



**NC SUSTAINABLE**  
ENERGY ASSOCIATION

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**2015** | ANNUAL REPORT

## A LETTER FROM THE EXECUTIVE DIRECTOR

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In the blink of an eye, 2015 has come and gone. Today, we look back on a year that began as a test, and closed as a testament to the longevity, the value and the integrity of North Carolina's growing, diverse clean energy community. We have worked all year with a vision for an affordable, clean and resilient energy portfolio that is accessible to all North Carolina consumers and strengthens our position as a global economic leader.

Today our state is home to over 26,000 clean energy jobs; a vibrant research, development, and manufacturing hub for energy; and a diverse clean energy economy that includes ten unique sectors (and counting). But our story is still being written, and as this year confirmed, our continued progress isn't inevitable: In 2015, common-sense clean energy policy once again became a pawn in partisan, politically-charged arenas. Despite our best efforts to protect the Renewable Energy Investment Tax Credit, a cornerstone energy policy for our state, politics overwhelmed evidence and the tax credit expired at the end of the year. The tax credit loss was no doubt a setback for our clean energy community – especially for those emerging sectors who had not yet fully seen the benefits of the tax credit in their individual markets. But adversity is not unfamiliar to our clean energy community – and we will recover, as we have before. With 2016 in our sights, North Carolina's clean energy leaders must develop a vision for our state's energy economy that is constructive, inclusive, and beneficial for all North Carolinians. We take with us the positives found in the wake: lessons learned, relationships strengthened, sectors empowered as individuals and united under one mission, to benefit customers across the state. There is no looking back; only forward, and only together in collaboration we lead the way.

Indeed, in the past year, NCSEA was honored to be a convener, consultant and partner for those representing our growing, diverse clean energy economy. More than ever in 2015, our collaborative approach to furthering clean energy solutions served as a model for other states to replicate and advance their own successes in the region and nation. For instance, our work on the Clean Energy Industry Census has become the basis for more than fifteen state-level analyses of the industry's impact, and is now the center of a national project to quantify the contributions of clean energy firms to our economy.

Our developing clean energy success story is about the people behind it. In 2015, you helped NCSEA fortify our community – against attacks, against market unknowns, against misinformation – by increasing cross-sector industry collaboration; expanding geographic engagement in rural and urban settings across our state; saving energy and money; generating renewable energy; and heightening awareness and interest in the diverse resources and employment opportunities powering our clean energy economy. This year, NCSEA devoted more resources than ever to telling *your* story – to policymakers, to fellow voters and to energy providers. And we intend to keep telling your stories of leadership, learning, and success in 2016 and beyond.

NCSEA is hard at work for you and with you every day. It is your future we are working for. We're on the side of North Carolina, from the mountains to the coast; and with that motivation, we will continue to champion forward a robust clean energy economy that benefits all North Carolinians.

Sincerely

A handwritten signature in dark ink, appearing to read 'Ivan Urlaub'.

