

FOCUS ON ENERGY®

Joe Kottwitz, Energy Advisor



WHAT?

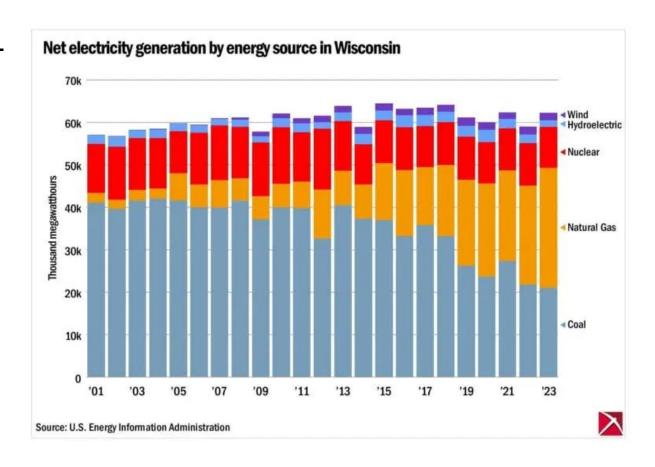


- State-wide energy efficiency and renewable energy resources program.
- Assists Wisconsin residents and businesses in identifying and implementing energy efficiency projects.
- Offers unbiased third-party information and technical assistance.
- Provides financial incentives for energy-saving projects that would not otherwise occur.

WHY? (WHY DOES FOCUS EXIST?)



- Flash back to 1999
 - Energy efficiency seen as most costeffective way to achieve reliable, affordable, and environmentally sustainable energy for Wisconsin.
 - Law was passed to create Focus on Energy
 - State-wide approach to pool resources and maintain consistency for users across the State
 - Keep dollars in the State with our robust agricultural, manufacturing, and food processing industries.



WHY? (WHY AM I HERE?)



- You just heard about Sun Prairie and Kewaskum's projects
 - Partly enabled with Focus on Energy support
 - Fresh faces We hope to support your operations as well

- Environmental component
 - But cost-effective! The cheapest kWh is a kWh that isn't used

WHAT ABOUT FOCUS ON ENERGY?

SERVING SCHOOL AND GOVERNMENT CUSTOMERS



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St. Croix



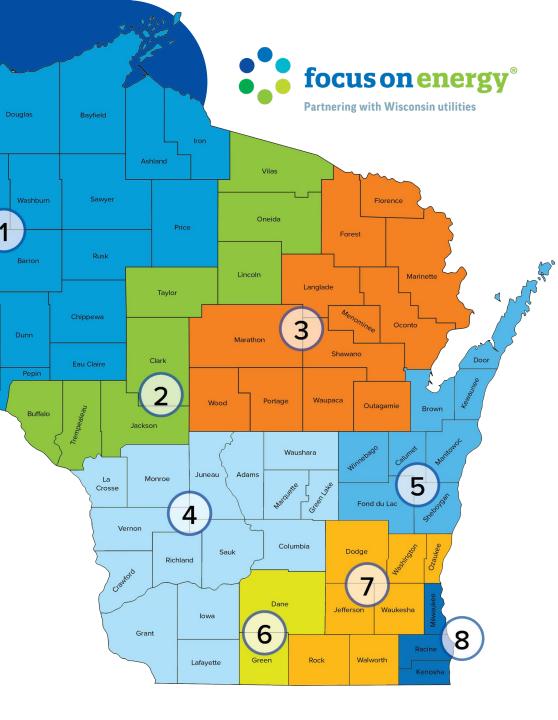
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WORKING WITH AN ENERGY ADVISOR





- Identify energy-saving opportunities.
- Create, maintain, and monitor energy management plans.
- Verify measure eligibility and assist with paperwork.
- Complete energy-saving estimates and apply for custom incentives.
- Coordinate media and PR opportunities.

