

FOCUS ON ENERGY® CHAMBERS OF COMMERCE



STATEWIDE IMPACT



FOCUS BY THE NUMBERS



Served more than 142,000 residential participants



Served more than 3,000 business participants

Achieved \$3.57 in benefits for every \$1 invested



Wisconsin's official resource for

smart energy solutions

Works with residents and businesses to complete

smart energy projects

Provides rebates, technical assistance, and

smart energy resources

WHAT DOES FOCUS ON ENERGY PROVIDE FOR YOUR BUSINESS?



- Provide rebates and incentives for energy-saving projects, which would not otherwise occur.
- No-cost support from an Energy Advisor who can:
 - Estimate energy savings and payback for potential projects.
 - Provide best practice information and support for various industries.
 - On-site support to identify energy saving opportunities.
- Help reach qualified Trade Ally contractors to complete projects.

GETTING STARTED WITH FOCUS ON ENERGY



WORKING WITH AN ENERGY ADVISOR IS EASY!



- **Identify energy-saving opportunities** at your place of business.
- Verify eligibility of proposed products.
- Complete energy-saving estimates and apply for custom incentives.
- **Assist with the rebate paperwork!** Energy Advisors make the rebate process simple. Typically, the process can be completed with just a few emails.
- Coordinate media opportunities to promote successful projects.



ENERGY ADVISOR DIRECTORY



- Did you know your business has access to Energy Advisor Support at no cost?
- Check out the Energy Advisory Directory on our website to search by business sector and zip code!
- Visit focusonenergy.com/ea-map

A screenshot of the "Energy Advisors Directory" web application. The interface has a dark blue header with the title "Energy Advisors Directory". Below the header is a white search form with the following fields: "I AM A:" with a dropdown menu showing "Business", "LOOKING FOR SUPPORT FOR:" with a dropdown menu showing "Commercial", and "ZIP CODE" with a text input field. A "Search" button is to the right of the ZIP code field, and a "Reset form" link is below it. Below the search form is a list of four advisors, each with a profile picture, name, phone number, email, and a "Commercial" button. The advisors are Adam Wagner, Chris Hau, Cody Crouse, and Hannah Nelson.

Name	Phone	Email	Buttons
Adam Wagner	(608) 208-9090	adam.wagner@focusonenergy.com	Commercial, Trade Ally
Chris Hau	(715) 304-0338	chris.hau@focusonenergy.com	Commercial, Trade Ally
Cody Crouse	(414) 217-9374	cody.crouse@focusonenergy.com	Commercial
Hannah Nelson	(715) 690-3037	hannah.nelson@focusonenergy.com	Commercial, Industrial, Trade Ally

HOW IT WORKS



focus on energy[®]

Partnering with Wisconsin utilities

SUPPORTING YOUR EFFICIENCY JOURNEY

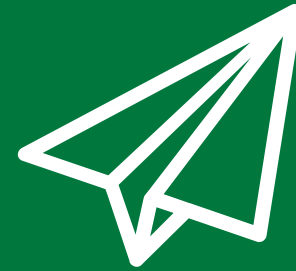


1. Connect with an Energy Advisor via phone or in-person

- Work together to identify energy-savings opportunities
- Obtain pre-approval if required.
- Energy Advisor can qualify equipment.

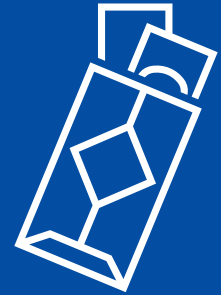


2. Install qualifying equipment



3. Submit paperwork

- Energy Advisor can help complete application
- Invoices from the project



4. Receive check within 4-6 weeks.

- A post-installation inspection may be required prior to payment.

PATHS TO PARTICIPATION

Rebates

- Set dollar amounts.
- Covers commonly installed equipment.
- Applied for after installation.

Instant Discounts

- Work with participating Trade Ally or distributor.
- Purchase qualifying equipment.
- Receive instant discount on purchase.

