RURAL INDUSTRIAL STAFFING INCENTIVE

focus on energy®

Partnering with Wisconsin utilities

HOW TO APPLY

NEED HELP? CALL 888.623.2146

FOCUS ON ENERGY® staffing incentives provide an opportunity to receive additional incentive funds for rural industrial businesses. These funds are used to offset the internal administrative costs of identifying and implementing energy efficiency projects. Use this guide to help you move through the process.

UNDERSTANDING STAFFING INCENTIVES

The Staffing Incentive provides an opportunity for rural industrial businesses to receive up to 20% in additional incentives to offset the staffing support needed to complete prescriptive and custom projects in 2020. An industrial customer is defined as a business whose primary activity is the manufacturing or processing of goods and materials. A rural customer is defined as a business located in one of the rural designated ZIP codes. The list of eligible rural ZIP codes can be found at **focusonenergy.com/ruralindustrial**.

Enrollment in the Staffing Incentive offering is required prior to initiating projects. Projects which have started prior to acceptance into the Staffing Incentive offering will not be eligible for any Staffing Incentives.

BEFORE YOU APPLY

Verify your project site is located in one of the eligible ZIP codes and a customer of a participating utility. Contact Focus on Energy at **888.623.2146** or visit **focusonenergy.com/ruralindustrial** for more information.

STEP 1

BEFORE YOU APPLY

- Verify you meet the criteria to be considered an industrial customer.
- Confirm your gas and/or electric utility participates in Focus on Energy at **focusonenergy.com/utilities**.
- Verify your business is located in an eligible zip code. For a complete list of eligible ZIP codes visit **focusonenergy.com/ruralindustrial**. Only sites located in an eligible ZIP code are eligible for incentives through this offering.
- Contact your Focus on Energy Advisor for assistance. If you do not know who your Energy Advisor is, visit at **focusonenergy.com/EA-map** or call **888.623.2146** for assistance.

STEP 2

WHAT YOU'LL NEED

- **Staffing Incentive Enrollment** application. All sections of this form must be completed.
- Detailed **project list** including:
  - Project description (equipment being replaced, proposed solution)
  - Energy savings estimates (kW, kWh, therms)
  - Estimated project costs
  - Estimated incentive
  - Project timeline

STEP 3

UNDERSTAND YOUR INCENTIVE RATE AND OFFERING REQUIREMENTS

- The Staffing Incentive will be 20% in additional incentives above current prescriptive or custom incentive rates.
- The Staffing Incentive will be paid for each project once complete.
- Projects must occur between January 1 and November 30, 2020. All projects must be complete by November 30 with all paperwork submitted no later than December 4, 2020.
- Projects already approved for Focus on Energy funding do not qualify.
- Projects started prior to approved enrollment in the Staffing Incentive offering do not qualify.
- Customers must identify a minimum of two (2) projects or a total of $2,500 in base incentives (custom and/or prescriptive) to qualify for the Staffing Incentives.
- