



**BWL BUSINESS ADVANTAGE**

# The Utility of the Future

**[LBWL.COM/BUSINESS](http://LBWL.COM/BUSINESS)**

# Why Greater Lansing



Located in Mid-Michigan and within a two-hour drive of 90% of the state's population, the greater Lansing area is home to both the Michigan State Capitol and one of the top research universities in the world, Michigan State University. Our region is one of the most affordable places to work and live in the country.



## Regional Highlights

**#1 Best Affordable Place to Live in America**

**#1 in MI for growing population ages 25-34**

**#3 Metropolitan region in the nation for sustainable development**

**Educational pipeline produces nearly 18,000 college graduates each year**

**4th greatest leap of any U.S. community with growing jobs, technological development and wage gains**

## DEMOGRAPHICS<sup>1</sup>

484,758

POPULATION

254,029

LABOR FORCE

37.5

MEDIAN AGE

69.7%

BACHELOR'S DEGREE  
OR HIGHER

\$63,350

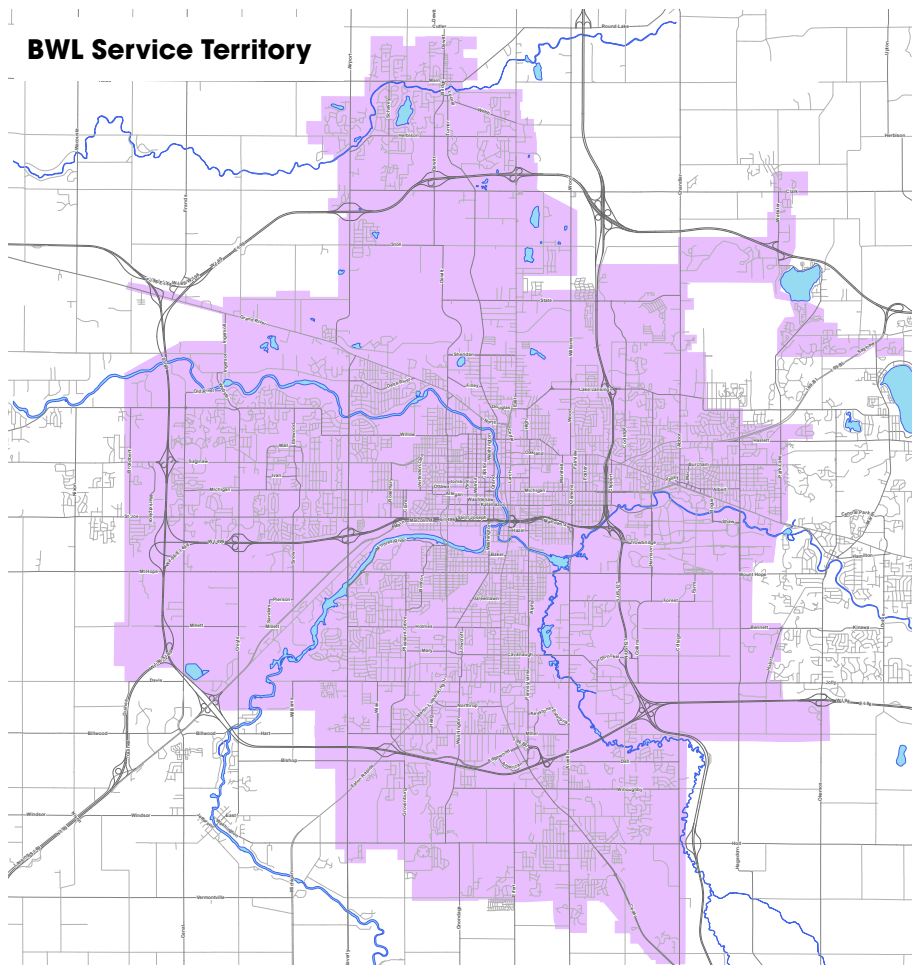
HOUSEHOLD MEDIAN  
INCOME

# BWL Business Advantage



Established in 1885, Lansing Board of Water & Light delivers safe, reliable and affordable utility products and services to more than 100,000 residential and business customers throughout the greater Lansing area.

As Michigan's largest municipally-owned utility and one of Lansing's largest employers, we know energy and utility costs play a significant role in the success of any business, large or small. That's why BWL's Commercial and Industrial Services team takes an energized approach to engage with our partners to provide customized solutions aimed at supporting your business' growth and its energy sustainability.



## INDUSTRIES WE SERVE:

- Automotive
- Cannabis
- Education
- Entertainment
- Financial Services
- Food and Beverage
- Government
- Grocery/Supermarket
- Health & Fitness Centers
- Healthcare
- Hospitality
- Insurance
- Manufacturing
- Nonprofit
- Real Estate/Property Management/Developers & Construction
- Religious Organization
- Retail
- Technology/IT
- Transportation
- Utilities

## Energy Saving Solutions & Incentives

Running a successful business takes a lot of effort – and we believe energy costs shouldn't be one of your worries. BWL's Commercial and Industrial team focuses on building relationships to deliver innovative solutions for business growth and energy sustainability.



### Site Selection & Infrastructure Assistance

Our team will help evaluate sites for the ability to support your company's power generation needs, assisting with planning for the integration of energy efficiency features and green/renewable energy support. BWL recognizes the need for discretion when working on competitive projects and we will work directly with your leadership team to ensure trust and confidentiality.

### Decision Maker Engagement

We are actively engaged in placemaking and regional economic development initiatives through collaboration with our partners on the local and state levels. These efforts not only help us better understand the current climate and opportunities in the greater Lansing area, but they also allow BWL to help connect our business partners to key decision makers.

### Comprehensive Rate Analysis

We offer a wide-ranging selection of rates based on your business and its utility needs. For large-scale business operations with high load demand, we will also provide customized, unique incentive programs along with additional account support to ensure consistent, high-quality services for those with complex energy use, mixed service needs.

### Specialized Customer Service

BWL consistently looks for ways to enhance the customer utility experience from proactive engagement with our partners to minimizing downtime through continuous upgrades and maintenance to increase system integrity.

## BUSINESS PROGRAMS

[New Construction & Renovation Incentives](#)

[GreenWise Renewable Power](#)

[Small Business Incentives](#)

[Plug-In Electric Vehicles \(PEV\)](#)

[Install My Own Solar](#)