WORK WITH A TRADE ALLY





Products ~

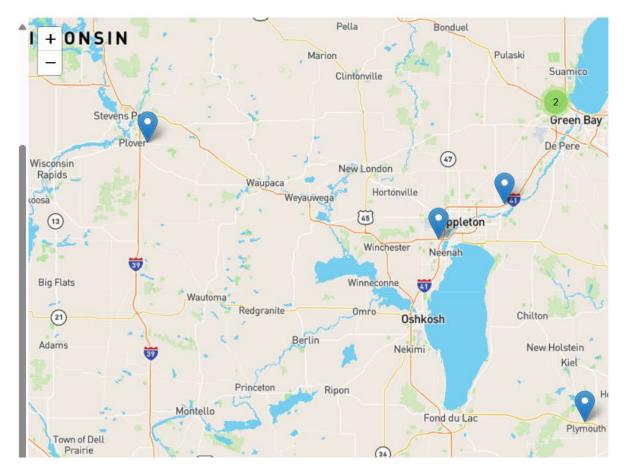
Services v

Rebates & Incentives >

Renewables ~

Resources ~

Home	Business	
Search by Zip Code	Select a Distance	
54956	Entire State	~
— OR —		
Search Business Name		
Enter Business Name		
What service do you need	1?	
Waste Water Treatme	ent	~
Languages Spoken		
Spanish		
Find a business certified a	as:	
Minority Business Ent	erprise (MBE)	
Women-Owned Busin	ess Enterprise (WBE)	



FOCUS ON ENERGY INCENTIVES





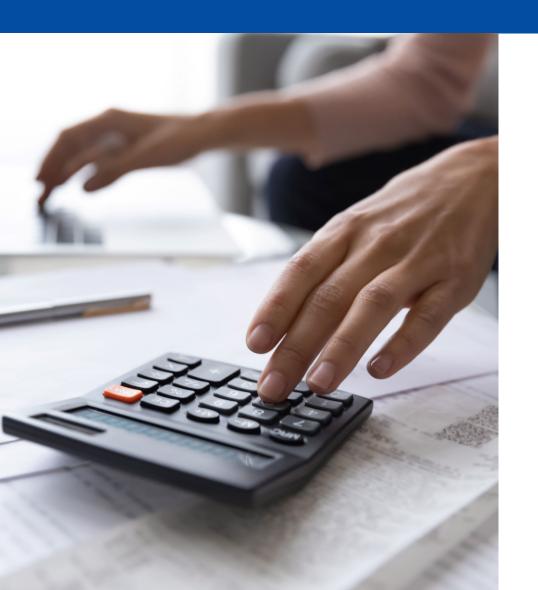
TYPES OF INCENTIVES



- Prescriptive
- Custom
 - Custom efficiency
 - Custom renewable
- Solar PV Prescriptive
- New Construction
- Instant Discounts
- Special Offerings

STANDARD (PRESCRIPTIVE) REBATES





- Specific dollar amounts for installing qualifying energy-efficient equipment.
- One-for-one replacement for commonly installed equipment.
- Visit focusonenergy.com/catalogs to view current Incentive Catalogs.
- Customer has 60 days after project installation to submit application and invoice(s).

