The Focus on Energy Chain Stores and Franchises 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 Chain Stores and Franchises Program is a simple 6-step process.

**FACT**
More than 30% of the commercial energy used in the U.S. can be attributed to chain and franchise food sales, food service, and general retail businesses.

**FACT**
Since 2001, over 110,000 Wisconsin businesses have saved $314 million in annual energy costs by working with Focus on Energy.

### 6 Easy Steps to Financial Incentives

**STEP 1**
Contact us
Depending on the project, you can call us at 800.762.7077 to discuss your project. Or go online for an application, focusonenergy.com/Business/Applications.

**STEP 2**
Find a Trade Ally
Trade Allies can identify energy-saving opportunities at your facility. Find a local Trade Ally at finditwithfocus.com.

**STEP 3**
Get informed
Read guidelines and requirements; some projects require pre-approval before you get started (see back for more information).

**STEP 4**
Complete project
Install your energy efficient equipment; if your project was pre-approved, you’ll need to sign and return your incentive agreement prior to project initiation to secure your incentive.

**STEP 5**
Submit paperwork
Send in your completed application (or Project Completion Notice if you received pre-approval) and invoices within 60 days of installation.

**STEP 6**
Focus on Energy sends the incentive check in the mail!*

* Payment is sent to the designated recipient on the application form.
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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## Who is eligible for the Chain Stores and Franchises Program?

Any chain or franchised store that has five or more locations in Wisconsin within the food service, food sales, or retail market segments. In order to be eligible, projects must be conducted for chain and franchise customers serviced by participating Wisconsin electric and natural gas utilities in existing non-residential building space only. Businesses that do not qualify for the Chain Stores and Franchises Program may be able to take advantage of other Focus on Energy programs: Business Incentive Program or Small Business Program.

### Two incentive types. One easy program.

**PRESCRIPTIVE**
- Simple, energy-saving projects with proven technologies
- Typical prescriptive incentives: lighting, commercial refrigeration, heating, ventilation and air conditioning (HVAC) equipment, and food service equipment
- Usually involve a one-for-one equipment replacement
- Incentives under $25,000 do NOT require pre-approval (a few may require a reservation code)

**CUSTOM**
- Designed for more complex, non-standard energy conservation measures
- Must be pre-approved by Focus on Energy
- Improvements that don’t meet prescriptive requirements may be eligible
- Projects have a payback period of more than 1.5 years and less than 10 years
- Incentives are capped at 30% of the project cost

### Take control of your energy costs.

The Chain Stores and Franchises Program is here to work with you to identify energy management best practices that generate savings and improve your bottom line. For detailed program information, visit us online at focusonenergy.com/Business/franchises.aspx. 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.