

COMPETITIVE ENERGY EFFICIENCY INCENTIVE APPLICATION

INDUSTRIAL PROGRAM APPLICATION

OFFICE USE ONLY
PROJECT ID:

APPLICATIONS ARE DUE DECEMBER 4, 2009.

SECTION 1: INCENTIVE INFORMATION

This competitive incentive allows companies to request the amount of incentive needed to complete customized energy efficiency projects in 2010. **Focus on Energy will provide up to \$500,000 or 50% of project costs, for each successful proposal during this cycle.** These projects must be completed by December 15, 2010. All Focus on Energy incentives are designed to encourage energy efficiency projects that otherwise would not be completed.

This offer promotes energy efficiency for projects that have simple paybacks of over one year, based on energy savings. Non-lighting project proposals that are not successful under the Custom Grant Program (which requires a payback of over two years) may be eligible under this offer. Lighting projects must be bundled with other significant energy efficiency projects and the lighting energy savings can not account for more than half the cost savings of the projects to qualify. Note that the Custom Grant Program has incentive levels of \$0.06/kWh, \$200/kW and \$0.60/therm of annual energy savings. Incentive requests under this offering will be approved based on the competitive bids. See below for types of projects that will be given special consideration.

Bonus points will be awarded for:

- Projects between a one and four year simple energy payback including all measures. Projects with over a 4 year payback may still apply.
- Project incentive is clearly needed to make the decision to implement.
- Company may repeat the project(s) in another Wisconsin facility, if successful.
- Projects that have multiple measures; that result from a practical energy management process or a USDOE Energy Savings Assessment, or are comprehensive or whole-system upgrades.
- Emerging technologies with few or no installations in Wisconsin and has significant potential for multiple installations in Wisconsin.

SECTION 2: APPLICATION REQUIREMENTS

- Applications must be received by Focus on Energy by December 4, 2009. Award notices will be made on December 18, 2009.
- You must receive approval from Focus on Energy BEFORE you begin your projects.
- **Energy savings estimate**, with supporting assumptions and calculations. (Projected energy savings must exceed 200,000 kilowatt-hours, 30 kW or 20,000 therms.)
- **Project cost estimate**, including supporting documentation such as vendor bids.
- **Proposed incentive (bid)**. Proposal bid must not exceed 50 percent of the proposed project cost. Internal labor is not an eligible project cost.
- **Statement of Need**. State the reasons why the proposed project would not be completed without the requested funding. Include supporting documents to show the need for the requested funding, such as documents showing capital funding requirements and/or a letter from the CFO describing the need for the requested funding.
- **Non-energy-related project benefits**. This may include benefits such as increased productivity, improved product quality, environmental compliance and improved safety. Include a brief description of each benefit.
- **Project timeline**. Include anticipated milestone dates.

SECTION 3: ELIGIBILITY

- This offer is open to industrial facilities in Wisconsin served by a participating energy utility. To determine eligibility, visit focusonenergy.com/utilities.
- Company must complete one or more energy efficiency project at one or more facilities. A project can be considered either a bundle of energy efficiency measures at one or more facility; or a single measure.
- Lighting projects must not represent over half of the cost savings in bundled energy efficiency projects.
- The projected energy savings of your project must exceed 200,000 kWh, 30 kW or 20,000 therms (if not, you may be eligible for either a custom or standard grant.)
- The proposed installation date must be within 12 months of the award notification for incentive eligibility. (A time extension may be permitted for extenuating circumstances, if formally requested, and at no additional incentive.)