INCENTIVE APPLICATION

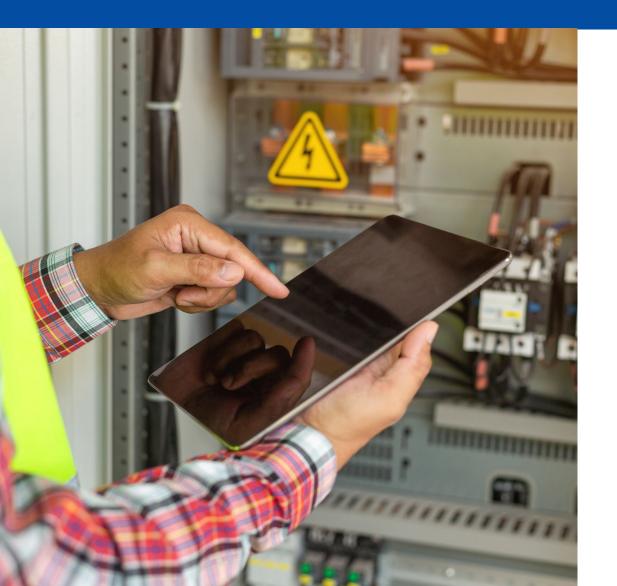


INCENTIVE APPLICATION FOR PROJECTS COMPLETED BY 12/31/2025		o f	OCUS OI	energy*					
Complete all sections, incomplete applications cannot be processed and will delay payment of incentives. Applications must be submitted within 60 days of	section 4 TRADE ALLY INFORM	MATION							
completed project installation, no later than January 31, 2026. For additional copies of this form, visit	TRADE ALLY CONTACT NAM								
focusonenergy.com/catalogs.	PRIMARY PHONE # EM	AL ADDRESS							
SECTION 1 ACCOUNT AND CUSTOMER INFORMATION	TRADE ALLY COMPANY NAME								
Tax Identification Number (Check one) ☐ FEIN or ☐ SSN	ADDRESS.								
If you use a Social Security Number (SSN) as your Tax Identification Number, do not provide it below. You will be contacted by the Program via email to		section 6							
provide a copy of your W-9 using a secure online portal, if it is not already	CITY	BUSINESS P	ROPERTY TY	/PE					
on file. You must list an email address in Section 3.	Section 5 BUSINESS PA				ng and new construction of truction & Major Renovations	quipment incenti	ves please	complete two se	parate applications.
FBN	Payee is respon	Select one (1)	property type t	that best describes	your business:				
TAX CLASSIFICATION OF CUSTOMER	Make incentiv	☐ Agricultur ☐ Dairy -	Producer Traditional .	☐ If Dairy, what is	☐ Government ☐ Grocery/Convenience	■ Manufacturing	(product):	☐ Resta	
(Check one. Required for all businesses, including non-profits.) ☐ Sole Proprietorship ☐ S Corporation ☐ Partnership	If Other Payee is	Dairy -	Traditional Robotic	the average number of	Store	☐ Multifamily			tes Sales/Service
□ C Corporation □ LLC - S Corp □ LLC - Partnership □ LLC - C Corp □ Single-Member LLC	be identified bel			cows being milked daily?	☐ Health Services ☐ Hotels & Lodging	□ Office			r.Wastewater
Other		☐ Education			☐ Information, Technical &	■ Religious & Sp Organization	iritual	□ Other	
DWINER NAME (REQUIRED IF SSN IS USED AS TAX. DENT PICATION NUMBER)	For All Payees Mail check to:	☐ Financial	nstitution		Scientific Services	☐ With K+ Da	lly Education		
COMPANY NAME						☐ No K+ Dall	/ Education		
	COMPANY NAME	section 7 INCENTIVE F	RODUCT IN	FORMATION					
LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)	ADDRESS	Refer to:				f			
CITY STATE ZIP	cmy	Appud eligibil	ity requireme	nts.	usonenergy.com/catalog:	for incentive cod	es, incentive	e per unit, and pr	couct
WHO DID YOU WORK WITH FROM FOCUS ON ENERGY? (CONTACT NAME)	ATTENTION TO (OP			nufacturer and Mo					
section 2	For Trade Ally			_	tion Sheet at focusonene	gy.com/catalogs	if additional	lines are needed	1.
JOB SITE INFORMATION (Refer to your utility bills for account numbers below.)	Trade Allies mus other payees mi	PROJECT CO	MPLETION D	ATE:					
JOB SITE BUSINESS NAME	Tax Identificatio	INCENTIVE		FACTURER NAME	MODEL#	UNIT	# OF UNITS	INCENTIVE PER	REQUESTED
	If you use a Soci do not provide if	CODE				MEASURE	(A)	UNIT (B)	INCENTIVE (A X B)
ELECTRIC UTILITY AT JOB SITE BLECTRIC ACCOUNT #	provide a copy on file. You must		81		LEDGVZP	Fisture		\$ 25 \$	\$ 250 \$ 0.00
SAS UTILITY AT JOB SITE GAS ACCOUNT ≠ □ JOB SITE ADDRESS IS SAME AS LEGAL ADDRESS								\$	\$ 0.00
U JOB SITE ADDRESS IS DIFFERENT (COMPLETE BELOW)	FEIN							\$	\$ 0.00
JOB SITE ADDRESS	Tax Classification (Check one, Rec							5	\$ 0.00 \$ 0.00
DITY STATE ZIP	☐ Sole Proprieto ☐ C Corporation							\$	\$ 0.00
section 3	LLC - C Corp							s	\$ 0.00
CUSTOMER CONTACT INFORMATION	Payee Contact		_				Substantial fo	s om Incentive Product	§ 0.00
							Informatio	n Sheet (if applicable)	\$
JOB SITE CUSTOMER CONTACT NAME	NAME						IN	CENTIVE TOTAL	\$ 0.00
PRIMARY PHONE # EMAIL ADDRESS Preferred method of contact:		section 8							
If Focus on Energy has a question about this application, we should		CUSTOMER	SIGNATURE						
contact: Customer Trade Ally Cther					Iciency measure(s) was (were) insta ions set forth herein and to the Ter I will not be notified in the event ch			mergy.com/terms. I u	inderstand Focus on Energy
		are complete, tru	e, and correct, an	d I have submitted the	appropriate supporting document	ation to receive an ince	ntivo.		
		If the Customer is penalty of perjury	identified as the Licertify that:	Payee in Section 5, the	e following certifications are requir	ed for this form to subst	tute for the Inte	emal Revenue Service	(RS) form W-9. Under
		The num Lam note	ber shown on th	is form is the correct ta	expayer identification number. e: (a) I am exempt from backup with	holding or thi I have no	t been notified	butto IDS that Lam	
		subject backup	to backup withho withholding.	clding as a result of fail	e: (a) I am exempt from backup with ure to report all interest or dividend	is, or (c) the IRS has not	ified me that I a	m no longer subject t	0
		• Tama U	S. person.	consent to an	wision of this document othe	than the certificat	one required	to swoid back	withholding
		e ina uoes i	or require my	consent to any pro	resion of this document other	count the certificat	ons required	to evolu packup i	SIGN HERE
		CUSTOMER SIGNA	JURE		NAME (RINT)		DATE	— (FERE
									_
			plications and su		tion tec	adjusted barnet on a	rolact care #	on moneuro remi	tomonte and
			Focus on Ene 725 W. Park A	rgy	*Incentive may be	adjusted based on p ons for more informa	roject caps. S tion.	See measure requir	rements and

