

Wisconsin businesses boost profits by saving energy



SAVE ENERGY, INCREASE YOUR PROFITS

Businesses today are under tremendous pressure to reduce costs in order to stay competitive. That's why Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy, offers no-cost services and cash incentives to help your business stay ahead of the pack. Let us help you:

- Save money and reduce operating costs
- Implement energy-efficiency and renewable energy projects
- Increase occupant comfort, productivity, and profits

Focus on Energy is your source for objective, third-party information and advice about practical ways to protect your bottom line. Our expertise extends to a variety of commercial businesses, including:

- Churches
- Commercial offices and retail
- Grocery and convenience stores
- Healthcare facilities
- Hotel and lodging facilities
- IT and data centers

- Restaurants and foodservice businesses
- Sporting and ice arenas

HOW FOCUS CAN HELP

Rely on us for free support and services to help you identify and install cost-effective energy-efficiency and renewable energy upgrades. Our services include:

- **Expert assistance and energy assessments** to identify energy-saving opportunities
- **Technical expertise** to help you select and implement cost-effective projects and practices
- **Financial incentives** to help cover the costs of energy-saving equipment upgrades

In addition, we offer:

- Information, education, and training opportunities
- Assistance in reviewing retrofit, renovation and new construction projects
- Advice on selecting ENERGY STAR® and other energy-saving equipment
- Information and recommendations on new technologies

For more information,
call 800.762.7077 or visit focusonenergy.com.

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FINANCIAL INCENTIVES

Focus on Energy offers financial incentives for standard and custom efficiency projects as well as for renewable energy systems.

Standard efficiency incentives

These are one-for-one equipment upgrades and are easily obtained by completing and submitting an incentive application form. Some of the standard incentive measures include: lighting, HVAC, information technology, and food service equipment.

Custom

Do you have projects that don't qualify for the standard incentives? Contact Focus today to find out if you're eligible for a custom incentive. Custom incentives are for more complex energy-saving projects and are based on the estimated energy savings. To qualify for custom incentives your projects must meet specific requirements, you must work with a Focus Energy Advisor, and you must have a signed grant agreement prior to starting your project.

Renewable energy technologies

Incentives are available for solar electric, solar hot-water, wind electric, biomass, and biogas systems. We recommend that you conduct a site assessment and implement energy-efficiency upgrades prior to installing a renewable technology. Those who invest in efficiency projects first may qualify for enhanced incentives.

For more information about incentives and corresponding applications, call **800.762.7077** or visit **focusenergy.com/financialincentives**.

INFORMATION, EDUCATION, & TRAINING OPPORTUNITIES

Learning about energy efficiency and renewable energy is the first step to taking control of your energy costs. We have compiled a library of valuable fact sheets, case studies, technical information, and more that you can find at **focusenergy.com/commercialresources**.

Focus also provides a variety of educational and training opportunities to learn about energy-saving technologies and best practices. Training topics include: Practical Energy Management®, fan and steam system efficiency, pool operations, and more. Visit **focusenergy.com/training** to learn more.

ENERGY ASSESSMENTS AND SELF-ASSESSMENTS

One of the best ways to identify energy-saving opportunities is to schedule a comprehensive energy assessment. An experienced Energy Advisor will talk to you about your facility's operation, examine its systems and equipment, and evaluate energy usage to calculate estimated energy savings and find the best ways to trim costs.

Or, you can perform your own energy self-assessment using tools from Focus. It's a great way to save time and increase familiarity with your facility's equipment and energy costs. Simply visit **focusenergy.com/selfassess** and complete the Commercial Self-Assessment form. Once you've completed the assessment and submitted it to Focus on Energy, our energy professionals will review your information and help identify money-saving opportunities within your facility.

Following each assessment, you'll receive a report of the findings, including a list of recommendations and a summary of the Focus financial incentives available to you.

START SAVING TODAY

Find out why energy efficiency and renewable energy are smart investments for your commercial business. To learn more, contact us today at **800.762.7077** or visit **focusenergy.com/commercial**.

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 be 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. For more information, call **800.762.7077** or visit **focusenergy.com**.



focus on energy[™]

Partnering with Wisconsin utilities