UNDERSTANDING CUSTOM INCENTIVES

Custom incentives are for energy efficient upgrades not found in Focus on Energy’s Incentive Catalogs. These incentives are for non-standard technologies (e.g. industrial process equipment) or for projects which do not include a one-for-one replacement. Custom incentive amounts are determined by the estimated first-year energy savings when upgrading to energy efficient equipment. Customers who are eligible for Focus on Energy’s Agriculture, Schools, and Government Program (AgSG), Business Incentive Program (BIP), Large Energy Users Program (LEU), or Multifamily Energy Savings Program (MESP) are eligible for custom incentives.

BEFORE YOU APPLY

Before purchasing equipment or proceeding with upgrades, you must work with an Energy Advisor from Focus on Energy. Your Energy Advisor will help you to determine if your project qualifies for a Focus on Energy custom incentive and will help you obtain necessary approvals. If you need an Energy Advisor, go online at focusonenergy.com/EA-map or call 800.762.7077 for assistance.
WHAT YOU’LL NEED

Returning customers
If you have received a custom incentive before and are familiar with the type of information you’ll need to provide to the Program, contact your Energy Advisor to get started. Your Energy Advisor will provide you with any Program paperwork required and will work with you to obtain pre-approval for your project. Remember, pre-approval is required prior to ordering equipment or processing purchase orders associated with your energy efficiency upgrade. Incentive pre-approval is contingent upon receipt of necessary documentation, such as energy savings calculations and an indication that financial assistance from Focus on Energy is needed to implement your project.

New customers
Customers who have not previously applied for custom incentives should follow the steps below.

BEFORE YOU APPLY
- Contact your Focus on Energy Advisor. If you do not know who your Energy Advisor is, go online at focusonenergy.com/EA-map or call 800.762.7077 for assistance.

WHAT YOU’LL NEED
- Detailed scope of work including:
  - Existing equipment and relevant details (e.g. equipment manufacturer and model number, operating hours, etc.)
  - Proposed equipment and relevant details (e.g. equipment manufacturer and model number, operating hours, etc.)
  - Proposal for qualifying equipment – make sure proposal includes:
    - Total project costs (itemized materials and/or labor)
    - Manufacturer specification sheets
  - Custom Project Information Form. All sections of this form must be completed. This form provides Focus on Energy with important background information to help us get started on your project. This form can also be found on the Focus on Energy website under the Custom Projects Page at focusonenergy.com/custom.
  - Utility Release Form – not required on all projects
    - Work with your Energy Advisor to determine if a utility release form will be required. Some projects require historical utility data to determine energy cost savings and project payback.
    - Statewide average utility rates will be used to calculate project payback unless customer chooses to provide utility release form in circumstances where it is not required.

UNDERSTAND YOUR INCENTIVE RATE AND PROGRAM REQUIREMENTS

Custom incentives are based on estimated first year energy savings achieved from an energy efficiency upgrade. The calculated savings are multiplied by the specific Program incentive structure as noted below. Work with your Energy Advisor to understand your incentive structure and program requirements.

Business Programs
- $0.04 per kWh saved.
- $100 per peak kW reduced (Peak kW reduction is determined by the average kW load reduction occurring between 1 PM and 4 PM on weekdays during June, July and August).
- $0.80 per Therm saved.

Custom Incentive Requirements for Business Programs:
- Incentives will not be provided for projects with a simple payback less than 1.5 years based on energy savings.
- Incentives are limited to projects with a maximum simple payback of 10 years based on energy savings.
- Custom incentives cannot be greater than 50% of a project’s cost.
- Incentives are eligible for new (not used or refurbished) equipment only. Maintenance projects are not eligible.
- The maximum total for all incentives an individual customer may receive per calendar year is $500,000.

Multifamily Energy Savings Program (MESP)
- $0.05 per kWh saved.
- $100 per peak kW reduced (Peak kW reduction is determined by the average kW load reduction occurring between 1 PM and 4 PM on weekdays during June, July and August).
- $0.80 per Therm saved.