Ivan Urlaub, Executive Director

# 2015 BY THE NUMBERS

**3** AWARDS &  
ACCREDITATIONS

**23** EVENTS  
HOSTED BY NCSEA

**9<sup>TH</sup>** CONSECUTIVE  
YEAR WITH INDUSTRY  
GROWTH IN NC

**1,388** NCSEA EVENT ATTENDEES

**5** NCSEA REPORTS & STUDIES

**26,154**  
NC CLEAN  
ENERGY JOBS

**2,710**  
MEMBERS

**7<sup>TH</sup>** ANNUAL  
MAKING ENERGY WORK  
CONFERENCE

**NC RANKED 4<sup>TH</sup>  
IN THE NATION**  
FOR INSTALLED  
SOLAR CAPACITY

**81** NCSEA  
STAFF SPEAKING  
APPEARANCES

**210,898** WEBSITE VISITS

NC RANKED **2<sup>ND</sup>** IN NEW SOLAR INSTALLATIONS

**37** YEARS  
& COUNTING

NC CLEAN ENERGY  
REVENUES IN EXCESS  
OF **\$6.9 BILLION**

**31** FILINGS  
AT THE NC  
UTILITIES  
COMMISSION

**9** INTERNS

**42** POLICY WINS


# NORTH CAROLINA'S CLEAN ENERGY ECONOMY

## 2015 HIGHLIGHTS

In January of 2016, NCSEA's market intelligence team released its eighth-annual Clean Energy Industry Census for data in 2015. The information shows North Carolina's growing clean energy economy now accounts for nearly \$7 billion in revenue and over 26,000 jobs, including many new manufacturing and research & development jobs. The events below have helped contribute to this continued success.

989  Total North Carolina Firms

\$7  
BILLION  
in NC Revenue

 45% increase  
since 2014

26,154  
FULL TIME JOBS  
 in North Carolina

3,159 Jobs Added  
Last Year

### JANUARY

### FEBRUARY

#### Supporting and Expanding Local Economies through Homegrown Projects

The 2015 update to *The Economic and Rate Impact Analysis of Clean Energy Development in North Carolina* finds that the total economic impact in North Carolina from renewable energy and energy efficiency project development from 2007 to 2014 is estimated to be \$6.3 billion.

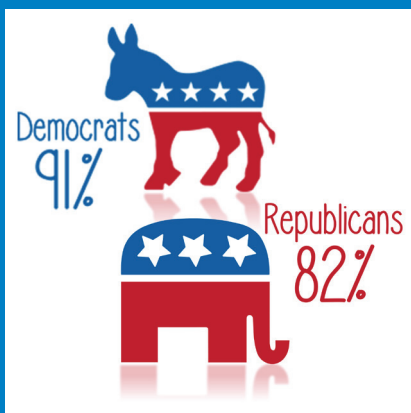
#### Developing Clean Energy Legal and Business Professionals in the Region

NCSEA convenes legal and business professionals from across the Southeast region for the annual Clean Energy CLE course, focusing on renewable energy project development.

### MARCH

#### Bipartisan Support Grows

A Conservatives for Clean Energy poll reveals widespread support for clean energy options across all partisan and ideological lines: Republications (82%) and Democrats (91%) favored candidates and lawmakers who supported renewable energy policies.



“Beaufort County looks forward to welcoming more clean energy projects as they have been a bright spot in our economy, bringing jobs and investments to our communities.”

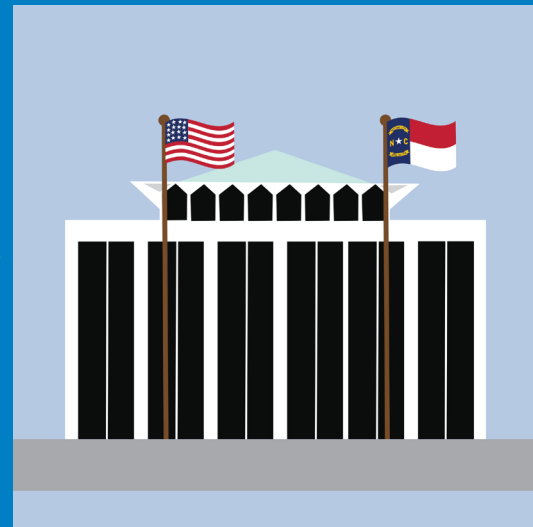
— Robert Heuts  
DIRECTOR | BEAUFORT COUNTY ECONOMIC  
DEVELOPMENT



## APRIL

### Protecting Investments Amid Policy Changes

The NC General Assembly Passed a Safe Harbor Law to allow renewable projects in advanced stages of development to still access the 35% NC Renewable Energy Investment Tax Credit, following its expiration at the end of the year 2015. NCSEA's government affairs team was key in this effort, diligently working to educate and engage legislators around its importance.