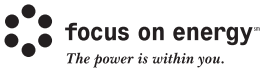
SECTION 4: CUSTOMER LEGAL INFORMATION

Company Legal Name		Payment Attention To	
Company Contact Name		Federal Tax ID # of customer (Must be 9 digits, do not list tax exempt number)	
Street Address		City	State
		ZIP Code	
Phone	FAX	Email	
Electric Utility		Gas Utility	
Estimated Annual Energy Cost (gas+electric)		Facility Annual Hours of Operation	Business Square Footage

Business Classification of Customer (Check ONE): Corporation Partnership Sole Proprietor/Individual LLC Other: _____

Project Type (Check one): New Construction Retrofit/Replacement

Building Type (check ONE): Food Processing Metal Casting Municipal water/wastewater Plastics Pulp & Paper
 Printing Warehouse (attached to plant) Other: _____



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SECTION 5: MARKET PROVIDER INFORMATION (IF APPLICABLE)

Market Provider Name		FEIN or Social Security # of Market Provider (if receiving payment)		
Market Provider Street Address		City	State	ZIP Code
Market Provider Contact Name	Contact Telephone	Contact Email		

Business Classification of Market Provider (Check ONE): Corporation Partnership Sole Proprietor/Individual LLC Other: _____

SECTION 6: PROJECT AND ANNUAL ENERGY SAVINGS INFORMATION

Measure Description	Annual Electricity Savings (kWh)	Summer Demand Savings (kW)	Annual Gas Savings (Therms)	Annual Energy Savings (\$)	Measure Cost (\$)
1.					
2.					
3.					
4.					
TOTALS:					

- Demand savings is calculated by dividing the average kWh savings from 12 p.m. to 4 p.m. on a typical weekday (Monday through Friday) in summer (June, July and August) by 4 hours.
- Measure energy cost savings using previous 12 month averages OR \$0.05/kWh, \$10/(average monthly kW) and \$0.80/therm. Documentation of the energy bills are required if previous 12 month average is used.
- Measure cost should include only external costs (internal labor costs should not be included).

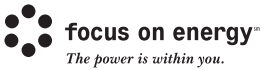
PROJECT PAYBACK AND INCENTIVE BID

Energy Payback = Cost / Annual Savings = _____ years	Project Incentive Needed = \$ _____
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SECTION 7: COMPETITIVE SCORING

Proposals will be scored and competitively ranked based on the following criteria and information submitted by the required supporting documentation. Please provide this information to the best of your ability.

Points	Criteria
10	Projected Energy and Demand Savings. This factor includes both the amount of savings (electricity, electric demand and therms) and the reasonableness of the calculations and assumptions used to estimate the savings. For new construction or expansion projects a baseline needs to be described to show the incremental savings and costs.
30	Requested Incentive Level compared with Energy Savings. This factor is the incentive rate (incentive amount divided by the energy savings).
20	Need for Funding. This factor may include criteria such as corporate financial requirements, lack of sufficient capital, the need to minimize risk and the timing of internal funding.
10	Likelihood of Project Completion by December 15, 2010.
10	Life of Project Savings. This factor addresses the anticipated cumulative energy benefits over the lifetime of the installation.
10	Completeness of Proposal. The proposal must include adequate response to all of the elements in the application.
10	Extra points. Document in proposal. <ul style="list-style-type: none"> ■ Proposal includes initiating a comprehensive Energy Management Plan. ■ Your proposal is for an emerging technology. ■ USDOE Energy Savings Assessment recommendations ■ Multiple projects are bundled together in proposal ■ You are considering expanding the use of the proposed technology, pending successful experience.



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SECTION 8: DOCUMENTATION

Please start each piece of required supporting documentation on a separate page with it's own heading.

