



2024 SUMMARY OF SERVICES AND INCENTIVES FOR BUSINESSES

FOCUS ON ENERGY® partners with Wisconsin utilities to provide expert Energy Advisor assistance and financial incentives to businesses and industries in Wisconsin.

Start Saving Today!



Prescriptive incentives listed on the following pages are available for products purchased and installed between January 1 - December 31, 2024. Obtain a custom incentive by working with an Energy Advisor. Find your Energy Advisor at focusonenergy.com/ea-map.



Work with registered Trade Allies to ensure you select qualifying equipment to maximize energy savings. Find a registered Trade Ally at focusonenergy.com/findatradeally.



Utilize the Energy Efficiency Best Practices Guidebooks to reduce energy use and operating costs. Visit focusonenergy.com/guidebooks.

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EARN INCENTIVES FOR YOUR ENERGY-EFFICIENT EQUIPMENT

Prescriptive Incentives

- Prescriptive incentives are available for products purchased and installed in 2024.
- A summary of incentive amounts are listed on pages 3-7. Visit focusonenergy.com/catalogs for current catalogs and information regarding additional incentive offerings.
- Pre-approval is encouraged for all prescriptive incentives >\$10,000 to guarantee funding.
- Submit your prescriptive application within 60 days of installation, no later than January 31, 2025.

New Construction Services

Comprehensive, integrated, whole building energy simulations provide insight into the project's energy usage and the most cost-effective paths towards higher energy efficiency.

- **Energy Design Assistance (EDA)** - Projects in the planning and design phase - \$0.075/kWh and \$0.87/Therm.
- **Express EDA** - Self-directed whole building analysis. Available for multifamily, warehouse, and retail projects in the planning phase through construction completion - \$0.075/kWh and \$0.87/Therm.
- **Energy Design Review (EDR)** - Projects nearing Construction Documents (CDs) completion - \$0.06/kWh and \$0.70/Therm.

Check out focusonenergy.com/business/new-construction for complete offering details.

Custom Incentive Requirements

Custom incentives are for energy efficient and renewable energy upgrades not found in the Focus on Energy Incentive Catalogs. These incentives are for non-standard technologies or for projects which do not include a 1-for-1 replacement.

Pre-approval is required prior to ordering equipment, issuing purchase orders or contracting labor for all **CUSTOM** incentives.

Custom incentives are based on estimated first year energy savings achieved from an energy efficiency or renewable energy upgrade. Renewable technologies eligible for custom incentives include biogas, biomass, solar thermal, and wind. The calculated savings are multiplied by the custom incentive rates found in the table below.

Custom Incentives

Energy Efficiency	Renewable Energy
\$0.05 per kWh saved	\$0.10 per kWh saved or generated
\$100 per peak kW reduced*	\$100 per peak kW reduced or generated*
\$0.95 per Therm saved	\$1.25 per Therm saved or generated

*Peak kW reduction is determined by the average kW load reduction occurring between 2 p.m. and 6 p.m. on weekdays during June, July, August, and September.

Operations and Maintenance

Improve your bottom line by ensuring your equipment is running at its highest efficiency.

- **Retrocommissioning:** Receive \$0.10-\$0.20/ft² depending on resulting savings.
- **Whole Building Tune-Up:** Incentives range from \$750-\$1,850 per building depending on the number of measures implemented.
- **Tune-Ups and Assessments:** Specialized per customer type.

Visit focusonenergy.com/business/operations-maintenance for more information.

Solar PV Incentives

Businesses are eligible for up to \$50,000 in incentives. Reserve rebate funds at focusonenergy.com/business/renewables.

Refer to the **HVAC/PLUMBING INCENTIVE CATALOG** for a comprehensive list of incentives.

