



## Focus on Energy Renewable Energy Program

### Proposal Guidelines

2007 – 2008

# Renewable Energy Business & Marketing Grant

Business & Marketing Grants provide financial support for developing business skills and marketing materials for organizations and businesses that provide renewable energy services

Business & Marketing Grant proposals are due on the last Wednesday of the month

This document is valid through December 31, 2008.

Funds distributed on a first-approved basis.

Questions related to proposal submission should be directed to:

Focus on Energy Renewable Energy Program at:  
888.476.9534 or 608.441.3840 or  
[renewableapplications@focusonenergy.com](mailto:renewableapplications@focusonenergy.com)

## What is Focus on Energy?

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas.

## What is a Business & Marketing Grant?

Business & Marketing Grants provide financial support for developing business skills and marketing materials for organizations and businesses to better provide renewable energy services. Grants will be awarded to assist renewable energy businesses and organizations in developing business plans, gaining market recognition, better understanding their market and other related activities.

Business & Marketing Grants *will not support* the purchase of renewable energy equipment, or the costs of product research and development. Business and Marketing grants also do not fund training activities or simple marketing materials such as business cards, and advertising. Training activities are supported by Business Skills Scholarships, and simple marketing materials are supported by Market Provider co-op advertising program. For information on these programs, call the Focus on Energy Information Center at 800.762.7077.

The grant will cover up to 50 percent of the costs of the business and marketing activities, with a maximum grant of \$10,000. Projects should be completed within one year of accepting the grant. Grant recipients must submit reports, including a final report, and invoices noting progress toward goals and tasks or deliverables. Upon acceptance of each report and invoices, grant payments will be made based on actual expenditures.

## Who is Eligible?

Businesses, organizations, institutions, and state, county, local or tribal governments are eligible if they purchase natural gas or electricity from a Wisconsin utility participating in the Focus on Energy Program. If the renewable energy project is reducing/replacing electricity consumption, you must be a customer of one of the following electrical utilities:

Alliant Energy  
Argyle Electric & Water Utility  
Belmont Municipal Light & Water  
Benton Electric & Water Utility  
Bloomer Electric & Water Utility  
Cadott Light & Water Dept.  
Cashton Light & Water  
Centuria Municipal Electric Utility  
Consolidated Water & Power Co.  
Cornell Municipal Light Dept.  
Cumberland Municipal Utility  
Dahlberg Light & Power Co.  
Eau Claire Energy Cooperative  
Elroy Electric & Water Utility  
Gresham Water & Electric Plant  
Kiel Utilities

La Farge Municipal Utilities  
Madison Gas & Electric  
Manitowoc Public Utilities  
Mazomanie Electric Utility  
Medford Electric Utility  
North Central Power Co. Inc.  
Northwestern Wisconsin Electric Co.  
Pardeeville Public Utilities  
Pioneer Power & Light Co.  
Price Electric Coop.  
Princeton Light & Water Dept.  
Rice Lake Utilities  
Richland Electric Coop.  
Scenic Rivers Energy Coop.  
Shawano Municipal Utilities  
Shullsburg Electric Utility

Spooner Municipal Electric Utility  
Stratford Water & Electric Dept.  
Superior Water, Light & Power Co.  
Viola Municipal Electric Utility  
We Energies  
Westfield Electric Co.  
Wisconsin Dells Water & Light Utility  
Wisconsin Public Service Corp.  
Wonewoc Water & Light Dept.  
Xcel Energy

**OR**, if your electric provider is not listed above, AND if your renewable energy project is reducing/replacing natural gas consumption, you must be a customer of one of the following natural gas utilities to be eligible:

Alliant Energy  
Midwest Natural Gas, Inc.  
We Energies

City Gas Company  
St. Croix Valley Natural Gas  
Wisconsin Public Service

Madison Gas & Electric  
Superior Water, Light & Power  
Xcel Energy

## What Technologies are Eligible for a Business & Marketing Grant?

Business and Marketing grants are offered to Wisconsin-based businesses and organizations for developing business skills, strategies or marketing materials for the following technologies:

- Solar electric systems (photovoltaic or PV)
- Solar water heating systems
- Customer owned wind energy systems
- Biogas digesters or non-residential biomass combustion systems that generate electricity and/or utilized thermal energy

The proposed project must be replacing/saving natural gas or electricity. Projects replacing/saving other fuels such as coal, LP gas (e.g., propane) or oil are not eligible.