SUPPORTING DOCUMENTATION	DESCRIPTION OF REQUIREMENT
Project Description	Describe your project in one to two paragraphs. If applicable describe whether this project is an emerging technology in Wisconsin, whether this project is part of an overall energy management plan, or whether you intend to do additional similar projects if this one is successful. Please describe any plan to measure the energy saving results. For new construction or expansion projects a baseline needs to be described to show the incremental savings and costs. Also, demonstrate the likelihood the project will be completed by December 15, 2010 if an incentive is awarded.
Project Calculations	Provide clear and logical, step-by-step calculations. Include list of assumptions and show units (hp, lb of steam, etc.) Spreadsheets are acceptable and encouraged, but provide separate and clear descriptions of methodology used.
Supplier Proposals	Provide a complete copy of all supplier proposals.
Statement of Need	Describe in detail why your company requires funding from Focus on Energy to complete the project. Include supporting documentation such as internal ROI or payback requirements. Describe the likelihood that these measures would be completed at a later date if the requested grant is not approved and estimate when this date would be. THIS STATEMENT MUST BE SIGNED BY A SENIOR COMPANY OFFICIAL.
Statement of Non-Energy Benefits	List and describe any non-energy benefits of your project (e.g., production improvement, improved product quality, reduced scrap, environmental compliance, improved safety). Please be specific and, if possible, list monetary benefits of these non-energy benefits.
Estimated Project Timeline	Provide a timeline for the project if your grant request is approved. Assume award notification will occur December 18, 2009. Include these milestones: <ul style="list-style-type: none"> ■ Signed project contract with installation vendor – must occur within 90 days of award notification ■ Construction documents – must occur within 180 days of award notification ■ Project commencement – must occur within 270 days of award notification ■ Project completion – must be within 15 months of award notification

SECTION 9: CUSTOMER SIGNATURE

I, the undersigned, certify that the proposal information provided on this page and the attached pages is accurate and true to the best of our ability and that we have read and understood the requirements of this offer. I understand that submission of this proposal does not guarantee we will receive funding or a specific level of funding. I acknowledge that participation in this program shall impose no liability on Focus on Energy. Focus on Energy may conduct a pre- and/or post-service inspection to verify savings. Signer also certifies that:

1. The number shown on this form is the correct taxpayer identification number.
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends or (c) the IRS has notified me that I am no longer subject to backup withholding.
3. I am a U.S. citizen or a U.S. resident alien.

Customer Signature	Customer Name (Print)	Date
INTERNAL USE ONLY	Approving Program Manager	Date

SECTION 10: APPLICATION SUBMITTAL

Return signed, completed form by December 4, 2009 to:
Focus on Energy: Competitive Industrial Program Application, 5609 Medical Circle, #201, Madison, WI 53719
 For direct inquiries call Craig Schepp at 608.277.2948 or via email at scheppc@saic.com

SECTION 11: NOTIFICATION

You will receive a letter indicating the status of your project by December 18, 2009. If you have been awarded funding for your project, you may begin your project.
Do not procure your project equipment or services until you have received written approval from Focus on Energy.

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SECTION 12: GENERAL ELGIBILITY REQUIREMENTS

Incentives are offered by Focus on Energy. Businesses must be served by a Focus on Energy participating electric provider. To determine eligibility, visit the Focus on Energy Web site at focusonenergy.com/utilities.

Applicants must also abide by the following guidelines required for all Focus on Energy grants:

1. All projects funded by Focus on Energy are expected to comply with federal, state and local codes.
 2. Focus on Energy reserves the right to conduct site visits to verify that the configuration and operation of systems is as described in the excel workbooks.
 3. Focus on Energy reserves the right to publicize your participation in this program in any Focus marketing campaign, unless you specifically request otherwise in writing. Requests should be emailed to bpforms@weccusa.org.
 4. Customers or market providers may not use the Focus on Energy name or logo in any marketing, advertising or promotional material without prior written permission.
 5. Grant incentives will be paid directly to the customer.
 6. Disclaimers: Focus on Energy:
 - a. Does not endorse any particular manufacturer, product, labor or system design within these programs;
 - b. Will not be responsible for any tax liability imposed on the customer as a result of the payment of incentives;
 - c. Does not expressly or implicitly warrant the performance of installed equipment (contact your contractor for detailed equipment warranties);
 - d. Is not responsible for the proper disposal/recycling of any waste generated as a result of this project; and
 - e. Is not liable for any damage caused by the installation of the equipment or for any damage caused by the malfunction of the installed equipment.
 7. Focus on Energy reserves the right to change or discontinue this program at any time. The acceptance of program application is determined solely by Focus on Energy.
 8. Focus on Energy reserves the right to refuse payment and participation if the customer or contractor violates program rules and procedures.
 9. Focus on Energy reserves the right to amend incentive amounts if criteria and information considered at the time of project approval are not met at project completion. This includes but is not limited project cost and project scope.
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