2026 BUSINESS OFFERINGS

CUSTOM INCENTIVE GUIDE

focus on energy®

Partnering with Wisconsin utilities

HOW TO APPLY

NEED HELP? CALL 800.762.7077

Use this guide to help you move through the custom incentive process. To be put in contact with an Energy Advisor, call **800.762.7077** for assistance.

UNDERSTANDING CUSTOM INCENTIVES

Custom incentives are for energy efficiency and renewable energy upgrades not found in the FOCUS ON ENERGY® Rebate Catalogs. These incentives are for nonstandard technologies (e.g., industrial process equipment) or for projects which do not include a 1-for-1 replacement. Custom incentive amounts are determined by the estimated first-year energy savings when completing energy efficiency or renewable energy upgrades to equipment or processes.

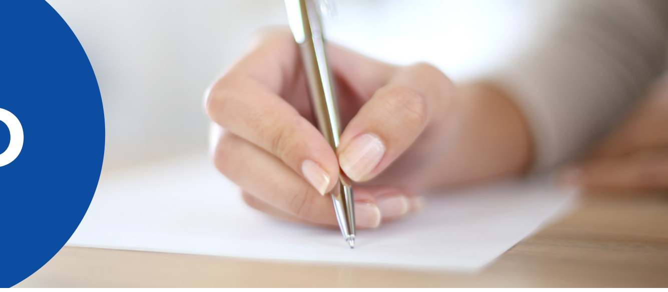
Custom projects must involve measures which result in a permanent reduction in electric and/or natural gas energy usage due to an improvement in system efficiency. Projects resulting in reduced energy consumption without an improvement in system efficiency (e.g., manually turning equipment off) are not eligible for a custom incentive. However, projects involving the installation or addition of an automated control technology, such as an energy management system, may be eligible for an incentive.

The custom incentive rates found in this guide are eligible for projects requesting pre-approval between Jan. 1 and Dec. 31, 2026. Custom incentive rates are locked-in upon pre-approval of a proposed project.

RENEWABLE ENERGY

Biogas, biomass, wind, hydroelectric, and solar thermal systems are eligible for a renewable energy custom incentive as detailed in this guide. Solar Photovoltaic (PV) systems may qualify for prescriptive renewable incentives. For more information on Solar PV incentives, visit **focusonenergy.com/business/renewables**.

WHAT YOU'LL NEED



Pre-approval is required prior to ordering equipment, issuing purchase orders or contracting labor. Projects initiated prior to pre-approval are ineligible for incentives. Notify your Energy Advisor as soon as possible if an expedited pre-approval is needed or if there is a time constraint for ordering equipment. Pre-approval is signified by issuance of an Incentive Agreement.

To secure pre-approval, your Energy Advisor will need project documentation, which could include proposals, specification sheets, utility data, and energy savings calculations, if available. The method and assumptions used to calculate the annual energy savings will be reviewed or completed by Focus on Energy. Focus on Energy is solely responsible for the final determination of the annual energy savings used in calculating the incentive amount.

step 1
BEFORE APPLYING

- Contact your Focus on Energy Advisor. If you do not know who your Energy Advisor is, go online at **focusonenergy.com/EA-map** or call **800.762.7077** for assistance.

step 2
WHAT YOU'LL NEED

- Custom Project Information Form, found on pages 5-6 of this guide. All sections of this form must be completed. This form provides Focus on Energy with important background information to help us get started on your project.
- Detailed scope of work including:
  - Existing equipment and relevant details (e.g., equipment manufacturer and model number, operating hours, etc.).
  - Proposed equipment and relevant details (e.g., equipment manufacturer and model number, operating hours, etc.).
- Proposal for qualifying upgrades, including:
  - Total project costs, including itemized materials/equipment, labor/installation, and commissioning, if needed.
- Manufacturer specification sheets for proposed equipment.
- Historical Utility Data
  - Work with your Energy Advisor to determine if historical utility data is needed to determine energy cost savings and project payback. A utility release form may be required.

step 3
UNDERSTAND INCENTIVE RATES AND PROGRAM REQUIREMENTS

Custom incentives are based on estimated first year energy savings achieved from an energy efficiency upgrade. The calculated savings are multiplied by the incentive rates noted in the **Incentive Rates** table and are limited based on incentive type: energy efficiency measures (1-10 year payback), low payback measures (less than 1 year payback), or renewable energy measures (1-20 year payback).

New Construction Eligible

- Working on a new construction project? Use the New Construction Online Tool to get started at **focusonenergy.com/newconstruction**.