## What Are Cost-Sharing and In-Kind Contributions?

Cost sharing simply means that a grant from Focus on Energy will cover up to 50 percent of the costs of the project, while you must pay for the rest.

Your portion of the cost of the project can come from your own money, labor, equipment, resources, etc., which are called *in-kind contributions*. For example, if you put in 100 hours toward the project, and the value of your time is \$50 per hour, then the value of your *in-kind labor* is \$5,000. In-kind contributions can be included as part of the budget for determining the total cost of the project.

You can also apply for other grants from other organizations to cover your portion of the cost of the project.

## How do I Apply for a Grant?

Grants are awarded on a first-approved, first-served basis, subject to availability of funds. Focus on Energy's Renewable Energy Program policy limits awards to no more than \$260,000 to any individual or business during each fiscal year. This includes projects contracted between July 1, 2007 and December 31, 2008. There is no restriction on the number of contracts an individual or business can receive within the \$260,000 fiscal year limit.

You need to complete the application attached to this document. The application requires a scope of work that describes the goals of your proposed project, the tasks or deliverables that will be accomplished, a timeline and budget for each task/deliverable and your qualifications (and those of your team, if applicable). See the application attached to this document for more information.

Grant proposals are due at noon on the last Wednesday of each month. Should the last Wednesday fall on a Federal holiday, the proposal is due on the last Tuesday of the month. Incomplete applications will not be reviewed by committee until they are made complete.

Please e-mail or mail one printed copy of your grant proposal to:

Renewable Energy Program  
Focus on Energy  
431 Charmany Drive  
Madison, WI 53719  
E-mail: [renewableapplications@focusonenergy.com](mailto:renewableapplications@focusonenergy.com)

## What Happens After I Apply for a Grant?

You will be notified if your grant proposal is approved within 30 days after the last Wednesday of the preceding month.

All proposals will be reviewed and scored by Focus on Energy staff. Proposals with the highest scores will be considered for approval. The score for each proposal will be based on:

20% of score	Strength of the goals and tasks/deliverables described in the scope of work
35% of score	Reasonableness of the timeline, budget and the amount of the cost share
20% of score	Qualifications of personnel and consultants for completing the project
25% of score	Quality of proposal, value to WI renewable energy market, jobs created

## What Happens if my Grant Proposal is Approved?

After we notify you that you have received a grant, you will be sent a Grant Agreement Form, which you must sign and mail back to Focus on Energy within 30 days. The Grant Agreement Form contains terms and conditions you must follow, which are shown in the next section.

Before we send you a Grant Agreement Form, we may ask you to revise your scope of work, timeline or budget. The final amount of the grant may differ from what you requested. If you receive a grant agreement, you will receive no more money than the amount of the grant; you will be responsible for all other costs, including overruns. Only expenses and activities in the approved scope of work and budget will be eligible for reimbursement.

Expenses incurred before the Grant Agreement Form is signed will not be eligible for reimbursement, unless approved by Focus on Energy. Eligible expenses are auditable costs directly attributable to grant activities. These include staff time spent on the project and apportioned overhead costs, as well as direct project expenses such as consultant fees and the purchase of materials or supplies.

To receive the funds, you must submit reports, including a final report, noting progress toward goals and tasks/deliverables. The requirements for these reports are described below in Terms and Conditions. Upon acceptance of each report and invoice, grant payments will be made based on actual expenditures. Grant payments will be made within 60 days after acceptance of each report.

If you modify the scope of work or budget after you sign a Grant Agreement, you must notify the Focus on Energy Program immediately to determine if the project remains eligible. The grant will be based on the revised scope of work or budget.

## Terms and Conditions

In addition to the eligibility, technology and application requirements described above, the following terms and conditions also apply to this grant.