HEATING SYSTEMS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Hot Water Boilers		\$5.00/Input MBh	\$5.00/Input MBh	10
Outside Air Reset/Cutout Controls		\$70.00/Control	Not Eligible	11
Boiler Combustion Upgrades	Linkageless Controls	\$18.00/Boiler HP (Limited to 50% of product cost)	Not Eligible	12
	O ₂ Trim Controls	\$5.00/Boiler HP (Limited to 50% of product cost)	Not Eligible	12
	High Turndown Burners	\$12.00/Boiler HP (Limited to 50% of product cost)	\$12.00/Boiler HP (Limited to 50% of product cost)	12
Steam Trap Maintenance and Repair	Steam Trap Survey	\$5.00/Trap Surveyed	Not Eligible	13
	Steam Trap Repair	\$35.00-\$150.00/Leaky Trap Repaired		
Steam Pipe and Fitting Insulation for Space Heating Systems		\$10.00/Fitting	Not Eligible	14
		\$2.50/Linear Foot of Pipe		
Furnace		\$120.00-\$270.00/Furnace	\$100.00-\$220.00/Furnace	15
Infrared Heater		\$4.50/MBh	\$3.00/MBh	16
Unit Heater		\$2.50/MBh	\$1.25/MBh	16
Packaged Terminal Heat Pump (PTHP)		\$75.00/PTHP	\$65.00/PTHP	17
Direct-Fired Make-Up Air Unit	Constant Air Volume	\$0.25/CFM	\$0.15/CFM	17
	Variable Air Volume	\$0.35/CFM	\$0.25/CFM	
COOLING SYSTEMS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Air Conditioning (A/C) Split and Packaged Systems <5.42 Tons		\$40.00-\$145.00/A/C Unit	\$30.00-\$85.00/A/C Unit	18
Air Conditioning (A/C) Split, Packaged, and Air Source Heat Pump Systems (≥5.42 Tons)		\$25.00-\$35.00/Ton base plus additional \$5.00/Ton for each 1.0 IEER over min.	\$20.00/Ton base plus additional \$3.00/Ton for each 1.0 IEER over min.	19-20
Split-System A/C - Condensing Unit Only		\$20.00/Ton base plus additional \$5.00/Ton for each 1.0 EER over min.	Not Eligible	20
Electric Chiller - Water or Air-Cooled		\$8.00+/Ton base plus additional \$125.00/Ton per 1.0 delta efficiency below max	\$4.00+/Ton base plus additional \$90.00/Ton per 1.0 delta efficiency below max	21-23
VENTILATION AND CONTROLS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Energy Recovery Ventilator		\$0.80-\$0.90/CFM	\$0.50-\$0.70/CFM	24
ECM HVAC Fan Motors		\$30.00/Motor	Not Eligible	25
Switched Reluctance Motors		\$40.00/HP	Not Eligible	25
Advanced RTU Controllers		\$90.00/Ton	Not Eligible	26
Demand Controlled Ventilation	Multiple Zone RTU/AHU/Unit Ventilator	\$0.20/CFM Outside Air Reduced (Limited to 50% of product cost)	\$0.20/CFM Outside Air Reduced (Limited to 50% of product cost)	27
	Single Zone RTU/AHU	\$430.00/RTU/AHU (Limited to 50% of product cost)	\$430.00/RTU/AHU (Limited to 50% of product cost)	27

Refer to the **HVAC/PLUMBING INCENTIVE CATALOG** for a comprehensive list of incentives.

VENTILATION AND CONTROLS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Guestroom Energy Management Control		\$40.00/Room	\$40.00/Room	28
Smart Thermostat (T-Stat)		\$60.00/T-Stat	\$60.00/T-Stat	28
Variable Frequency Drive		\$40.00/HP	\$30.00/HP (Boiler draft fan and pool pump motor only)	29
PLUMBING		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Commercial Grade Indirect Water Heater		\$100.00-\$150.00/Water Heater	\$100.00-\$150.00/Water Heater	30
BUILDING ENVELOPE		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Truck Loading Dock Seals	Dock Door Seals	\$150.00/Door Sealed	Not Eligible	31
	Leveler Ramp Pit External Seals	\$75.00/Ramp Pit Sealed	\$75.00/Ramp Pit Sealed	31
Spring-Loaded Overhead Door Hinges		\$100.00/Door	\$80.00/Door	31

Refer to the **LIGHTING INCENTIVE CATALOG** for a comprehensive list of incentives.

INTERIOR FIXTURES AND LAMPS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
LED 1' x 4' or 2' X 4' High Performance Troffer		\$5.00-\$20.00/Fixture	\$3.00-\$12.00/Fixture*	10/20
LED 2' x 2' High Performance Troffer		\$8.00-\$18.00/Fixture	\$5.00-\$11.00/Fixture*	10/20
LED Linear Ambient Fixture		\$1.25-\$2.50/Linear Foot	\$1.00-\$2.00/Linear Foot*	11/20
LED Retrofit of 8' Fixture		\$9.00-\$25.00/Fixture	Not Eligible	11
LED High and Low Bay Lighting Fixture		\$12.00-\$120.00/Fixture	\$7.00-\$60.00/Fixture*	12/21
Refrigeration Savings for Lighting Upgrades in Warehouse		\$0.15/Lighting Watts Reduced	\$0.07/Lighting Watts Reduced*	13
LED Interior Downlight		\$7.00/Fixture	\$4.00/Fixture*	14/21
LED Track/Mono/Accent Fixture		\$0.10/Watt Reduced	\$0.10/Watt Reduced*	15/21
LED Stairwell/Passageway Fixture		\$15.00/Fixture	\$9.00/Fixture*	15/22
LED Interior Signage		\$0.25/Watt Reduced	Not Eligible	15
LED High/Low Bay Mogul Screw-Base (E39) Lamp		\$25.00/Lamp	Not Eligible	16
LED Four Pin-Based Lamp		\$4.00/Lamp	Not Eligible	16
LED Linear Replacement Lamp		\$1.75-\$3.75/Lamp (Limited to 50% of product cost)	Not Eligible	17
Comprehensive Lighting Solution (CLS) - Fixture or Retrofit Kit Only		\$0.25/Watt Reduced (Pre-approval required)	Not Eligible	18
New Construction (For facilities installing >400 fixtures)	Lighting Power Density (LPD) better than code requirements	Not Eligible	\$0.04/kWh Reduced	19
	Networked Lighting Controls (NLC) better than code requirements			

