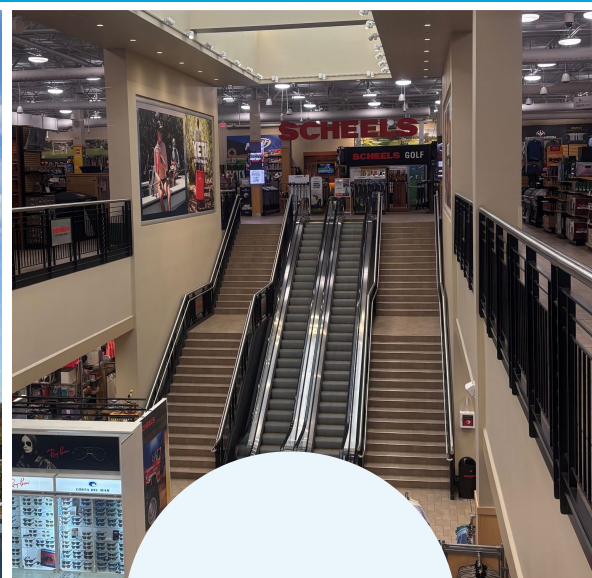


Cashing in on rebates for routine maintenance and upgrades



The story:

What began in 1902 as a humble hardware store in Sabin, Minnesota, has grown into SCHEELS — one of the Midwest's leading sporting goods retailers, now expanding nationwide with 34 stores and counting, including new locations stretching as far as Texas and Arizona. Despite its growth, SCHEELS remains proudly employee-owned and deeply committed to supporting the communities it serves. The Rochester, Minnesota, SCHEELS store opened in 2015 and has since undergone several construction projects to maintain efficiency and enhance the customer experience.

The problem:

At the Rochester SCHEELS location, the maintenance leader — serving as the sole maintenance professional — is responsible for the full spectrum of building operations. This includes maintaining equipment, managing electrical and HVAC systems, and ensuring the functionality of in-store attractions. While SCHEELS does not mandate specific energy efficiency goals at the corporate level, each store is expected to deliver an exceptional customer experience and manage its operations responsibly.

Rochester SCHEELS team members recognized that by maintaining their natural gas equipment, they could keep systems running more efficiently and avoid costly repairs. It wasn't until a representative from Minnesota Energy Resources reached out that they realized they could be cashing in on rebates for maintenance upgrades they were already making.



8

Boilers



32

Rooftop Units
(RTUs)

Case study

SCHEELS

Rochester, Minnesota



The solution:

When reaching out to the Rochester SCHEELS team, the Minnesota Energy Resources representative asked about the store's natural gas equipment and introduced the opportunity to earn rebates for routine maintenance and upgrades. From there, a customized rebate package was developed based on the specific equipment in use and the maintenance activities already being performed.

Applying for rebates aligned with maintenance tasks the store already needed to complete, requiring only minimal additional effort. The maintenance leader gathered service contracts, documented unit specifications, and completed the necessary forms to qualify for natural gas and energy efficiency rebates — maximizing savings while maintaining operational excellence.

The results:

The rebate program has delivered clear benefits for the Rochester SCHEELS store. SCHEELS applies the savings directly toward utility expenses — helping to offset operational costs and reduce the financial burden of ongoing maintenance.

By leveraging rebates, the store has been able to lower maintenance costs while optimizing the energy efficiency and performance of its equipment. These savings not only support day-to-day operations but also influence long-term planning. For any future construction or equipment upgrades, energy efficiency and rebate eligibility will be key factors in decision-making.

SCHEELS maintains a detailed record of rebate submissions and the dollar amounts received. This ensures the store continues to capitalize on every available opportunity to save, all while maintaining a strong focus on keeping systems running efficiently.

Summary Savings:

2024:

RTUs (32): MMBTU saved = 164.192

Boilers (8): MMBTU saved = 60.96

2024 total rebate amount = \$2,320.00

2022:

RTUs (32): MMBTU saved = 164.192

Boilers (8): MMBTU saved = 60.96

2022 total rebate amount = \$2,388.96

For more information about rebates and programs from Minnesota Energy Resources, visit minnesotaenergyresources.com or call 866-872-0052.

