



# CUSTOM INCENTIVE PROJECT INFORMATION FORM

## INDUSTRIAL BUSINESSES

OFFICE USE ONLY  
PROJECT ID: \_\_\_\_\_

### SECTION 1: INCENTIVE INFORMATION

Custom incentives are available for projects that do not fit the description of our standard application forms. These projects are calculated on a case-by-case basis for non-standard technologies and projects. For custom incentives, customers must work with a Focus on Energy advisor to obtain approval prior to making a purchase decision to determine if their project would qualify for a Focus on Energy incentive. Incentives are available to help implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. If applying for standard incentives, visit our Web site at [focusonenergy.com/incentives/business](http://focusonenergy.com/incentives/business) and follow directions on the appropriate form.

### SECTION 2: APPLICATION REQUIREMENTS

The purpose of this form is to assign pending projects to a Focus on Energy advisor and determine if the project is eligible for a custom incentive. Funding provided through custom incentives is contingent on the following requirements and procedures:

- You **MUST** receive pre-approval from Focus on Energy prior to beginning any custom projects, including ordering equipment.
- Payment information, including Federal Tax ID is required. Focus on Energy cannot award financial incentives without this information.
- Custom incentives will not be provided for projects falling under a 1.5 year payback without special approval.
- Based on project type, technology and situation, projects may be limited to a four-year payback.
- Custom incentives cannot exceed 30 percent of a project's cost without special approval.
- The maximum incentive for a custom project is \$250,000.
- The total maximum incentive an individual customer may receive is \$500,000 per calendar year.
- Grant approval will be contingent upon receiving the necessary documentation, such as energy savings calculations and an indication that funds are needed to get the project implemented.
- For more information visit our Web site at [focusonenergy.com/customincentives](http://focusonenergy.com/customincentives)

### SECTION 3: CUSTOMER LEGAL INFORMATION

Company Legal Name \_\_\_\_\_

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 \_\_\_\_\_

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

### SECTION 4: PAYMENT INFORMATION (all information is required to receive payment)

Make Incentive Check Payable To (Check ONE):  Corporate Name  Business Owner's Legal Name (only if sole proprietor)  Market Provider

(in order to pay market providers, invoice must have "Focus on Energy" incentive clearly indicated and deducted from customer's amount due and market provider must provide their Federal Tax ID)

Mail Check to the Attention of: \_\_\_\_\_

Alternate Mailing Address \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

### SECTION 5: JOB SITE INFORMATION (where project will occur)

Job Site Name \_\_\_\_\_

Project Contact Name \_\_\_\_\_

Job Site Street Address (physical location) \_\_\_\_\_

City \_\_\_\_\_

State **WI**

ZIP Code \_\_\_\_\_

Project Contact Telephone \_\_\_\_\_

Project Contact Email \_\_\_\_\_

Electricity Provider at Job Site \_\_\_\_\_

Preferred means of communication:  Phone  Fax  Mail  Email

Electric Provider \_\_\_\_\_

Natural Gas Provider \_\_\_\_\_

Building Type (check ONE):

Food Processing  Metal Casting  Plastics  Pulp & Paper  Warehouse (attached to plant)  Other: \_\_\_\_\_

**SECTION 6: PROJECT PARAMETERS**

Project Description: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

|                     |                         |
|---------------------|-------------------------|
| Number of Employees | Building Square Footage |
|---------------------|-------------------------|

Hours of Operation (i.e. 8 a.m. - 9 p.m.)

|                   |                   |                   |                    |                   |                     |                     |
|-------------------|-------------------|-------------------|--------------------|-------------------|---------------------|---------------------|
| M<br>____ to ____ | T<br>____ to ____ | W<br>____ to ____ | Th<br>____ to ____ | F<br>____ to ____ | Sat<br>____ to ____ | Sun<br>____ to ____ |
|-------------------|-------------------|-------------------|--------------------|-------------------|---------------------|---------------------|

Information on Existing Equipment, System Operation and Building Operation Attached (if available)

Specification Sheets and/or Project Proposals Attached (if available)

**SECTION 7: BACKGROUND QUESTIONS**

1. Check which best describes where you are right now with your project:

- Considering project
- Assessing feasibility
- Getting vendor bids and/or savings estimates
- Received management approval
- Started installation

2. Check your reasons for pursuing this project:

- Improve production quality or quantity
- Reduce maintenance costs
- Replace worn out equipment
- Reduce energy costs
- Comply with regulatory equipment
- Achieve company goal or mandate

3. What help do you need from Focus on Energy?:

- Exploring options
- Assurance of the technical feasibility of the technology
- Verifying vendor savings estimates
- Showing the value to management
- Incentive to help reduce initial cost and/or trim payback
- Other - describe: \_\_\_\_\_

**SECTION 8: CUSTOMER SIGNATURE**

I, the undersigned, certify that the application information provided on this page and the attached pages are accurate and true to the best of our knowledge and that we have read and understood the requirements of this application. I understand that submission of this form 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.

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

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.

**Return completed form by mail:**

Focus on Energy, 5609 Medical Circle, #201, Madison, WI 53719  
 By fax: 608.277.2947, Question? Call 800.762.7077