- Two-page fillable pdf application required within 60 days of project completion.
- Can combine incentives from multiple catalogs.
- Some measures require Supplemental Data Sheet.
- Energy Advisors can help complete the application.

CUSTOM INCENTIVES





- Offered when a prescriptive incentive is not available.
- Consult Energy Advisor to qualify for incentives:
 - \$0.02-\$0.05/ kWh saved.
 - \$100/Peak kWh reduced.
 - \$0.20-\$0.95/Therm saved.

CUSTOM INCENTIVES





- All custom incentives require pre-approval from the program before equipment is purchased or work begins.
 - This includes signing purchase orders or proposals.
- Contact an Energy Advisor ASAP to determine whether your project requires a custom incentive.

SOLAR PV



- 1. Reservation Application
- 2. Complete Install
- 3. Installation Application

Renewables for Businesses | Focus on Energy

Incentives

Equipment Eligibility

Educational Materials

Terms & Requirements

Business Customer Solar PV Incentives								
System Size in kW (DC)	Incentives per kW (DC)	Min Incentive	Max Incentive					
All	\$50	\$300	\$25,000					

^{*}Solar PV systems 500 kW and above will be capped at the maximum incentive of \$25,000.

INSTANT DISCOUNTS



Water Heating Equipment



Qualified Product List

Participating Water Heating Distributors

Commercial Food Service



Qualified Product List

Participating Commercial Food Service Dealers

HVAC Equipment



Qualified Product List

Participating HVAC Distributors

Instant Discount | Focus on Energy

WATER AND
WASTEWATER SPECIFIC
OFFERINGS



WIDNR - CWFLP

focus on energy

Partnering with Wisconsin utilities

- Energy Efficiency Principal
 Forgiveness
- Match Focus rebates up to \$50,000
- Must have Focus Incentive Agreement (PDF) when completing DNR Financial Assistance Agreement.