## MAY

### Proving North Carolina Ratepayers are Better Off with Clean Energy

NCSEA publishes *Understanding the Impact of Electric Choices on North Carolina Residential Electricity Rates and Bills*, which reveals that North Carolina's utilities rates would be higher without renewables and energy efficiency in North Carolina's energy mix.

## JUNE

### Keeping Renewable Energy and Energy Efficiency Accessible

Property Assessment for Clean Energy ("PACE"), which allows property owners to finance clean energy projects through an annual assessment of their property tax bill, is extended for another 5 years. NCSEA's government affairs team was a strong champion for this effort.

## JULY

### Wind Takes Flight in North Carolina

Avangrid Renewables and Amazon Web Services break ground on Amazon Wind Farm US East, the first utility-scale wind project in North Carolina. In addition to being a tremendous economic boon to the eastern North Carolina region, the project is expected to generate ~670,000 MWh of wind energy annually – or enough to power more than 61,000 US homes in a year – upon completion. This announcement is years in the making, and NCSEA was one of the first voices at the table to bring wind to North Carolina.

### Highlighting a Hidden Gem in an Increasingly Diverse Economy: Geothermal

NCSEA conducts a survey of the geothermal industry and releases a resulting report, *North Carolina's Geothermal Industry: Uncovering Impact and Opportunities*, which shows that energy efficient geothermal technologies are benefiting North Carolina in the form of jobs, energy savings and long-term utility bill savings.



## AUGUST

### Celebrating a Vibrant and Growing Network

NCSEA hosts the third annual Clean Energy in the Mountains event in Asheville, which gathered NCSEA members and clean energy leaders from across the Southeast to recognize the progress happening in the western North Carolina region and beyond.

### Acting Swiftly on Federal Clean Power Plan Ruling

NCSEA's regulatory and government affairs teams were together one of the first voices in the clean energy spectrum to digest and comment on the Environmental Protection Agency's August 2015 Clean Power Plan decision.



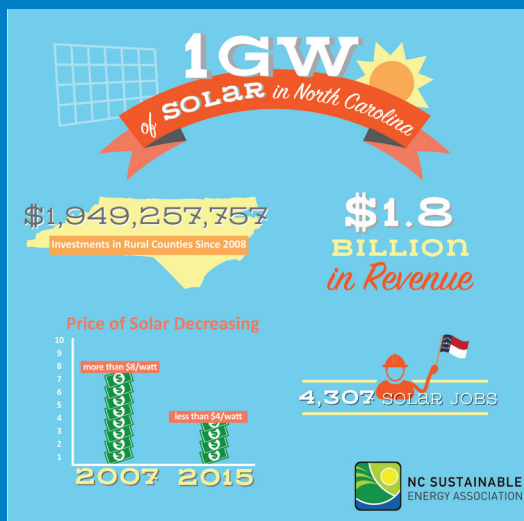
## SEPTEMBER

### Celebrating a New Solar Milestone: One Gigawatt and Counting

North Carolina reaches over one gigawatt (GW) of installed solar capacity – just behind California, Arizona and New Jersey – making the state fourth in the nation to reach the threshold, and number one in the Southeast.

### Exploring What's Next for Energy Storage

NCSEA releases *Batteries Included: Identifying and Approaching Barriers to Batteries on the Grid*, the first publication to analyze opportunities for the emerging energy storage industry in North Carolina.