1. Collaborations or partnerships with non-eligible entities are allowed, but the grant must be paid to an eligible entity.
2. The proposed project must be replacing/saving natural gas, or electricity. Projects replacing/saving other fuels such as LP gas (e.g., propane), coal or oil are not eligible.
3. The grant amount is a not-to-exceed amount. Only expenses for activities identified in the approved scope of work and budget will be eligible for reimbursement. Expenses incurred before the Grant Agreement Form is signed will not be eligible for reimbursement, unless approved by Focus on Energy.
4. The matching requirement will be met as indicated in the grant proposal.
5. Focus on Energy's policy limits awards to no more than \$260,000, for any combination of grant types, to any individual or business during each fiscal year. This includes projects contracted between July 1, 2007 and December 31, 2008. There is no restriction on the number of contracts an individual or business can receive within the \$260,000 fiscal year limit.
6. It is suggested that the grant recipient submit interim reports specifying progress toward the goals and deliverables as provided in the scope of work. Interim reports may include pictures, drawings and/or photographs documenting the progress of the completed services. Along with each interim report, the recipient will submit an invoice that specifies the actual expenditures and the cost share (the amounts funded by this grant and by other sources of funds and/or in-kind support). Copies of receipts for expenditures must be included with the invoice.
7. The grant recipient must submit an electronic and paper copy of the draft final report within 60 days of the end of the project. The draft final report will be reviewed by Focus on Energy for completeness; changes may be requested. The draft final report must include:
  - a. A summary of the work performed that incorporates:
    - A brief description of the original intent of the project and the perceived benefit of the project
    - A summary of the tangible accomplishments created or achieved by the project
    - Analysis of data collected under the project and any conclusions based upon the analysis
    - Description of information or educational materials developed through the project (tours, presentations, manuals, directories, etc.)
    - Any recommendations for enhancing the benefits of the project
  - b. Copies of all written, visual or audio materials produced

8. In addition to the final report, the Focus on Energy Renewable Energy Program reserves the right to conduct a follow-up survey of funded projects in order to determine long-term impacts of the project.
9. Upon delivery and acceptance of each interim report and invoice, Focus on Energy will send payment to the grant recipient within 60 days. Focus on Energy reserves the right to withhold payment until any identified project problems are resolved. Payment on the final invoice will be made upon delivery and acceptance of the final report.
10. The grant recipient must maintain sufficient segregation of project accounting records from other projects or programs. The recipient should retain all records relating to this grant for one year after the expiration of this grant. Focus on Energy reserves the right to examine any directly pertinent records and computer files of the recipient involving transactions relating to this grant.
11. Your name and grant award information may be used in various communications to the media. A representative of Focus on Energy will contact you before we use your name in any media communications.
12. All materials produced under this grant shall contain the following attribution: "This (article, report, publication, or document) is funded in part or in its entirety by the Wisconsin Focus on Energy Program."
13. Focus on Energy reserves the right to review the grant recipient's work to ensure that it is performed in a manner consistent with program guidelines.
14. Focus on Energy reserves the right to terminate this grant award in whole or in part due to the recipient's failure to fulfill the terms certified in this agreement, or due to non-appropriation of necessary funds.
15. The grant recipient will not construe, claim or imply that acceptance of this grant constitutes Focus on Energy's approval, acceptance, warranty, guarantee or endorsement.

## **Where Can I Get More Information?**

For questions regarding this grant, contact:

For questions regarding this grant, contact:

Renewable Energy Program	E-mail: <a href="mailto:renewableapplications@focusonenergy.com">renewableapplications@focusonenergy.com</a>
Focus on Energy	Phone: 888.476.9534 or 608.441.3840
431 Charmany Drive	
Madison, WI 53719	

## **Application for Business & Marketing Grant**

**Please complete all sections.  
Attach scope of work, tasks/deliverables timeline & budget  
and qualifications to this application.**

## **Section 1: Applicant Information**

Company/Organization: \_\_\_\_\_

Address (must be a street address: cannot be a P.O. Box):

\_\_\_\_\_  
\_\_\_\_\_

County: \_\_\_\_\_

Company's Gas Utility: \_\_\_\_\_

Company's Electric Utility: \_\_\_\_\_

Company's Federal ID No. (EIN or SSN): \_\_\_\_\_

Business Classification (circle one)

Individual/Sole Proprietor      Corporation      Partnership      Other: \_\_\_\_\_

Name of Primary Contact: \_\_\_\_\_

Contact's Phone number: \_\_\_\_\_

Contact's Fax number: \_\_\_\_\_

Contact's E-mail address: \_\_\_\_\_

## **Section 2: Scope of Work**

Title of Project: \_\_\_\_\_

Your scope of work must describe the goals of your project, and the specific tasks and deliverables that you will accomplish. Your scope of work should describe:

1. The goals or impacts of your project.
2. The specific tasks and deliverables that you will accomplish.
3. Please, attach any previous studies that have been completed on the proposed project.