*For facilities installing a total of 400 fixtures or less. If installing >400 fixtures, refer to the Lighting Power Density (LPD) incentive found on page 19.

Refer to the **LIGHTING INCENTIVE CATALOG** for a comprehensive list of incentives.

EXTERIOR FIXTURES AND LAMPS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Exterior LED Area Fixture and Retrofit Kit		\$20.00-\$180.00/Fixture	\$12.00-\$120.00/Fixture	23
Exterior LED Area Fixture and Retrofit Kit with Networked Lighting Controls		Eligible under CLS	\$25.00-\$250.00/Fixture	23
Exterior LED Downlight		\$13.00/Fixture	\$13.00/Fixture	24
Exterior LED Linear Ambient Fixture		\$2.50-\$6.00/Linear Foot	\$1.25-\$3.50/Linear Foot	24
LED Retrofit of Exterior 8' Fixture		\$12.00-\$25.00/Fixture	Not Eligible	25
Exterior LED Signage		\$0.25/Watt Reduced	Not Eligible	22
Exterior LED Mogul Screw-Base (E39) Lamp		\$25.00/Lamp	Not Eligible	26
Exterior Four Pin-Base Lamp		\$4.00/Lamp	Not Eligible	26
Exterior LED Linear Replacement Lamp		\$1.75-\$3.75/Lamp	Not Eligible	27
LIGHTING CONTROLS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Comprehensive Lighting Solution - Fixture or Retrofit Kit with Connected Controls	Interior	\$0.45/Watt Reduced (Pre-approval required)	Not Eligible	28
	Exterior	\$0.50/Watt Reduced (Pre-approval required)	Not Eligible	28
Daylighting Controls		\$0.10/Watt Controlled	Not Eligible	29
High and Low Bay Controls		\$0.10/Watt Controlled	Not Eligible	29
Occupancy/Vacancy Controls		\$0.10/Watt Controlled	Not Eligible	30
Bi-Level Controls, Parking Garage Lighting		\$0.10/Watt Controlled	Not Eligible	30

Refer to the **COMMERCIAL REFRIGERATION INCENTIVE CATALOG** for a comprehensive list of incentives.

NON SELF-CONTAINED EQUIPMENT		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Energy-Efficient Doors		\$8.00-\$100.00/Door	Not Eligible	7
Evaporator Fan Motors		\$35.00-\$70.00/Motor	Not Eligible	8
ECM or Permanent Magnet Synchronous Motor, Cooler/Freezer Case		\$40-\$50/Motor	Not Eligible	8
Compressor Head and Condenser Fan Motors		\$35.00/Motor	Not Eligible	8
LED Refrigerated Case Lighting	Horizontal	\$3.75/Linear Foot of Lamps	Not Eligible	9
	Vertical	\$18.00/Fixture		
Reach-In Refrigerated Case with Doors		\$120.00/Linear Foot	\$70.00/Linear Foot	10
Install Doors on Open Multideck-Style Cases		\$80.00/Linear Foot	\$50.00/Linear Foot	11
Night Curtains		\$8.00/Linear Foot	\$5.00/Linear Foot	11
Strip Curtains for Walk-In Coolers and Freezers		\$6.00/Linear Foot	Not Eligible	12
REFRIGERATION CONTROLS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Anti-Sweat Heater Control		\$30.00/Door	Not Eligible	13
Evaporator Fan Speed Controls		\$20.00/Motor	\$12.00/Motor	13
Demand Defrost Controls		\$18.00/kW Controlled	\$10.00/kW Controlled	14
Floating Head Pressure Controls		\$18.00/HP	Not Eligible	14

Refer to the **PROCESS SYSTEMS INCENTIVE CATALOG** for a comprehensive list of incentives.