Incentive Rates

Energy Efficiency (1-10 year payback)	**Project Incentive Limit**
$100 per peak kW*	The lesser of $300,000, 50% of project cost, or capped at a one-year payback.
$0.08 per kWh saved	
$1.25 per therm saved	
Renewable Energy (1-20 year payback)	
$125 per peak kW*	
$0.10 per kWh saved or generated	
$1.25 per therm saved or generated	
Low Payback (less than one year payback)	**Project Incentive Limit**
$0.02 per kWh saved	The lesser of $50,000 or 100% of project cost.
$0.20 per therm saved	
***Peak kW reduction is determined by the average kW load reduction or generation occurring between 2 p.m. and 6 p.m. on weekdays during June, July, August, and September.**	

Custom Incentive Requirements

- Energy Efficiency and Renewable Energy incentives will not be provided for projects with a simple payback of less than one year based on energy savings. Projects with a simple payback less than one year may be eligible for a Low Payback incentive.
- Energy Efficiency and Renewable Energy incentives are limited to projects with a maximum simple payback of 10 years based on energy savings. Renewable Energy incentives are limited to projects with a maximum payback of 20 years based on energy savings.
- Custom incentives cannot exceed the per project incentive limits shown in the Incentive Rates table above. The maximum total for all rebates and incentives a customer may receive per calendar year is $400,000.
- Project cost is defined as the sum of material and/or installation costs associated with the project.
- Incentives are eligible for new (not used or refurbished) equipment only.
- Incentives are capped at $300,000 per project and $50,000 per Low Payback project.

WHAT YOU'LL NEED

step 4
REQUEST INCENTIVE PRE-APPROVAL

- Incentive pre-approval is contingent upon receipt of documentation outlined in Step 2.
- Timeline for a project to receive pre-approval depends on several factors including the amount of time it takes for an Energy Advisor to receive required documentation, the complexity of the project, and the amount of the incentive.
- Once a project is pre-approved, the Energy Advisor will issue an Incentive Agreement (IA) to the customer for their signature.
  - Once an IA is issued, incentive funding is reserved for your project.
  - Customers have 65 days from pre-approval to sign and return the IA, indicating their intent to move forward with the project.
- Upon Focus on Energy's acknowledgment of receipt of the signed IA, the customer can proceed with the equipment order and installation.

step 5
COMPLETE YOUR CUSTOM PROJECT

- Complete the project by the Project Completion Deadline as indicated on the IA.
  - An extension can be requested by contacting your Energy Advisor in writing (email is preferred) and providing an updated final completion date and proof the project is moving forward (e.g., a purchase order or an invoice). Extensions are at the discretion of Focus on Energy.
  - Contact your Energy Advisor as soon as possible if the scope of work for the project changes during the course of design or installation to determine if the change will impact the incentive for your project.
- Notify your Energy Advisor when your project is complete. Your Energy Advisor will send a Project Completion Notice (PCN) for signature. The project is considered complete when the installed system is generating energy savings consistent with the proposed scope of work.
- Provide the following documentation to your Energy Advisor:
  - Detailed final invoice(s) including:
    - Quantities installed.
    - Manufacturer and model numbers.
    - Itemized project cost.
    - Customer name and installation address.
    - Trade Ally's name, if applicable.
  - Completed PCN with customer signature.
    - Please note if the scope of the original project has changed. Scope changes may result in an incentive adjustment. Custom incentives cannot exceed the originally pre-approved incentive amount.
- A site visit by the Energy Advisor for installation verification may be required prior to incentive payment.
- Completion paperwork will be reviewed for final qualification, and the incentive check will be issued within 6-10 weeks after receipt of all documentation.

CUSTOM PROJECT INFORMATION

FOR PROJECTS PRE-APPROVED BY 12/31/2026

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section 1

ACCOUNT AND CUSTOMER INFORMATION

Tax Identification Number (Check one) ❑ FEIN or ❑ SSN*

*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 provide a copy of your W-9 using a secure online portal, if it is not already on file. **You must list an email address in Section 3.**

FEIN

TAX CLASSIFICATION OF CUSTOMER

(Check one. Required for all businesses, including non-profits.)

❑ Sole Proprietorship ❑ Individual ❑ Single-Member LLC
❑ C Corporation ❑ S Corporation ❑ Partnership
❑ LLC - C Corp ❑ LLC - S Corp ❑ LLC - Partnership

OWNER NAME (REQUIRED IF SSN IS USED AS TAX IDENTIFICATION NUMBER)

COMPANY NAME

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)

CITY STATE ZIP

WHO DID YOU WORK WITH FROM FOCUS ON ENERGY? (CONTACT NAME)

section 2

JOB SITE INFORMATION

(Refer to your utility bills for account numbers below.)

JOB SITE BUSINESS NAME

ELECTRIC UTILITY AT JOB SITE ELECTRIC ACCOUNT #

GAS UTILITY AT JOB SITE GAS ACCOUNT #

❑ JOB SITE ADDRESS IS SAME AS LEGAL ADDRESS
❑ JOB SITE ADDRESS IS DIFFERENT (COMPLETE BELOW)

JOB SITE ADDRESS

CITY STATE ZIP

section 3

CUSTOMER CONTACT INFORMATION

JOB SITE CUSTOMER CONTACT NAME

PRIMARY PHONE # EMAIL ADDRESS

❑ I opt in to receive program updates via text message.
Preferred method of contact: ❑ Call ❑ Email ❑ Text

If Focus on Energy has a question about this application, we should contact: ❑ Customer ❑ Trade Ally ❑ Other____________________

section 4

TRADE ALLY INFORMATION

TRADE ALLY CONTACT NAME

PRIMARY PHONE # EMAIL ADDRESS

TRADE ALLY COMPANY NAME

ADDRESS

CITY STATE ZIP

section 5

BUSINESS PAYMENT INFORMATION

Payee is responsible for any associated tax consequences.

Make incentive check payable to:

❑ Customer ❑ Trade Ally ❑ Rebate Administrator ❑ Other Payee

If you checked Other Payee, you must indicate the payee's relationship to the utility account holder below:

❑ Tenant ❑ Building Owner ❑ Other (specify) ________________

For All Payees this Section MUST be Filled Out

Mail check to: ❑ Customer Legal Address ❑ Job Site Address
❑ Trade Ally Address ❑ Alternate Address

COMPANY NAME

ADDRESS

CITY STATE ZIP

ATTENTION TO (OPTIONAL)

For Trade Ally, Rebate Administrator, and Other Payees

Trade Allies must be registered with the Program and have a current W-9 on file to receive payment.

Tax Identification Number (Check one) ❑ FEIN or ❑ SSN*

*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 provide a copy of your W-9 using a secure online portal, if it is not already on file. You must list an email address below.

FEIN

Tax Classification of Payee

(Check one. Required for all businesses, including nonprofits.)

❑ Sole Proprietorship ❑ S Corporation ❑ Partnership
❑ C Corporation ❑ LLC - S Corp ❑ LLC - Partnership
❑ LLC - C Corp ❑ Single-Member LLC
❑ Other ______________________________

Payee Contact Information

NAME

EMAIL ADDRESS

CUSTOM PROJECT INFORMATION

FOR PROJECTS REQUESTING PRE-APPROVAL BY 12/31/2026

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section 6
BUSINESS PROPERTY TYPE

Select one only.

- ❑ Equipment Upgrades & Retrofits
- ❑ New Construction & Major Renovations

Select one (1) property type that best describes your business:

- ❑ Agriculture Producer
  - ❑ Dairy - Traditional
  - ❑ Dairy - Robotic
    - ❑ If Dairy, what is the average number of cows being milked daily? ___________
  - ❑ Other: ______________________________
- ❑ Education
- ❑ Financial Institution
- ❑ Government
- ❑ Grocery/Convenience Store
- ❑ Health Services
- ❑ Hotels & Lodging
- ❑ Information, Technical & Scientific Services
- ❑ Manufacturing (product): ______________________________
- ❑ Multifamily
- ❑ Office
- ❑ Religious & Spiritual Organization
  - ❑ With K+ Daily Education
  - ❑ Without K+ Daily Education
- ❑ Restaurant
- ❑ Retail
- ❑ Vehicle Sales/Service
- ❑ Water/Wastewater
- ❑ Other: _________________________________

section 7
PROJECT BACKGROUND INFORMATION

Which statement best describes the status of your project (select one):

- ❑ Considering project
- ❑ Assessing feasibility
- ❑ Getting vendor bids and/or savings estimates
- ❑ Received management approval
- ❑ Purchased equipment
- ❑ Started installation

Tell us why you are pursuing this project:

- ❑ Enhance employee/customer comfort
- ❑ Reduce maintenance costs
- ❑ Replace worn out equipment
- ❑ Reduce energy costs
- ❑ Achieve company goal or mandate
- ❑ Other: __________________

Tell us how Focus on Energy can help you:

- ❑ Exploring options
- ❑ Assurance of the technical feasibility of the technology
- ❑ Verifying vendor savings estimates
- ❑ Showing the value to management
- ❑ Incentive to help reduce initial cost and/or trim payback
- ❑ Other: ___________________

section 8
PROJECT TIMELINE AND DESCRIPTION

PROJECT START DATE	
ESTIMATED PROJECT COMPLETION DATE	
I certify no purchase orders, equipment purchases, or contracted labor have been initiated for this project	Yes ❑
Itemized proposal attached	Yes ❑
Specification sheet(s) attached	Yes ❑
Information on existing equipment (make, model, etc.), system operation, and building operation attached	Yes ❑
Brief Project Description	

section 9
CUSTOMER SIGNATURE

I, the Customer, attest that I am the ratepayer (utility account holder) for the site(s) listed in Section 2. If applicable, I assign the right to participate in and receive incentives from the Focus on Energy Program to the Other Payee identified in Section 5.

