HOLD Voltera/Blink**
Tipping the Scales on Sustainable Transportation
- Roundtable V: **SOLD Vicinity Energy**
Advancing Building Energy Performance & Resilience
- Roundtable VI: **SOLD NPUC Motive Power**
What's the Plan? Creating a Comprehensive Energy Strategy for Maryland

Breakout Sessions (\$2,750 Sponsorship)

RESILIENCE

- Storage at Scale: **SOLD NineDot**
- Making of a Microgrid, Islands in the Energy Stream **SOLD Energy Artisans**
- Building Retrofit Made Easy: **SOLD eSai**

COST CONTROL & REDUCTION

- Adopting DERs for Cost Savings: **SOLD CPower**
- Affordable Fleet Conversion & Infrastructure Ownership
- Cost Effective Building Management Solutions

INNOVATIVE SOLUTIONS

- Funding Maryland's Climate Goals
- Maryland is on a Path to Net-Zero Energy by 2045: Here Are 12 steps to Achieve It
- Transformative Building Materials & Systems

2025 Clean Energy Summit

Additional Sponsorship Opportunities

- \$10,000 Sponsorship: **SOLD BGE Summit Kick-Off Luncheon**
- \$10,000 Sponsorship: **SOLD TEN Partner Dinner**
- \$10,000 Sponsorship: **SOLD PSEG Awards Luncheon**
- \$10,000 Sponsorship: **SOLD Constellation Keynote Speaker**
- \$2,500 Sponsorship: **SOLD Pepco MEIA Climate Tech Exchange**
- \$7,500 Sponsorship: Available **Networking Reception**
- \$7,500 Sponsorship: Available **Power Generation Balance Challenge**
- \$5,000 Sponsorship: Available **Plenary I**
- \$5,000 Sponsorship: Available **Plenary II**
- \$5,000 Sponsorship: Available **Networking Lounge**
- \$5,000 Sponsorship: Available **Weights & Scales Balance Challenge**
- \$3,500 Sponsorship: Available **Day I: Break PM**
- \$3,500 Sponsorship: Available **Day 2: Breakfast**
- \$3,500 Sponsorship: **SOLD Honeywell Day 2: Break AM**
- \$3,500 Sponsorship: Available **Day 2: Break PM**
- \$3,500 Sponsorship: Available **Day I: Break PM**
- \$3,500 Sponsorship: Available **Giant Jenga Balance Challenge SOLD Lightility**
- \$3,500 Sponsorship: **SOLD Blue Whale Lanyards/Neck Wallet**
- \$2,750 Sponsorship: Available **Balance Beam Balance Challenge SOLD NEI**
- \$1,500 Sponsorship: 6 Available **1 SOLD U.S. Green Building Council General Sponsorship**
- \$1,500 Sponsorship: Available **Table Top Balance Challenge**

CEA Marketing Campaign

GOALS

- Advance MCEC Mission, reduce greenhouse gas emissions, mitigate climate change impacts, and help Maryland achieve climate goals.
- Increase consumer awareness of the CEA Loan Program and MCEC.
- Help consumers lower their energy bills.
- Generate an increase in loan applications through registered contractors.

BUDGET: \$18,000

TARGET AUDIENCES

- **Consumers** (particularly low-to-moderate income families) will be targeted to generate awareness and drive loan applications.
- **CEA Approved Contractors** will be targeted to expand program adoption and increase contractor-driven loan requests, the proven channel for success.

CEA Marketing Campaign

Tactic	Description	Budget
Transit Advertising	Ads on bus shelters in low-income neighborhoods, seen by riders, pedestrians, and drivers.	\$8,225
Digital Advertising - Contractor Site Remarketing	Retarget website visitors from approved contractor websites using display ads promoting CEA loans.	\$2,000
Digital Advertising - Lottery Number Site Remarketing	Retargeted display ads & or social media ads to individuals visiting popular lottery number web pages (low/mod income overlap).	\$1,000
NextDoor Website Ads	Hyperlocal paid posts targeting neighborhoods with high percentages of low- and moderate-income homes.	\$300/month June-Nov = \$1800
Direct Mail	Postcard mailing to a LMI list in older homes or looking to make home improvements.	\$5,000
Community Events & Organizations	Utilize existing network of CEAT Community Organizations to amplify message to consumers who are looking to save money on energy bills.	\$0

CEA Transit Creative

TRANSIT ADS RUN FOR 4 WEEKS BEGINNING JULY 7, 2025

Annapolis

- Skippers Lane SS 192x27 W/O Newtowne Dr
- West St. SS 109x27 W/O Parole St. (front of KFC)

Baltimore

- BELAIR RD AT GARDENVILLE LOOP sb
- BALTIMORE ST & CHARLES ST eb
- REISTERSTOWN RD & REIST PLAZA ENTR
- CATON AVE & WILKENS AVE sb closer to Hilton St
- DUNDALK AVE & CENTER PLACE NB Mid Block
- SECURITY & WOODLAWN W/B
- PHILADELPHIA RD & I-695
- STEMMERS RUN & EASTERN BLVDFS
- EDMONDSON & POPLAR GROVE E/B
- LIBERTY RD & MILFORD MILL RD fs sb

Frederick

- Kohl's (Frederick Crossing Ln)
- Riverbend Way @ Riverside Way (Wal-Mart)

Montgomery

- Montgomery Village Ave At Centerway Rd SBFS
- Connecticut Ave At Northgate SC NBFS



Comfort Every Season. Savings Every Month.

Get a 0% APR loan for the first 24 months on energy-saving upgrades like A/C, heating, insulation, windows, and more. After 24 months, interest will apply at market rates. **Stay cool, save green.**

Offer valid while program funds last. Loan limit \$50,000.00 per household. All loans subject to approval under Clean Energy Advantage Lending Program conditions. Loans provided under the Clean Energy Advantage Lending Program are administered by the Maryland Clean Energy Center and Montgomery County Green Bank as authorized by the Maryland Public Utilities Commission.



Learn more at cealoan.org/hot **or scan here:** 

CEA Transit Creative

TRANSIT ADS RUN FOR 4 WEEKS BEGINNING JULY 7, 2025

Annapolis

- Skippers Lane SS 192x27 W/O Newtowne Dr
- West St. SS 109x27 W/O Parole St. (front of KFC)

Baltimore

- BELAIR RD AT GARDENVILLE LOOP sb
- BALTIMORE ST & CHARLES ST eb
- REISTERSTOWN RD & REIST PLAZA ENTR
- CATON AVE & WILKENS AVE sb closer to Hilton St
- DUNDALK AVE & CENTER PLACE NB Mid Block
- SECURITY & WOODLAWN W/B
- PHILADELPHIA RD & I-695
- STEMMERS RUN & EASTERN BLVDFS
- EDMONDSON & POPLAR GROVE E/B
- LIBERTY RD & MILFORD MILL RD fs sb

Frederick

- Kohl's (Frederick Crossing Ln)
- Riverbend Way @ Riverside Way (Wal-Mart)

Montgomery

- Montgomery Village Ave At Centerway Rd SBFS
- Connecticut Ave At Northgate SC NBFS



I'm so hot 🔥

Yeah, you are 😍

Uhm, no...

Like I can't turn on my A/C because it's junk.
SMH

Keep your cool AND get 0% APR financing!

Get a 0% APR loan for the first 24 months on energy-saving upgrades like A/C, heating, insulation, windows, and more. After 24 months, interest will apply at market rates. **Don't sweat it—apply today!**

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Learn more at
cealoan.org/cool
or scan here:



Q&A Session

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