Custom Incentive Requirements for Multifamily:
- Custom incentives cannot be greater than 50% of a project’s cost.
- The maximum total for all incentives an individual customer may receive per calendar year is $500,000.
- For existing buildings, an audit is required prior to project pre-approval.
- The customer must provide an estimated completion date with the submitted application and apply for incentives on qualifying measures.
- Upon request, program staff may provide custom calculations and/or a custom report. The custom report may include energy and savings, simple payback, graphs with future usage projections, a list of no/low-cost measures, and a summary of all opportunities with savings and incentive information.
- Work with your Energy Advisor to learn more about the calculation and reporting requirements and services available.
REQUEST PROJECT PRE-APPROVAL

- Incentive pre-approval is contingent upon receipt of necessary documentation such as energy savings calculations and an indication that financial assistance from Focus on Energy is needed to implement your project.
- Timeline for a project to receive pre-approval depends on several factors including the amount of time it takes for an Energy Advisor to receive required documentation, the complexity of the project, and the amount of the incentive.
- Once a project is pre-approved, the Energy Advisor will issue an Incentive Agreement (IA) to the customer for their signature.
  - Once an IA is issued, incentive funding is reserved for your project.
  - Customers have 65 days from pre-approval to sign and return the IA as indicated on the IA.
  - Once Focus on Energy receives the signed IA, the Energy Advisor will inform you of receipt, and the customer can proceed with the equipment order and installation.

COMPLETE YOUR CUSTOM PROJECT

- Complete the project by the Project Completion Deadline as indicated on the IA.
  - An extension can be requested by contacting your Energy Advisor in writing (email is acceptable) and providing a final completion date and proof the project is moving forward (e.g. a PO or an invoice). Extensions are at the discretion of Focus on Energy.
- Once the project is completed, alert your Energy Advisor who will then issue you a Project Completion Notice (PCN).
- Provide the following documentation to your EA:
  - Detailed final invoice including:
    - Quantities installed
    - Manufacturer and model numbers
    - Itemized project cost
    - Customer name and installation address
    - Provider’s name
  - Completed PCN with customer signature.
    - Please note if the scope of the original project has changed. Scope changes may result in an incentive adjustment. Note: custom incentives cannot exceed originally approved incentive amount.
    - Completion paperwork will be reviewed for final qualification, and the incentive check will be issued within 8-10 weeks.
- A site inspection may be required.
CUSTOM PROJECT INFORMATION FORM

PLEASE COMPLETE ALL SECTIONS. INCOMPLETE FORMS CANNOT BE PROCESSED AND WILL DELAY PRE-APPROVAL OF INCENTIVES. PRE-APPROVAL IS REQUIRED PRIOR TO PURCHASE OR INSTALLATION OF EQUIPMENT. FOR AN ELECTRONIC COPY OF THIS FORM VISIT FOCUSONENERGY.COM/APPLICATIONS.

FOR PROJECTS PRE-APPROVED BY 12/31/19

ACCOUNT AND CUSTOMER INFORMATION

TAX IDENTIFICATION NUMBER (Check one.)
- FEIN       or       SSN

BUSINESS CLASSIFICATION OF CUSTOMER
(Required for all businesses, including non-profits.)
- Sole Proprietorship  - Individual  - Single-Member LLC
- C Corporation       - S Corporation - Partnership
- Limited Liability Corporation Classification C, S, P
  (C = C corporation, S = S corporation, P = partnership)
- Other

OWNER NAME (REQUIRED IF SSN IS USED AS TAX IDENTIFICATION NUMBER)

COMPANY NAME

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)

CITY             STATE             ZIP

How did you hear about us? (Check all that apply.)
- Utility  - Trade Ally  - Energy Advisor  - Internet  - E-mail
- Trade Show/Event  - Direct Mail  - Other: 

WHO DID YOU WORK WITH FROM FOCUS ON ENERGY ON THIS PROJECT? (CONTACT NAME)

JOB SITE INFORMATION
(Refer to your utility bills for account numbers below.)

