



2025 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.

**INCREASED
INCENTIVES
IN 2025**

See page 7 for
more information.

Start Saving Today!



Prescriptive incentives are available for products purchased and installed between January 1 and December 31, 2025. For a custom incentive, connect with an 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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focus on energy®

Partnering with Wisconsin utilities

EARN INCENTIVES FOR YOUR ENERGY-EFFICIENT EQUIPMENT

Prescriptive Incentives

- Prescriptive incentives are available for products purchased and installed in 2025.
- 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, 2026.

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/newconstruction 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. To view the Custom Incentive Guide, visit focusonenergy.com/customincentiveguide.

Custom incentives are based on estimated first year energy savings achieved from an energy efficiency or renewable energy upgrade. Energy efficiency rates vary depending on the project simple payback. 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
\$0.02-\$0.05 per kWh saved	\$0.10 per kWh saved or generated
\$100 per peak kW reduced*	\$125 per peak kW reduced or generated*
\$0.20-\$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 \$0.06-\$0.20/ft² depending on resulting savings.
- **Whole Building Tune-Up:** Earn \$500 per measure implemented plus \$250 for completing a Building Health Report.
- **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 \$25,000 in incentives. Reserve rebate funds at focusonenergy.com/business/renewables.

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

HEATING SYSTEMS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Hot Water Boilers		\$6-\$7/Input MBh	\$6-\$7/Input MBh	12
Outside Air Reset/Cutout Controls		\$90/Control	Not Eligible	13
Boiler Combustion Upgrades	Linkageless Controls	\$25/Boiler HP (Limited to 50% of product cost)	Not Eligible	13
	O ₂ Trim Controls	\$6/Boiler HP (Limited to 50% of product cost)	Not Eligible	13
	High Turndown Burners	\$15/Boiler HP (Limited to 50% of product cost)	\$15/Boiler HP (Limited to 50% of product cost)	13
Steam Trap Maintenance and Repair	Steam Trap Survey	\$6/Trap Surveyed	Not Eligible	14
	Steam Trap Repair	\$45-\$190/Leaky Trap Repaired		
Steam Pipe and Fitting Insulation for Space Heating Systems		\$15/Fitting	Not Eligible	14
		\$3.50/Linear Foot of Pipe		
Infrared Heater		\$6/MBh	\$4/MBh	15
Unit Heater		\$3/MBh	\$2/Input MBh	15
Packaged Terminal Heat Pump (PTHP)		\$90/PTHP	\$80/PTHP	15
Direct-Fired Make-Up Air Unit	Constant Air Volume	\$0.30/CFM	\$0.20/CFM	16
	Variable Air Volume	\$0.50/CFM	\$0.30/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		\$50-\$150/A/C Unit	\$40-\$90/A/C Unit	17
Air Conditioning (A/C) Split, Packaged, and Air Source Heat Pump Systems (≥5.42 Tons)		\$30-\$40/Ton base plus additional \$5/Ton for each 1.0 IEER over min.	\$25/Ton base plus additional \$3/Ton for each 1.0 IEER over min.	18
Split-System A/C - Condensing Unit Only		\$25/Ton base plus additional \$5/Ton for each 1.0 EER over min.	Not Eligible	19
Electric Chiller - Air or Water Cooled		\$8+/Ton base plus additional \$125/Ton per 1.0 delta efficiency below max	\$4+/Ton base plus additional \$90/Ton per 1.0 delta efficiency below max	20-21
VENTILATION AND CONTROLS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Energy Recovery Ventilator		\$0.90-\$1/CFM	\$0.70-\$0.90/CFM	22
ECM HVAC Fan Motors		\$40/Motor	Not Eligible	23
Switched Reluctance Motors		\$50/HP	Not Eligible	23
Advanced RTU Controllers		\$100/Ton	Not Eligible	24
Demand Controlled Ventilation	Multiple Zone RTU/AHU/Unit Ventilator	\$0.25/CFM Outside Air Reduced	\$0.25/CFM Outside Air Reduced	25
	Single Zone RTU/AHU	\$500/RTU/AHU	\$500/RTU/AHU	25
Guestroom Energy Management Control		\$50/Room	\$50/Room	25
Variable Frequency Drive		\$50/HP	\$40/HP (Boiler draft fan and pool pump motor only)	26
Variable Speed Pump with Electronically Commutated Motor (ECM)		\$80-\$400/Pump (Limited to 50% of product cost)	\$80-\$400/Pump (Limited to 50% of product cost)	27