Please be brief and to-the-point in describing your project. Your scope of work should be three pages or less, although there is no page limit. Do not discuss the environmental benefits of renewable energy; stick to the merits of the particular project you are proposing.

Attach your scope of work to your application.

## **Section 3: Tasks/Deliverables, Timeline and Budget**

Next, you need to develop a timeline and budget for each task/deliverable described in your scope of work (use the Timeline and Budget Sheet on the following pages). You need to provide:

1. A descriptive phrase for each task/deliverable.
2. A date when each task/deliverable will be completed. Ensure that the time line does not begin until after the grant application is approved.
3. The name of each person or consultant who will complete the task or deliverable, the person's hourly rate, estimated hours and total cost.
4. An itemized list of the costs of the materials, travel, equipment and other costs that will be needed to complete each task or deliverable. The budget should not include:
  - Items covered by the Focus on Energy scholarship or market provider programs
  - Goods that can be easily used for other purposes (e.g., computers, cameras, etc.)
  - The full cost of goods with a long life and high resale value (e.g., a wind speed metering system with a ten year life) but are only used for the grant period. Instead their value should be amortized over the grant period.
5. The total cost of the project, the amount of money you are requesting from Focus on Energy and the amount you will pay for (including amounts from other grants and/or in-kind contributions, if applicable).

Attach your timeline & budget to your application.

## **Section 4: Applicant Qualifications**

- Attach a description of your qualifications to your application, including those of your staff and consultants (if applicable). Ensure that the qualifications of the personnel exhibit renewable energy and/or business development/marketing experience commensurate with their hourly rate.
  1. Describe all personnel and consultants who will be working on your project and their relevant experience.
  2. List similar projects that your team has completed.

## Timeline & Budget Sheet

(copy this page if more are needed, or use your own form or spreadsheet)

Task or Deliverable	Finish Date	Labor			Cost	
		Person or Organization	Hourly Rate	Hours		
		<b>Direct Costs (describe)</b>				
		<b>Materials:</b>				
		<b>Travel:</b>				
		<b>Equipment:</b>				
		<b>Other:</b>				
<i>Total-Labor &amp; Direct Costs</i>						

Task or Deliverable	Finish Date	Labor			Cost	
		Person or Organization	Hourly Rate	Hours		
		<b>Direct Costs (describe)</b>				
		<b>Materials:</b>				
		<b>Travel:</b>				
		<b>Equipment:</b>				
		<b>Other:</b>				
<i>Total-Labor &amp; Direct Costs</i>						

Task or Deliverable	Finish Date	Labor			Cost	
		Person or Organization	Hourly Rate	Hours		
		<b>Direct Costs (describe)</b>				
		<b>Materials:</b>				
		<b>Travel:</b>				
		<b>Equipment:</b>				
		<b>Other:</b>				
<i>Total-Labor &amp; Direct Costs</i>						

Task or Deliverable	Finish Date	Labor			Cost	
		Person or Organization	Hourly Rate	Hours		
		<b>Direct Costs (describe)</b>				
		<b>Materials:</b>				
		<b>Travel:</b>				
		<b>Equipment:</b>				
		<b>Other:</b>				
<i>Total-Labor &amp; Direct Costs</i>						

## Cost Share

Total Cost (Labor & Direct Costs) for All Tasks or Deliverables	The Amount You are Requesting from Focus on Energy	The Amount You Will Cover (amounts from other sources and/or in-kind contributions)
\$	\$	\$

Please mail or email one copy of your grant proposal to:  
 Renewable Energy Program  
 Focus on Energy  
 431 Charmany Drive  
 Madison, WI 53719  
 E-mail: [renewableapplications@focusonenergy.com](mailto:renewableapplications@focusonenergy.com)

**Keep a copy of this document and attachments for your records**

To be completed by Focus on Energy Staff:		
Application received by:	_____	_____
	Name	Date