

## Small-Medium Business Energy Efficiency Program

# Case Study: LED Lighting

Customer  
**Brooklyn Tea**

Contractor  
**Willdan**

Location  
**Brooklyn, NY**

## Overview

Brooklyn Tea, a community-focused business founded in 2018 that sells healthy drinks in Bedford-Stuyvesant, was just beginning to take off when the pandemic swept through New York in 2020. It was during this challenging time that owners Alfonso Wright & Jamila McGill learned about Con Edison's **Small-Medium Business Program**.

The program allowed them to upgrade to energy-efficient LED lighting that matched the aesthetic of their store. This meant their store would retain the same comforting environment their customers had grown accustomed to.

Plus, all the work was completed in one day with no impact on their business. The new lighting lowered their energy bill so much that the owners made a point of launching their second and third stores with all-LED lighting and continue to seek out additional energy-efficient solutions for all their stores.

## Testimonials

**“Energy efficiency is so important because every dollar we spend on energy equals a dollar we can’t spend on things like marketing or paying our employees. We had LED lighting installed at no cost to us\*, which immediately lowered our energy bills and boosted our bottom line when we really needed it. I’d absolutely recommend this program to other businesses in the community.”**

— Alfonso Wright, Co-Owner

*\*Incentives vary based on the equipment installed, building type, project cost, and whether the customer is eligible for additional incentives through the Neighborhood Program.*



## Get Started

## Case Study: LED Lighting

Customer  
**Brooklyn Tea**

Contractor  
**Willdan**

Location  
**Brooklyn, NY**



### Join the Tens of Thousands of Local Business Owners Saving Energy & Money

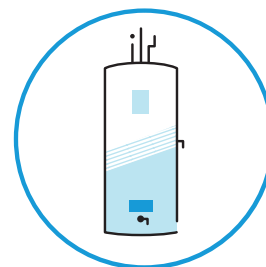
We provide incentives for the following upgrades:



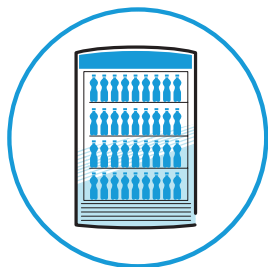
**Lighting & Controls**



**Heating, Cooling, Ventilation (HVAC)**



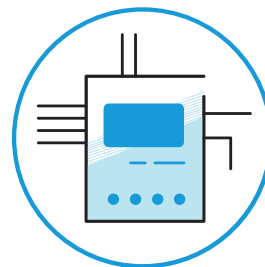
**Hot Water System**



**Refrigeration**



**Building Envelope**



**Energy Management Systems**

**Get Started**