*“In the current economic environment of overly cautious banking coupled with short-term, rapid payback projects, the NC Tax Credits play a key role in assisting developers implement projects. With capital commits exceeding \$10M per project, the projects are too large for self-funding and regional banks yet too small for large, national banks and Wall Street financing. By combining private equity with the additional tax credits, we are able to monetize each project so that we can continue to invest in new projects.”*

Garald Cottrell  
PRESIDENT | WELLONS ENERGY



## OCTOBER

### Powering Forward Together

NCSEA hosts 7<sup>th</sup> Annual Making Energy Work Conference in Raleigh, where clean energy providers, advocates and decision-makers discuss the latest information, solutions and technologies needed to “Power Forward” a globally competitive, secure energy future for North Carolina



## NOVEMBER

### Giving Back to our Veterans

On Veteran's Day, NCSEA announces Solar Ready Vets, a vocational education program in partnership with the NC Military Business Center and Fayetteville Technical Community College that equips transitioning military members for careers as solar photovoltaic (PV) system installers.



**“Tax credits sunset at the end of 2015. The temporary tax credits are critical to enable the industry to scale up, so it can continue to produce energy and create jobs even after the tax credits sunset.”**

— Michael Shore  
CEO | FLS Energy

## DECEMBER

### Charging Up our Energy Future

NCSEA partners with the Energy Storage Association for a Making Energy Network Roundtable, which facilitated discussion on policy issues facing storage, how to value the services provided by storage for inclusion in integrated resource plans, and other challenges and opportunities for the deployment of storage in North Carolina.



## FINANCIAL SUMMARY

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| REVENUE AND SUPPORT     |                  |
|-------------------------|------------------|
| Contributions           | \$141,678        |
| Grants                  | \$2,211,347      |
| Indirect Public Support | \$6,847          |
| Membership Dues         | \$161,024        |
| Miscellaneous           | \$33,104         |
| Sponsorship             | \$70,200         |
| Program Service Fees    | \$91,668         |
| Interest Income         | \$2,123          |
| (Disposal of Assets)    | (\$8,385)        |
| <b>Total Revenues</b>   | <b>2,709,606</b> |

| EXPENSES                       |                    |
|--------------------------------|--------------------|
| Program Services               | \$1,837,120        |
| Supporting Services            |                    |
| Management and General         | \$459,281          |
| Fundraising                    | \$120,863          |
| <b>Total Expenses</b>          | <b>\$2,417,264</b> |
| Net Assets – Beginning of Year | \$1,310,141        |
| Net Assets – End of Year       | \$1,602,483        |
| Change in Net Assets           | \$292,342          |

## MAJOR FUNDERS

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Thank you to our major funders. Our success would not be possible without you.

**Advanced Energy Economy Institute**

**Coastal Federal Credit Union**

**Department of Energy**

**The Energy Foundation**

**FLS Energy**

**Foundation for The Carolinas**

**Strata Solar**

**Z Smith Reynolds Foundation**

## DONATE TO NCSEA

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The NC Sustainable Energy Association is a 501(c)(3) membership organization. Please consider making a tax-deductible donation to NCSEA today! Your support will help NCSEA advance the work that ensures a sustainable and secure clean energy future for all of us. **To donate go to [www.energync.org](http://www.energync.org).**



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Subscribe to the NC Sustainable Energy Association monthly newsletter, the **Clean Energy Current**, filled with timely information about our activities and recent industry news.

Find NCSEA on Facebook, Twitter, Flickr, YouTube and LinkedIn.



## THANK YOU!

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NC Sustainable Energy Association extends its sincere thanks and appreciation to our many members, donors, funders, sponsors, partners and volunteers. We feel privileged to work on behalf of North Carolina's clean energy sector, which would not be possible without your continued support.



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The North Carolina Sustainable Energy Association (NCSEA) is a 501(c)(3) nonprofit membership organization working daily to promote the interests of North Carolina, its residents, businesses and economy by ensuring a sustainable path for the growth of clean energy. Collectively, renewable energy, energy efficiency, smart grid technologies and plug-in electric vehicles are powerful drivers of jobs, innovation, economic prosperity and energy security for the state and region. Informed by principle and bolstered by rich data, careful analysis and strategic advocacy, NCSEA drives the creation of a market and policy environment that fosters solutions, progress and opportunity for all clean energy stakeholders.