



SMALL BUSINESS PROGRAM OVERVIEW



WAYS TO BENEFIT

The Focus on Energy Small Business Program offers:

- Free energy assessment showing savings opportunities
- Immediate energy savings from installation of energy-saving measures
- Lower monthly energy costs
- Up to \$7,500 in products and installation services

BETTER LIGHTING, BETTER REFRIGERATION, BETTER SAVINGS

Small business owners appreciate the value of a dollar. The Focus on Energy Small Business Program provides low-cost energy efficient solutions, helping to reduce energy costs.

- STEP 1** Receive a free lighting and refrigeration assessment
- STEP 2** Review the assessment and receive higher incentives on up to 30 LED lamps installed
- STEP 3** Choose additional energy savings opportunities (starting at \$199) based on the assessment
- STEP 4** Benefit from the savings once the Trade Ally completes installation

BENEFITS OF LIGHTING AND REFRIGERATION ENERGY SAVING MEASURES

- Saves energy and lowers utility bills
- Improves safety by decreasing heat output
- Decreases wear and tear and run time on equipment
- Reduces heat gain from lighting and other equipment
- Improves product visibility through enhanced light quality



focus on energysm

Partnering with Wisconsin utilities

FREQUENTLY ASKED QUESTIONS

Q What are the benefits of the free assessment?

A An energy assessment estimates the amount of energy and money you could save through the program. It provides a clear path to the most cost effective upgrades for your business.

Q What if I reach the \$7,500 incentive maximum and want to do more?

A You can participate in the Focus on Energy Business Incentive Program (BIP) once the incentive maximum is reached or if there are additional energy savings opportunities you would like to consider.

For more information on BIP visit focusonenergy.com/business

Q Who receives the program copay?

A Copayments are set by Focus on Energy Trade Allies and these costs are paid directly to the Trade Ally by the customer.

Q LEDs are more expensive, why should I install them?

A LED technology has numerous benefits including:

- Uses 75% less energy than incandescent lighting
- Lasts 35-50 times longer than incandescent
- Reduces maintenance costs as they don't need to be changed as often
- Produce very little heat
- Available with dimming and other lighting controls

Q Can I install the product myself?

A No, the Small Business Program requires that a Focus on Energy Trade Ally install the energy efficient equipment.

WHERE DO I START?



- Review your utility bill to see if your average peak monthly electric demand is less than 100 kW.
- Check out the *Participating Utility List* by visiting focusonenergy.com/utilities to make sure that you are a customer of a Focus on Energy participating utility.
- Call **877.229.6678** or email smallbiz@focusonenergy.com to schedule your free assessment or visit focusonenergy.com/smallbusiness for more information.

SAVING ENERGY AND MONEY FOR WISCONSIN

For more information, call **800.762.7077** or visit focusonenergy.com.

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