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

BUILDING ENVELOPE		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Truck Loading Dock Seals	Dock Door Seals	\$200/Door Sealed	Not Eligible	28
	Leveler Ramp Pit External Seals	\$100/Ramp Pit Sealed	\$100/Ramp Pit Sealed	28
Spring-Loaded Overhead Door Hinges		\$130/Door	\$100/Door	28
Roof Insulation	Existing Insulation <R-20	\$0.20/ft ²	Not Eligible	28
	Existing Insulation ≥R-20	\$0.10/ft ²	Not Eligible	28

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

LED FIXTURES		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
LED 1' x 4' or 2' x 4' High Performance Troffer		\$10-\$30/Fixture	\$5-\$15/Fixture*	11
LED 2' x 2' High Performance Troffer		\$15-\$30/Fixture	\$6-\$15/Fixture*	11
Interior LED Linear Ambient Fixture		\$6-\$24/Fixture	\$4-\$16/Fixture*	11
Exterior LED Linear Ambient Fixture		\$6-\$24/Fixture	\$4-\$16/Fixture*	11
Interior LED Downlight		\$10/Fixture	\$5/Fixture*	12
Exterior LED Downlight		\$15/Fixture	\$7/Fixture*	12
LED Track/Mono/Accent Fixture		\$0.20/Watt Reduced	\$0.15/Watt Reduced*	12
Interior LED Sign Lighting		\$0.30/Watt Installed	Not Eligible	12
Exterior LED Sign Lighting		\$0.30/Watt Installed	Not Eligible	12
LED High and Low Bay Lighting Fixture		\$15-\$150/Fixture	\$10-\$70/Fixture*	13
Exterior LED Area Fixture and Retrofit Kit		\$25-\$230/Fixture	\$15-\$150/Fixture	14
Exterior LED Area Fixture and Retrofit Kit with Networked Lighting Controls		Not Eligible	\$25-\$250/Fixture	14
LED LAMPS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Interior LED High/Low Bay Mogul Screw-Base (E39) Lamp		\$30/Lamp	Not Eligible	15
Exterior LED High/Low Bay Mogul Screw-Base (E39) Lamp		\$30/Lamp	Not Eligible	15
Interior LED Four Pin-Based Lamp		\$5/Lamp	Not Eligible	15
Exterior LED Four Pin-Based Lamp		\$5/Lamp	Not Eligible	15
Interior LED Linear Replacement Lamp		\$2-\$5/Lamp (Limited to 50% of product cost)	Not Eligible	15
Exterior LED Linear Replacement Lamp		\$2.50-\$5/Lamp (Limited to 50% of product cost)	Not Eligible	15

*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.

LIGHTING CONTROLS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Interior Advanced Lighting Controls		\$0.20/Watt Controlled	Not Eligible	16
Exterior Advanced Lighting Controls		\$0.20/Watt Controlled	Not Eligible	16
Daylighting Controls		\$0.15/Watt Controlled	Not Eligible	16
High and Low Bay Controls		\$0.15/Watt Controlled	Not Eligible	16
Occupancy/Vacancy Controls		\$0.15/Watt Controlled	Not Eligible	17
Bi-Level Controls, Parking Garage Lighting		\$0.15/Watt Controlled	Not Eligible	17
OTHER LIGHTING SOLUTIONS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
New Construction (For facilities installing >400 fixtures)	Lighting Power Density (LPD) better than code requirements	Not Eligible	\$0.04/kWh Reduced	18
	Networked Lighting Controls (NLC) better than code requirements			
Refrigeration Savings for Lighting Upgrades in Warehouse		\$0.15/Lighting Watts Reduced	\$0.10/Lighting Watts Reduced*	19
Interior Wattage Reduction, General		\$0.15/Watt Controlled	Not Eligible	19
Exterior Wattage Reduction, General		\$0.15/Watt Controlled	Not Eligible	19
Interior Fixture Elimination		\$0.15/Watt Controlled	Not Eligible	19
Exterior Fixture Elimination		\$0.15/Watt Controlled	Not Eligible	19

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

REFRIGERATION EQUIPMENT		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Evaporator Fan Motors, Walk-in Cooler/Freezer		\$35-\$70/Motor	Not Eligible	8
ECM or Permanent Magnet Synchronous Motor, Cooler/Freezer Case		\$50/Motor	Not Eligible	8
Compressor Head and Condenser Fan Motors		\$35/Motor	Not Eligible	8
Reach-In Refrigerated Case with Doors		\$120/Linear Foot	\$70/Linear Foot	9
Install Doors on Open Multideck-Style Cases		\$80/Linear Foot	\$50/Linear Foot	9
Energy-Efficient Case Doors		\$8-\$100/Door	Not Eligible	9
LED Refrigerated Case Lighting	Horizontal	\$4/Linear Foot of Lamps	Not Eligible	10
	Vertical	\$20/Fixture		
Night Curtains		\$8/Linear Foot	\$5/Linear Foot	10
Strip Curtains for Walk-In Coolers and Freezers		\$6/Linear Foot	Not Eligible	10