Project Approval Details						
Application ID:	10343781					
Incentive Amount:	\$18,550.63					
Estimated Project Cost:	\$173,404.00					
Approved Date:	6/25/2025					
Signed Incentive Agreement Due Date:	8/29/2025					
Incentive Expiration Date:	7/31/2027					

INCENTIVE AGREEMENT

Customer Profile	Energy Advisor Contact Information			
Customer Name: 6200	Program: Schools & Government			
Tax ID:	Energy Advisor: Joe Kottwitz			
Tax Classification: Other	Energy Advisor (715) 720-2120 Phone:			
Project Contact:	Energy Advisor Email: joe.kottwitz@focusonenergy.com			
Contact Phone:				
Contact Email:				

Project Profile								
Proje	ct Detalls	Payment Information			Estimated Savings			
Project Location	Measure Name, Measure ID	Payable To	Payee Tax ID	Payee Tax Classification	Peak Summer Demand (kW)*	Annual Electric (kWh)	Annual Gas (Therms)	Annual Savings
1458	Custom Design Team Reward,1443710	101121	1	LLC - C or S Corporation	0.0000	0.0000	0.0000	
1458	Business Trade Ally Bonus, 1443711	ing ing		LLC - C or S Corporation	0.0000	0.0000	0.0000	
1458	Ultraviolet, Not Otherwise Specified,1444480	C200		Other	10.7000	38,520.0000		\$ 3,219.39
1458	VFD, Process Pump,1443702	Latiner Galogi 104 Aleine Parkway	~	Other	10.8100	30,352.0000	-	
101 N Porry Pkwy	VFD, Process Pump,1443701	0		Other	26,8500	75,393.0000		

WASTEWATER PLANT ENERGY ASSESSMENT (WWPEA)



- 1. Choose a registered Wastewater Service Provider (WSP).
- 2. Submit the **WWPEA** application for pre-approval.
- 3. WSP completes the assessment.
- 4. Submit assessment report and invoice to Focus on Energy.
- 5. Incentive is paid.



AECOM

Statewide Service www.aecom.com

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Baxter and Woodman, Inc.

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Pat Planton, PE • 414.257.3150 pplanton@baxterwoodman.com

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Statewide Service, WI www.donohue-associates.com

Eric Lynne, PE • 920.803.7375 elynne@donohue-associates.com

PUMP ASSESSMENT





- 1. Choose a Trade Ally to perform the pump assessment.
- 2. Trade Ally completes pump assessment data collection form and recommendations report.
- 3. Submit incentive application, invoice, and pump assessment to Focus on Energy.
- 4. Incentive is paid.

*If VFD is recommended to save energy, eligible to obtain a 50% bonus on the installation.

PROJECT ASSESSMENT INCENTIVE / BIOGAS



- 1. Choose a Trade Ally to perform the project assessment.
- 2. Submit the application to Focus on Energy for pre-approval.
- Trade Ally completes project assessment.
- 4. Submit project assessment report, invoice, and application to Focus on Energy for payment.
- 5. Incentive is paid.
 - Incentive = 50% of study cost.

20% of energy savings.

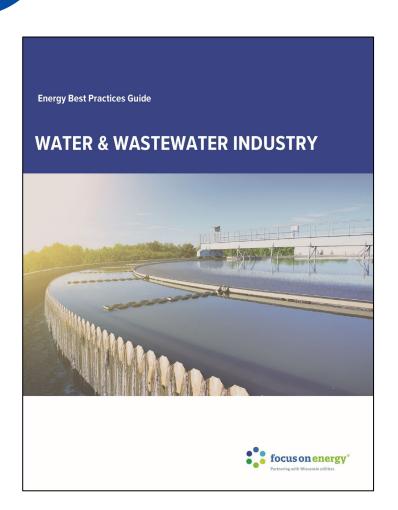
Capped at \$15,000.

ENERGY BEST PRACTICES GUIDE



- Steps to build an energy management program for water and wastewater facilities.
- General best practices and recommendations.
- Scan the QR code or go to focusonenergy.com/guidebooks to view an electronic copy.





REACH OUT!

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