



**TVA EnergyRight Business and Industry
Incentive Rules and Guidelines Updated:
July 1, 2025**

- Commercial and industrial local power company customers and TVA direct-served customers may be eligible to apply for incentives.
- All incentives are subject to the approval of TVA and your local power company and available funding.
- Applications must meet the minimum incentive requirements (\$150 per Standard application and \$1,500 per Custom application).
- Project incentives are capped at \$3,000,000 per Company for each TVA Fiscal Year (October – September).
- Incentives are capped at 70% of material cost.
- Pre- and/or post-inspections may be required. If pre-approval is required, DO NOT remove or install equipment prior to application pre-approval. Approval and estimate incentives are communicated in the Application Approval Notice.
- Equipment purchased must meet the minimum efficiency requirements listed for each technology type if specified.
- Maximum installation period is 730 days after the formal Application Approval communication has been received via email.
- If your local power company participates in bill credits for incentives \geq \$12,000, the customer will have the choice to be paid via bill credit or check when signing the Online Application.
- The project must comply with all applicable federal, state, and local laws. TVA will not provide incentive payments for any projects or facilities in violation of any applicable laws, including but not limited to, the cultivation of marijuana. TVA disclaims all liability for the applicant's violation of any applicable laws or any injury to persons or property or other damages of any nature whatsoever resulting from the applicant's actions in connection with this application.