



FOCUS ON ENERGY[®]

Joe Kottwitz, Energy Advisor



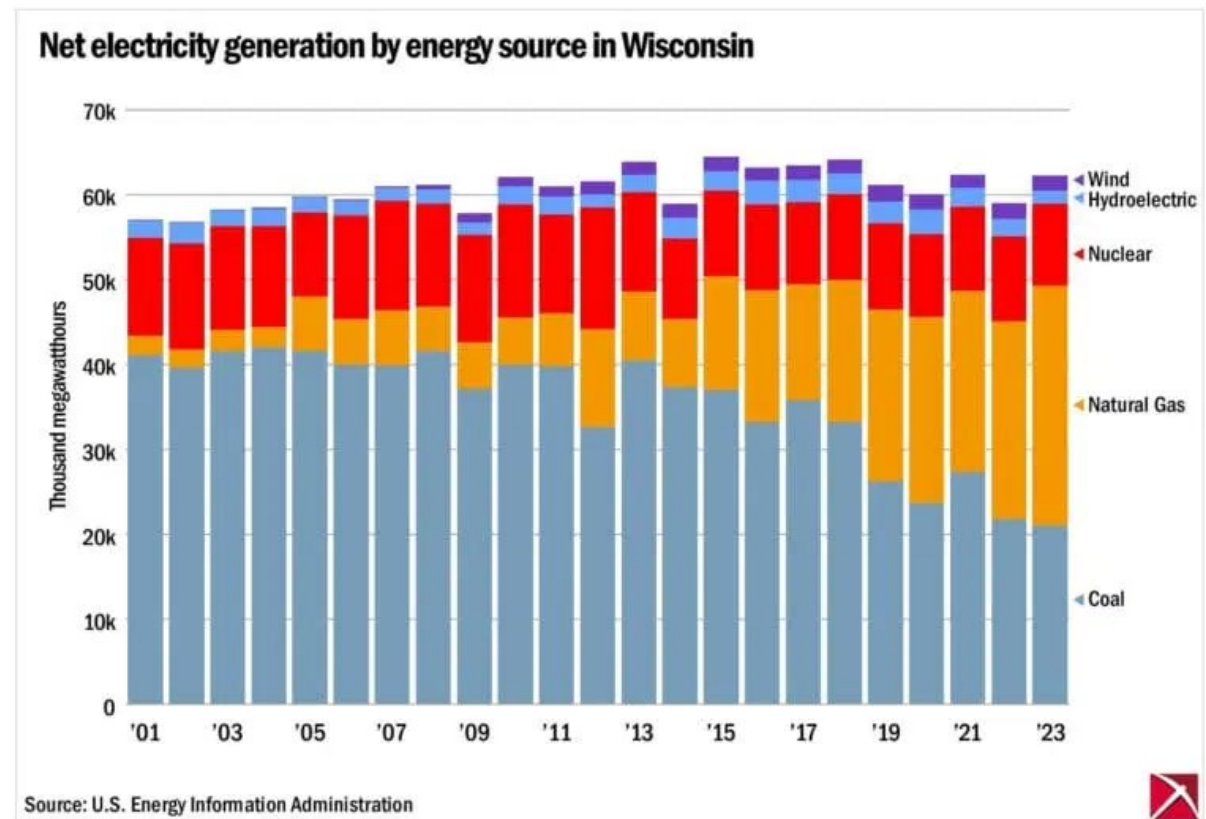
WHAT?