Custom Incentives

- Incentive based on energy saved.
- Typically for less common equipment replacements.
- Requires pre-approval before getting started.

Design Assistance

- For new construction and major renovation projects only.
- Evaluate different equipment configurations.
- Incentive based on energy saved.

BUSINESS RESOURCES TOOL



- Self-service tool found on the Focus on Energy website.
- Provides a snapshot of potential rebates, incentives, and special offerings available through the program based on business type, project, and equipment.
- <https://focusonenergy.com/business/get-started>

The screenshot shows the "Business Resources Tool" interface. At the top, a blue header contains the title "Business Resources Tool" and a subtitle "Provide project details for a customized list of rebates and resources." Below this is a white search form with three dropdown menus: "FACILITY TYPE" (set to "Restaurants"), "PROJECT TYPE" (set to "Efficient Equipment"), and "EQUIPMENT TYPE" (set to "Lighting"). A blue "Search" button is to the right of the dropdowns, and a "Reset form" link is below it. Below the search form is a horizontal navigation bar with three tabs: "All", "Efficient Equipment", and "Lighting". The "Lighting" tab is currently selected. Below the navigation bar are three result cards, each titled "REBATE" and featuring a lightbulb icon. The first card is titled "Exterior LED Fixtures" and describes rebates for replacing fluorescent or HID exterior fixtures with LED fixtures. The second card is titled "General Wattage Reduction" and describes rebates for general wattage reductions or elimination of existing fixtures. The third card is titled "High and Low Bay LED Fixtures" and describes rebates for replacing fluorescent or HID high and low bay fixtures with LED fixtures.

REBATE CATEGORIES



- Lighting, HVAC, Process Systems, Commercial Refrigeration, and more!
- Generally, 1-for-1 replacements.
- Preapproval not required unless specified.
- Rebate amount and requirements listed in rebate catalogs.



ENERGY EFFICIENCY QUICK WINS



Upgrade to LED lighting.



Install occupancy sensors & smart thermostats.



Seal air leaks on doors, docks, and windows.



Maintain HVAC systems.



Optimize schedules (lighting, HVAC, other equipment).



Enable power management on office equipment.



Engage employees in energy-saving behaviors.

LARGE IMPACT OPPORTUNITIES



- Advanced lighting control systems.
- Optimize HVAC & controls.
- Upgrade HVAC systems (boilers, rooftop units, etc.) and water heaters.
- Add Variable Frequency Drives (VFDs) to fans & pumps.
- Refrigeration upgrades (doors, controls, motors).
- Building envelope improvements (insulation).
- Food service & kitchen equipment.

Leverage rebates and instant discounts to reduce project cost!

REAL BUSINESSES, REAL RESULTS



focus on energy®

Partnering with Wisconsin utilities

EXAMPLE PROJECT: HOTEL



- **Project Type:** Replacing in-room air conditioners with Packaged Terminal Heat Pumps
- **Project Cost:** \$16,500
- **Rebates Received:** \$1,800
- **Energy Saved:** \$6,372/year
- **Payback Period:** 2.3 years



EXAMPLE PROJECT: GROCERY

- **Project Type:** Replaced fluorescent lamps with linear LED lamps
- **Project Cost:** \$40,190
- **Rebates Received:** \$6,190
- **Energy Saved:** \$12,300/year
- **Payback Period:** 2.7 years



TYPICAL OUTCOMES FOR SMALL BUSINESSES



Lower utility costs and reduced environmental impact.



Projects can pay for themselves in as little as a year.



Improved comfort (HVAC) and lighting quality (LED).



Reduced maintenance due to longer equipment life and improved performance.



Savings can be reinvested into business operations.

QUESTIONS?



SURVEY AND FEEDBACK



- Please scan the QR code here and take two minutes to complete the survey.
- Indicate if you'd like to be contacted by an Energy Advisor.
- All feedback is appreciated!

