



BUSINESS INCENTIVE PROGRAM OVERVIEW



FOCUS ON ENERGY BUSINESS INCENTIVE PROGRAM

FIVE EASY STEPS TO FINANCIAL INCENTIVES

The Focus on Energy Business Incentive Program assists Wisconsin businesses in implementing and installing energy efficient technologies and systems that cut operating costs, save energy, and reduce environmental impact for years to come. Whether you are interested in prescriptive or custom financial incentives (see back for descriptions), participating in the Business Incentive Program is a simple five-step process.

FACT

30 percent of the energy used in commercial and industrial buildings is used ineffectively or unnecessarily, according to U.S. Environmental Protection Agency estimates.

FACT

Since 2001, over **110,000** Wisconsin businesses have saved over **\$377 million** in annual energy costs by working with Focus on Energy.

STEP 1

GET INFORMED

Visit focusonenergy.com to learn about available financial incentives and equipment requirements, find a Trade Ally Contractor, or get an application. You can also call us at **800.762.7077** to discuss your project.

STEP 2

DEVELOP PROJECT

Identify if your project qualifies for a custom or prescriptive incentive. Some projects may require pre-approval. Your Focus on Energy Advisor is here to help with any paperwork you need and ensure your equipment qualifies.

STEP 3

COMPLETE PROJECT

Sign and return your Incentive Agreement, if necessary; install your energy-efficient equipment.

STEP 4

SUBMIT INCENTIVE PAPERWORK

Send your completed application (or Project Completion Notice if applicable) and invoices within 60 days of installation.

STEP 5

RECEIVE YOUR FOCUS ON ENERGY INCENTIVE CHECK IN THE MAIL*

* Payment is sent to the recipient designated on the application.



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Partnering with Wisconsin utilities



START SAVING TODAY!

For more information,
call 800.762.7077
or visit focusonenergy.com

WHO IS ELIGIBLE FOR THE BUSINESS INCENTIVE PROGRAM?

Any facility using up to an average of 1,000 kW per month in the past year.

In order to be eligible, projects must be completed by business customers serviced by participating Wisconsin electric and natural gas utilities in existing non-residential building space only. Businesses that do not qualify for the Business Incentive Program may be able to take advantage of other Focus on Energy programs such as the Chain Stores and Franchises Program, Large Energy Users Program or Agriculture, Schools and Government Program.

- **Small/Medium Industrial**
- **Office Buildings**
- **Commercial Spaces**
- **Nursing Homes**
- **Breweries**
- **Hotels/Waterparks ... and more**

**TWO INCENTIVE TYPES
ONE EASY PROGRAM**

PRESCRIPTIVE

Simple, energy-saving projects with proven technologies

Typical prescriptive incentives: lighting, compressed air technologies, variable frequency drives (VFDs), heating, ventilation and air conditioning (HVAC) equipment.

Usually involve a one-for-one equipment replacement

Pre-determined incentive amounts

Incentives under \$25,000 do not typically require pre-approval (a few may require a reservation code)

CUSTOM

Designed for more complex, non-standard energy efficiency measures

Improvements not falling into a prescriptive incentive offering

Projects evaluated on a case-by-case basis

Incentive amounts vary based on energy savings for your specific project

Must be pre-approved by Focus on Energy before moving forward

Projects must have a payback period of more than 1.5 years and less than 10 years

Incentives are capped at 50% of the project cost

**TAKE CONTROL
OF YOUR ENERGY COSTS**

If you have eligibility questions, contact Focus on Energy prior to finalizing equipment decisions. Focus on Energy helps make saving energy simple for you. Call **800.762.7077** or email focusinfo@focusonenergy.com for help finding the right opportunity for your business.

**SAVING ENERGY AND
MONEY FOR WISCONSIN**

Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information, call 800.762.7077 or visit focusonenergy.com



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