- 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 cost-effective 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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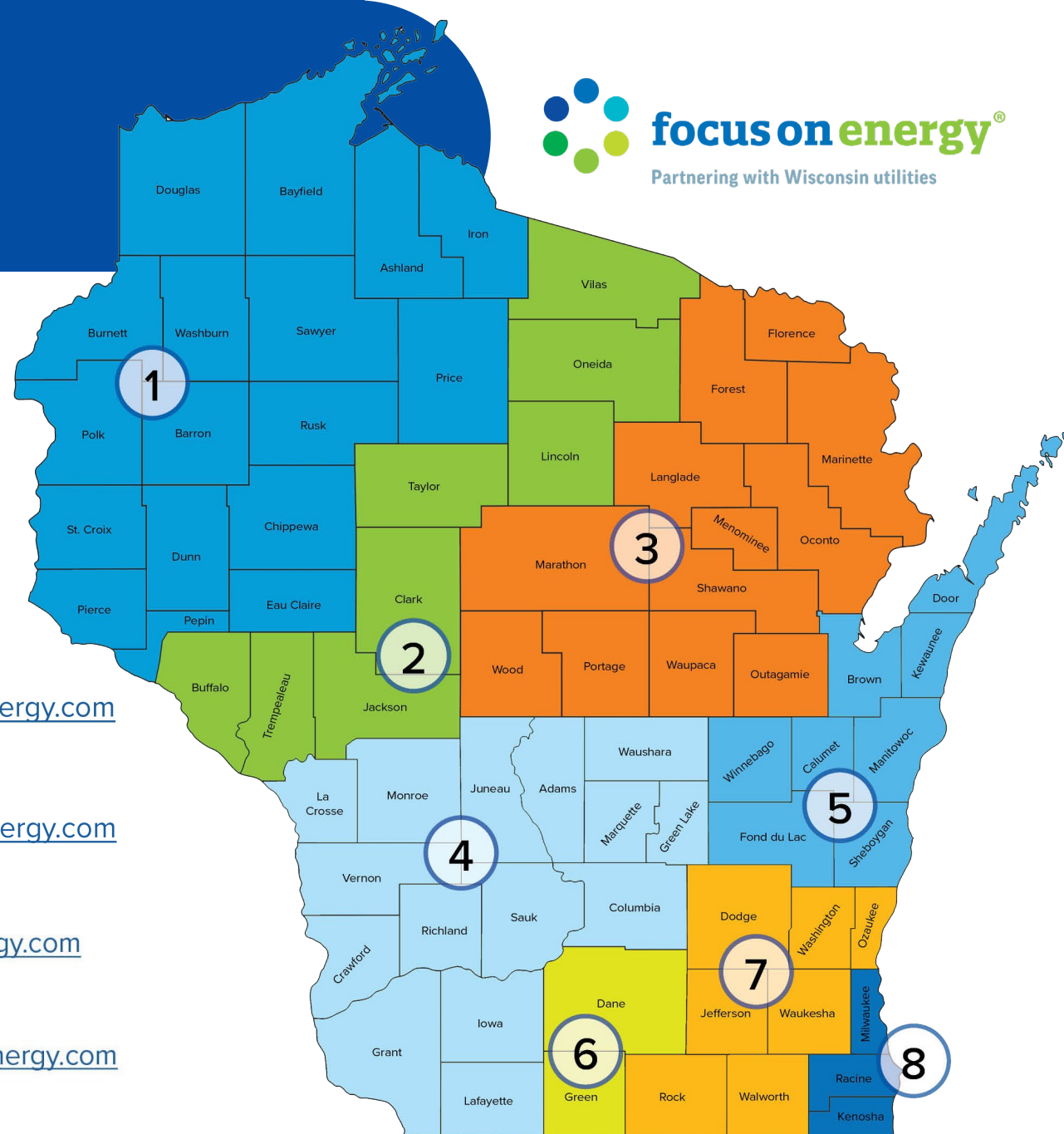
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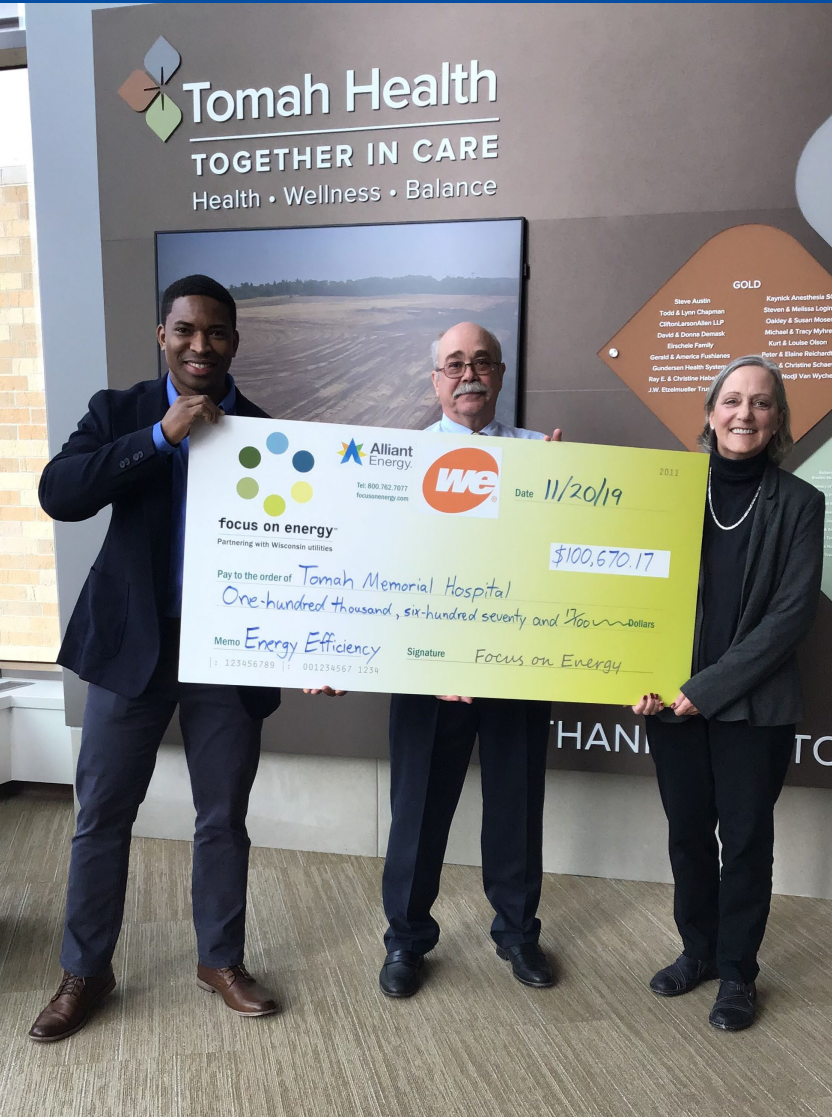