JOB SITE BUSINESS NAME

ELECTRIC UTILITY AT JOB SITE       ELECTRIC ACCOUNT #

GAS UTILITY AT JOB SITE            GAS ACCOUNT #

- Job Site Address is same as Legal Address
- Job Site Address is different (complete below.)

JOB SITE ADDRESS

CITY             STATE             ZIP

CUSTOMER CONTACT INFORMATION

JOB SITE CUSTOMER CONTACT NAME

PRIMARY PHONE #       E-MAIL ADDRESS

If Focus on Energy has a question about this application, we should contact:
- Customer  - Trade Ally  - Other

TRADE ALLY INFORMATION

TRADE ALLY CONTACT NAME

PRIMARY PHONE #       E-MAIL ADDRESS

TRADE ALLY COMPANY NAME

ADDRESS

CITY             STATE             ZIP

BUSINESS PAYMENT INFORMATION

Make incentive check payable to:
- Customer  - Trade Ally  - Other Payee

For Other Payee, specify relationship to utility account holder:
- Tenant  - Building Owner  - Other (specify)

If a Trade Ally or Other Payee is receiving the incentive payment, provide the Tax Identification Number. To receive payment, a Trade Ally must be registered. Please note: Payee is responsible for any associated tax consequences.

TAX IDENTIFICATION NUMBER (Check one.)
- FEIN       or       SSN

BUSINESS CLASSIFICATION OF OTHER PAYEE
(Required for all businesses, including non-profits.)
- Sole Proprietorship  - Individual  - Single-Member LLC
- C Corporation       - S Corporation - Partnership
- Limited Liability Corporation Classification C, S, P
  (C = C corporation, S = S corporation, P = partnership)
- Other

Mail check to:
- Customer Address  - Job Site Address  - Trade Ally Address
- Other Payee or Alternate Address (complete below.)

COMPANY NAME

ADDRESS

CITY             STATE             ZIP

ATTENTION TO (OPTIONAL)
**BUSINESS PROPERTY TYPE**
- Existing Building
- New Construction

Select one (1) property type that best describes your business:
- Agriculture Producer
  - Dairy
  - Other:
- Education
- Grocery/Convenience Store
- Financial Institution
- Food Service
- Government
  - County
  - Federal/State
  - Municipal
  - Native American
- Healthcare
  - Clinic
  - Hospital
  - Skilled Nursing
  - Other:
- Hotels & Lodging
- Manufacturing (product):
- Multifamily
  - Apartment
  - Condominium
  - Mixed Use
  - Number of Units: ___
  - Number of Buildings: ___
- Office
- Religious Worship
  - With K+ Daily Education
  - Without K+ Daily Education
- Retail
- Vehicle Sales/Service
- Water/Wastewater

**PROJECT BACKGROUND INFORMATION**
Which statement best describes the status of your project (select one):
- Considering project
- Assessing feasibility
- Getting vendor bids and/or savings estimates
- Received management approval
- Purchased equipment
- Started installation

Tell us why you are pursuing this project:
- Enhance employee/customer comfort
- Reduce maintenance costs
- Replace worn out equipment
- Reduce energy costs
- Comply with regulatory equipment
- Achieve company goal or mandate

Tell us how Focus on Energy can help you:
- 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:

**PRIOR TO ORDERING EQUIPMENT TO RECEIVE PRE-APPROVAL**

<table>
<thead>
<tr>
<th>PROJECT START DATE</th>
<th>ESTIMATED PROJECT COMPLETION DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Itemized proposal attached</td>
<td>Yes ☐</td>
</tr>
<tr>
<td>Specification sheet(s) attached</td>
<td>Yes ☐</td>
</tr>
<tr>
<td>Information on existing equipment (make, model, etc.) system operation and building operation attached</td>
<td>Yes ☐</td>
</tr>
<tr>
<td>Brief Project Description</td>
<td></td>
</tr>
</tbody>
</table>

**CUSTOMER SIGNATURE**
Certification: The following certifications are required in order for this form to substitute for the IRS form W-9.
Under penalty of perjury, I certify that:
- The number shown on this form is the correct taxpayer identification number.
- 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.
- I am a U.S. citizen (includes a U.S. resident alien).