SIGN HERE ←

CUSTOMER SIGNATURE

NAME (PRINT)

DATE

Submit applications and supporting documentation to:

MAIL: Focus on Energy
725 W. Park Avenue
Chippewa Falls, WI 54729

EMAIL: business@focusonenergy.com

PARTICIPATION REQUIREMENTS

NEED HELP? **Call 800.762.7077**

Use the eligibility requirements below to see if your business qualifies for program incentives. You can also visit **focusonenergy.com** to find savings opportunities specific to your business.

CUSTOMER ELIGIBILITY

Incentives included in this guide are available to all nonresidential customers (agriculture, commercial, government, industrial, and schools) located in a participating utility territory. To see if your utility participates, go to **focusonenergy.com/utilities**. Typical facility types include:

- School facilities (e.g., public and private K-12, technical colleges, colleges, universities).
- Commercial and Industrial facilities (e.g., banks, hotels, offices, convenience stores/gas stations, manufacturing, breweries, restaurants).
- Healthcare facilities (e.g., nursing homes/skilled nursing, Community-Based Residential Facilities (CBRF), hospitals).
- Multifamily properties should refer to **focusonenergy.com/multifamily** for available incentives and offerings for common areas and individual units.

CUSTOM INCENTIVES

Does your project not fit in one of our prescriptive offers? Custom project incentives are calculated on a case-by-case basis for non-standard technologies and are based on estimated first-year energy savings. Whether you operate a large industrial facility, a chain store or franchise, an office, school or municipal building, a farm, or anything in between, we can show you how to be more energy efficient — and how to save on the cost of making improvements. Before purchasing equipment or proceeding with upgrades, you must contact an Energy Advisor from Focus on Energy. Your Energy Advisor will help you determine if your project qualifies for a Focus on Energy custom incentive and will help you obtain necessary pre-approval. Refer to the blue ‘Custom Project Idea’ boxes throughout the catalog for ideas. To get started with your custom project, download and complete the Custom Incentive Guide at **focusonenergy.com/business/equipment-replacement**.

Before you start your project, please make sure you are familiar with participation requirements, program information, and Terms and Conditions.

INFORMATION AND REQUIREMENTS

General Terms and Conditions

Review the Focus on Energy Terms and Conditions at **focusonenergy.com/terms** or call **800.762.7077** to request a copy.

Rebate and Incentive Limits

Rebates and incentives are limited to $300,000 per project and $400,000 per customer per calendar year for all Focus on Energy rebates and incentives (standard and custom). Depending on the business tax classification of the payee, the entity receiving the rebate or incentive payment may receive IRS form 1099 for rebates and incentives totaling over $600 in a calendar year.

Reminder: Rebates and incentives are capped at 100% of equipment cost unless otherwise noted. Equipment cost is the amount paid by the customer for qualifying equipment, excluding any Focus on Energy incentive credit, shipping, and sales tax. Like-for-like equipment replacement due to recall, warranty replacement, etc. is not eligible for an incentive.

Trade Ally Information

A Trade Ally represents the company who provided/installed the equipment for a project or performed the service for which a Customer is seeking a rebate or incentive. Trade Allies who have signed an agreement with Focus on Energy are allowed to enjoy certain program benefits, one of which is to receive direct payment of rebates and incentives at the Customer's request. Rebates and incentives can only be paid directly to a registered Trade Ally who has a W-9 on file with Focus on Energy. For more information on becoming a registered Trade Ally, visit **focusonenergy.com/tradeally**.

The Federal Employer Identification Number (FEIN) and Tax Classification of the Trade Ally is required when the rebate or incentive is paid directly to the Trade Ally. In this scenario, the credit must be clearly labeled as the Focus on Energy rebate or incentive and deducted from the amount due on the Customer’s invoice

If your project was completed by more than one Trade Ally (example, equipment was purchased from one Trade Ally but installed by another Trade Ally) and the incentive is being paid to you the Customer, enter the information of the Trade Ally who installed your equipment in Section 4: Trade Ally Information. If the equipment was self-installed, enter the information of the Trade Ally from whom you purchased the equipment.

Assignment of Incentives to Other Payee

The Customer for the project site listed on the application may assign their right to participate and receive rebates and incentives to Other Payee. The Customer must sign Section 8 and identify the Other Payee in Section 5.

For more information,
call 800.762.7077
or visit focusonenergy.com

REDUCING ENERGY WASTE ACROSS WISCONSIN

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.

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