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

REFRIGERATION CONTROLS	EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Anti-Sweat Heater Control	\$30/Door	Not Eligible	11
Evaporator Fan Speed Controls	\$20/Motor	\$12/Motor	11
Demand Defrost Controls	\$18/kW Controlled	\$10/kW Controlled	11
Floating Head Pressure Controls	\$18/HP	Not Eligible	11

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		\$6/HP	Not Eligible	12
VSD Compressor		\$60/HP	\$60/HP	12
VSD Vacuum Pumps		\$45-\$50/HP	\$45-\$50/HP	13
Cycling or VFD-Controlled Refrigerated Air Dryer		\$1.50/CFM	\$1.50/CFM	14
Dewpoint Demand Controls for Desiccant Dryers		\$3/CFM	\$3/CFM	14
Efficient Desiccant Compressed Air Dryers		\$3-\$3.50/CFM	\$3-\$3.50/CFM	14
No Air-Loss Condensate Drains		\$130/Drain	\$130/Drain	15
Pressure/Flow Controllers		\$15/HP	\$15/HP	15
Compressed Air Mist Eliminators		\$6/HP	\$6/HP	15
Compressed Air Storage		\$25/HP	\$25/HP	15
Air-Entraining Nozzles		\$15/Nozzle	\$15/Nozzle	16
Compressed Air Heat Recovery		\$70/HP (Limited to 50% of project cost)	\$70/HP (Limited to 50% of project cost)	16
Vacuum Pump Heat Recovery		\$70/HP (Limited to 50% of project cost)	\$70/HP (Limited to 50% of project cost)	16
Compressed Air Process Load Shifting (Pre-approval is required)		\$250/Compressor HP Shifted (Limited to 50% of project cost)	Not Eligible	16
STEAM SYSTEMS		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Process Steam Trap Maintenance and Repair	Process Steam Trap Survey	\$6/Steam Trap Surveyed	Not Eligible	17
	Process Steam Trap Repair	\$45-\$320/Steam Trap		
Process Boiler Combustion Upgrades	Linkageless Controls	\$25/Boiler HP (Limited to 50% of project cost)	Not Eligible	17
	O ₂ Trim Controls	\$6/Boiler HP (Limited to 50% of project cost)		
	High Turndown Burners	\$15/Boiler HP (Limited to 50% of project cost)	\$15/Boiler HP (Limited to 50% of project cost)	17

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

VARIABLE FREQUENCY DRIVES		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Variable Torque VFD		\$50/HP	\$40/HP	18
Constant Torque VFD		\$45/HP	\$35/HP	18
DATA CENTER AND TELECOM FACILITIES		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Data Center and Telecom Air Side Economizer		\$130/Ton	Not Eligible	19
Energy-Efficient Drycooler for Data Center and Telecom		\$100/Ton	Not Eligible	19
UPS and Rectifier Upgrades		\$25/kW	Not Eligible	19
PROCESS AND SPECIALTY EQUIPMENT		EQUIPMENT UPGRADES AND RETROFITS	NEW CONSTRUCTION AND MAJOR RENOVATIONS	CATALOG PAGE #
Radiant Heater Band		\$70/kW of Existing Heater Bands (Limited to 50% of project cost)	\$70/kW of Conduction Band Heaters (Limited to 50% of project cost)	20
Pressure Screen Rotor		\$50/HP (Limited to 50% of project cost)	\$50/HP (Limited to 50% of project cost)	20
Repulper Rotor	Without Extraction Plate	\$40/HP (Limited to 50% of project cost)	\$40/HP (Limited to 50% of project cost)	20
	With Extraction Plate	\$50/HP (Limited to 50% of project cost)	\$50/HP (Limited to 50% of project cost)	20
Spline Rotor Upgrade		\$30/HP (Limited to 50% of project cost)	\$30/HP (Limited to 50% of project cost)	20
High Efficiency Side Entry Agitator		\$40/HP (Limited to 50% of project cost)	\$40/HP (Limited to 50% of project cost)	21
Industrial High Frequency Battery Charger		\$5/kW-Hour of Charger Capacity	\$5/kW-Hour of Charger Capacity	21
Process Exhaust Filtration		\$0.75/CFM Reduced (Limited to 50% of project cost)	\$0.75/CFM Reduced (Limited to 50% of project cost)	21

Incentive Rates Increase

Enjoy **increased incentive rates** on select prescriptive energy-saving equipment starting in 2025. Contact your Energy Advisor to confirm eligible upgrades and maximize savings!

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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