I agree that the stated energy-efficient measure(s) was (were) installed at the job site address listed above as part of the Focus on Energy Program. I have read and agree to the provisions set forth herein and to the Terms and Conditions posted at focusonenergy.com/terms. I understand that Focus on Energy may revise these Terms and Conditions at any time and I will not be notified in the event changes are made. To the best of my knowledge, the statements made on this application are complete, true and correct, and I have submitted the appropriate supporting documentation to receive an incentive. The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding.

I, the Customer, attest I am the ratepayer (utility account holder) for the site(s) listed in Section 2 and I assign the right to participate in and receive incentives from the Focus on Energy Program to the Third Party identified in Section 5 (if applicable).

(Please use blue or black ink in the signature box below.)

**CUSTOMER SIGNATURE**

NAME (PRINT)

DATE

**Please see the Program Descriptions and Submittal information page for mailing addresses and fax numbers.**
MULTIFAMILY ENERGY SAVINGS PROGRAM (MESP)
Qualifying customers include residential properties with four or more dwelling units under one roof. Typical facilities include:

- Apartments/condominiums buildings
- Senior living facilities including assisted living and residential care apartment complexes (RCAC)
- Student housing
- Rooming houses containing 4+ bedrooms
- Housing authorities

MAIL:  Focus on Energy MESP
12075 Corporate Parkway, Suite 100
Mequon, WI 53092

FAX:  262.240.0825
E-MAIL:  MESPapps@focusonenergy.com

AGRICULTURE, SCHOOLS AND GOVERNMENT (AgSG) PROGRAM
Qualifying customers are agriculture producers, school facilities and governments. Typical facility types include:

- Agriculture producers - e.g. dairy farms, livestock, greenhouses, crop farming, aquacare
- School facilities - e.g. public and private K-12, churches if associated with a school, technical colleges, small colleges and universities
- Government - e.g. federal/state, municipal/county, small wastewater treatment, tribes

MAIL:  Focus on Energy AgSG
725 W. Park Avenue
Chippewa Falls, WI 54729

FAX:  608.663.0267
E-MAIL:  AgSGapps@focusonenergy.com

BUSINESS INCENTIVE PROGRAM (BIP)
Qualifying customers are commercial and industrial businesses that do not fall under AgSG or LEU programs. Small Business Program (SBP) eligible customers may apply for BIP custom incentives.

- Commercial facilities - e.g. banks, hotels, offices
- Midsize industrial facilities - e.g. manufacturing, breweries, processors of raw agricultural products into intermediary or final products
- Midsize healthcare facilities - e.g. nursing homes/skilled nursing, community-based residential facilities (CBRF), community hospitals
- Retail and grocery stores
- Restaurants

MAIL:  Focus on Energy BIP
12075 Corporate Parkway, Suite 100
Mequon, WI 53092

FAX:  262.240.0825
E-MAIL:  BIPapps@focusonenergy.com

LARGE ENERGY USERS (LEU) PROGRAM
Qualifying customers have incurred monthly energy demand of at least 1,000 kW of electricity or 100,000 Therms of natural gas at least once in the last 12 months and were billed at least $60,000 by their energy utility. Typical facility types include:

- Large industrial facilities – e.g. paper mills, food processors, foundries
- Large healthcare – e.g. large hospitals, large healthcare systems including VA hospitals
- School and government facilities - e.g. UW universities, large private universities, Fort McCoy
- Large publicly-owned wastewater treatment plants – e.g. Milwaukee Metropolitan Sewerage District

MAIL:  Focus on Energy LEU
440 Science Drive, Suite 203
Madison, WI 53711

FAX:  608.819.9051
E-MAIL:  LEUapps@focusonenergy.com

INCENTIVES FOR MULTIFAMILY PROPERTIES

MULTIFAMILY ENERGY SAVINGS PROGRAM (MESP)
Qualifying customers include residential properties with four or more dwelling units under one roof. Typical facilities include:

- Apartments/condominiums buildings
- Senior living facilities including assisted living and residential care apartment complexes (RCAC)
- Student housing
- Rooming houses containing 4+ bedrooms
- Housing authorities

MAIL:  Focus on Energy MESP
12075 Corporate Parkway, Suite 100
Mequon, WI 53092

FAX:  262.240.0825
E-MAIL:  MESPapps@focusonenergy.com
PARTICIPATION REQUIREMENTS

Before you start your project, please make sure you are familiar with participation requirements, program information and Terms and Conditions.

INFORMATION AND REQUIREMENTS

General Terms and Conditions
Review the FOCUS ON ENERGY® Terms and Conditions at focusonenergy.com/terms or call 800.762.7077 to request a copy.

Prescriptive Incentives
AgSG, BIP and LEU Programs (collectively, “Business Programs”) and the SBP: Any project with an expected incentive exceeding $25,000 ($15,000 for Small Business Program) requires pre-approval BEFORE project initiation or equipment purchase to guarantee fund availability. Projects not receiving pre-approval will be subject to funding availability. Projects with expected incentives of $10,000 or more may request pre-approval. Check the Focus on Energy website at focusonenergy.com/business or call 800.762.7077 for more information.

MESP: Any project with an expected incentive exceeding $10,000 requires pre-approval BEFORE project initiation or equipment purchase to guarantee fund availability. Projects not receiving pre-approval will be subject to funding availability. Check the Focus on Energy website at focusonenergy.com/multifamily or call 866.486.0832 for more information.

For all prescriptive incentives, the incentive cannot exceed the cost of the product (including any external labor) unless otherwise noted in measure requirements.

Custom Incentives
If your project does not fit the descriptions on this prescriptive incentive application form, it may qualify for a custom incentive. This requires pre-approval prior to initiating project by ordering equipment or issuing purchase orders. For Business Programs, direct inquiries to 800.762.7077 or visit focusonenergy.com/business. For Multifamily Programs, direct inquiries to 866.486.0832 or visit focusonenergy.com/multifamily.

Incentive Limits
Business Programs and MESP: Incentives are limited to $500,000 per customer per calendar year for all Focus on Energy incentives (prescriptive and custom).

SBP: Incentives are limited to $15,000 per site and $30,000 per customer per calendar year. If customers participate in other programs in addition to the SBP incentives received through the SBP count towards annual incentive limits.

Depending on your business tax classification, you may receive IRS form 1099 for incentives totaling over $600 in a calendar year.

Trade Ally Information
A Trade Ally represents the company who provided/installed the equipment for a project or performed the service for which a customer is seeking an incentive. Trade Allies who have signed an agreement with Focus on Energy are allowed to enjoy certain program benefits, one of which is to receive direct payment of incentives at the Trade Ally’s request. Incentives can only be paid directly to a registered Trade Ally who has a W-9 on file with Focus on Energy. For more information on becoming a registered trade ally, visit focusonenergy.com/tradeally.

The Federal Employer Identification Number (FEIN) and Business Classification of the Trade Ally is required if you received your incentive as a credit on your invoice, whereby the incentive is paid directly to the Trade Ally. In this scenario, the credit must be clearly labeled as the Focus on Energy incentive and deducted from the amount due.

If your project was completed by more than one Trade Ally (example, equipment was purchased from one Trade Ally but installed by another Trade Ally) and the incentive is being paid to you the customer, enter the information of the Trade Ally who installed your equipment in Section 4: Trade Ally Information. If the equipment was self-installed, enter the information of the Trade Ally from whom you purchased the equipment.

Focus on Energy Information
Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus on Energy 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.

Assignment of Incentives to Other Payee
The Customer for the project site listed on the application may assign their right to participate and receive incentives to Other Payee. The Customer must sign Section 9 and identify the Other Payee in Section 5.