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WORKING WITH AN ENERGY ADVISOR



- 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 ▾

Rebates & Incentives ▾

Renewables ▾

Resources ▾

Home

Business

Search by Zip Code

54956

Select a Distance

Entire State ▾

— OR —

Search Business Name

Enter Business Name

What service do you need?

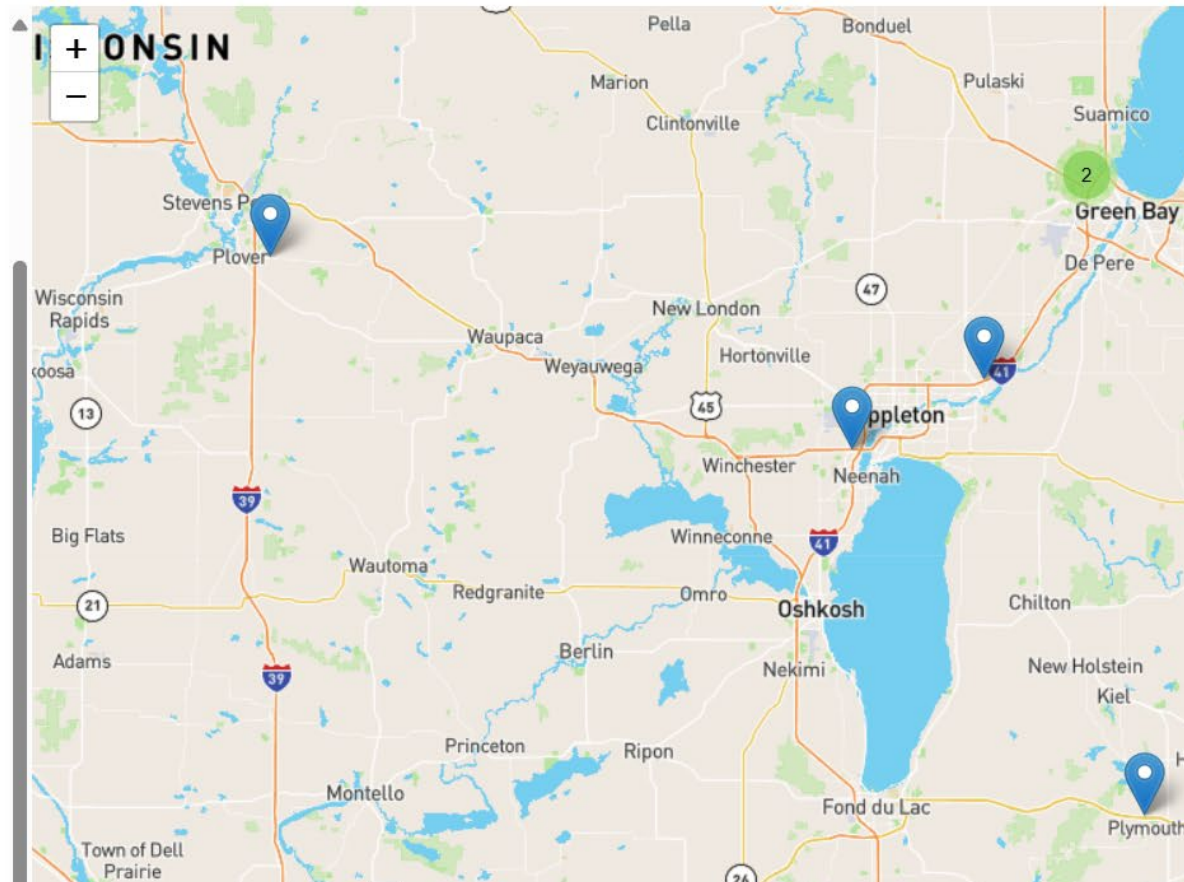
Waste Water Treatment ▾

Languages Spoken

☐ Spanish

Find a business certified as:

- ☐ Minority Business Enterprise (MBE)
- ☐ Women-Owned Business Enterprise (WBE)
- ☐ Disabled Veteran Business (DVB)



FOCUS ON ENERGY INCENTIVES



focus on energy[®]

Partnering with Wisconsin utilities



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).

focus on energy[®]
Partnering with Wisconsin utilities

- 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.

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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



WI DNR – CWFLP

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

 focus on energy [®] Partnering with Wisconsin utilities					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: [REDACTED] 6200					Program: Schools & Government			
Tax ID: [REDACTED]					Energy Advisor: Joe Kottwitz			
Tax Classification: Other					Energy Advisor Phone: (715) 720-2120			
Project Contact: [REDACTED]					Energy Advisor Email: joe.kottwitz@focusonenergy.com			
Contact Phone: [REDACTED]								
Contact Email: [REDACTED]								
Project Profile								
Project Details		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
[REDACTED] 1458	Custom Design Team Reward, 1443710	[REDACTED]	[REDACTED]	LLC - C or S Corporation	0.0000	0.0000	0.0000	
[REDACTED] 1458	Business Trade Ally Bonus, 1443711	[REDACTED]	[REDACTED]	LLC - C or S Corporation	0.0000	0.0000	0.0000	
[REDACTED] 1458	Ultraviolet, Not Otherwise Specified, 1444480	[REDACTED]	[REDACTED]	Other	10.7000	38,520.0000		\$3,219.39
[REDACTED] 1458	VFD, Process Pump, 1443702	[REDACTED]	[REDACTED]	Other	10.8100	30,352.0000		
[REDACTED] 1458	VFD, Process Pump, 1443701	[REDACTED]	[REDACTED]	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

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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

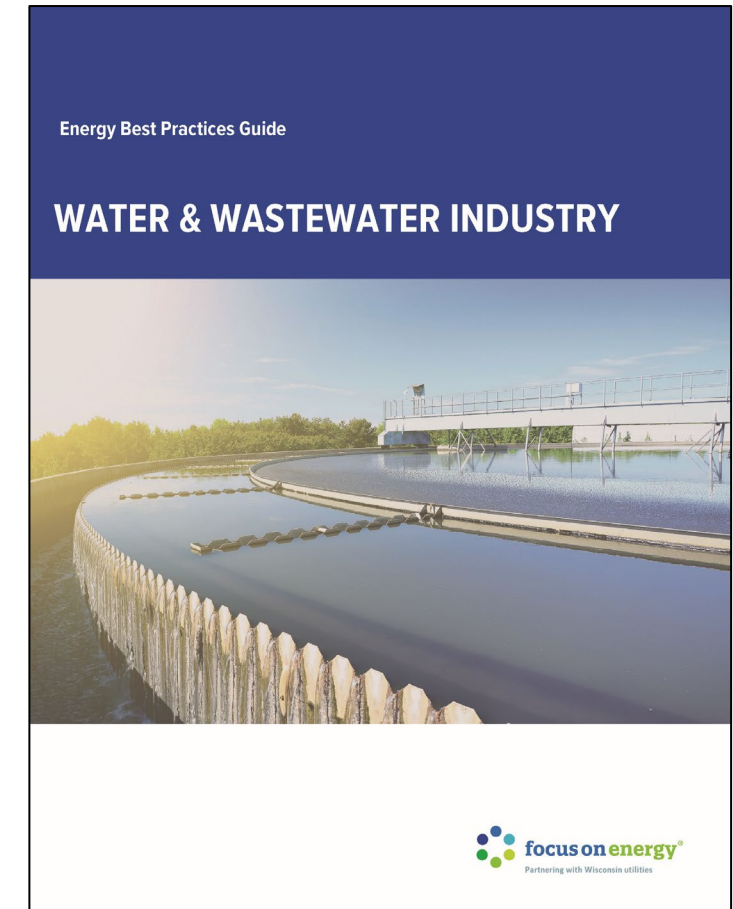


1. Choose a Trade Ally to perform the project assessment.
2. Submit the **application** to Focus on Energy for pre-approval.
3. Trade Ally completes project assessment.
4. Submit project assessment report, invoice, and application to Focus on Energy for payment.
5. Incentive is paid.
 - Incentive = 50%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