COMPRESSED AIR AND VACUUM	EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Compressed Air Leak Survey and Repair	\$5.00/HP	Not Eligible	10
VSD Compressor	\$50.00/HP	\$50.00/HP	11
VSD Vacuum Pumps	\$35.00-\$40.00/HP	\$35.00-\$40.00/HP	12
Cycling or VFD-Controlled Refrigerated Air Dryer	\$1.25/CFM	\$1.25/CFM	13
Dewpoint Demand Controls for Desiccant Dryers	\$2.50/CFM	\$2.50/CFM	13
Efficient Desiccant Compressed Air Dryers	\$2.00/CFM	\$2.00/CFM	14
No Air-Loss Condensate Drains	\$100.00/Drain	\$100.00/Drain	14
Pressure/Flow Controllers	\$10.00/HP	\$10.00/HP	14
Compressed Air Mist Eliminators	\$5.00/HP	\$5.00/HP	15
Compressed Air Storage	\$20.00/HP	\$20.00/HP	15
Air-Entraining Nozzles	\$12.00/Nozzle	\$12.00/Nozzle	15
Compressed Air Heat Recovery	\$60.00/HP (Limited to 50% of project cost)	\$60.00/HP (Limited to 50% of project cost)	16
Vacuum Pump Heat Recovery	\$60.00/HP (Limited to 50% of project cost)	\$60.00/HP (Limited to 50% of project cost)	16
Compressed Air Process Load Shifting (Pre-approval is required)	\$200.00/Compressor HP Shifted (Limited to 50% of project cost)	Not Eligible	17

Refer to the **PROCESS SYSTEMS INCENTIVE CATALOG** for a comprehensive list of incentives.

STEAM SYSTEMS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Process Steam Trap Maintenance and Repair	Process Steam Trap Survey	\$5.00/Steam Trap Surveyed	Not Eligible	18
	Process Steam Trap Repair	\$35.00-\$250.00/Steam Trap		
Process Boiler Combustion Upgrades	Linkageless Controls	\$18.00/Boiler HP (Limited to 50% of project cost)	Not Eligible	19
	O ₂ Trim Controls	\$5.00/Boiler HP (Limited to 50% of project cost)		
	High Turndown Burners	\$12.00/Boiler HP (Limited to 50% of project cost)	\$12.00/Boiler HP (Limited to 50% of project cost)	19
VARIABLE FREQUENCY DRIVE		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Variable Torque VFD		\$40.00/HP	\$30.00/HP	20
Constant Torque VFD		\$35.00/HP	Not Eligible	21
DATA CENTER AND TELECOM FACILITIES		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Data Center and Telecom Air Side Economizer		\$100.00/Ton	Not Eligible	22
Energy-Efficient Drycooler for Data Center and Telecom		\$80.00/Ton	Not Eligible	22
UPS and Rectifier Upgrades		\$20.00/kW	Not Eligible	23
PROCESS AND SPECIALTY EQUIPMENT - PLASTICS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Radiant Heater Band		\$60.00/kW of Existing Heater Bands (Limited to 50% of project cost)	\$60.00/kW of Conduction Band Heaters (Limited to 50% of project cost)	24
PULP AND PAPER		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Pressure Screen Rotor		\$40.00/HP (Limited to 50% of project cost)	\$40.00/HP (Limited to 50% of project cost)	25
Repulper Rotor	Without Extraction Plate	\$30.00/HP (Limited to 50% of project cost)	\$30.00/HP (Limited to 50% of project cost)	25
	With Extraction Plate	\$40.00/HP (Limited to 50% of project cost)	\$40.00/HP (Limited to 50% of project cost)	25
Splines Rotor Upgrade		\$25.00/HP (Limited to 50% of project cost)	\$25.00/HP (Limited to 50% of project cost)	26
High Efficiency Side Entry Agitator		\$30.00/HP (Limited to 50% of project cost)	\$30.00/HP (Limited to 50% of project cost)	26
ENERGY-EFFICIENT BATTERY CHARGERS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Industrial High Frequency Battery Charger		\$3.75/kW-Hour of Charger Capacity	\$3.75/kW-Hour of Charger Capacity	27
PROCESS AND EXHAUST FILTRATION		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Process Exhaust Filtration		\$0.60/CFM Reduced (Limited to 50% of project cost)	Not Eligible (Limited to 50% of project cost)	28

Need more information?

For current program information and participation requirements, visit focusonenergy.com/catalogs for current incentive catalogs and applications.

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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Partnering with Wisconsin utilities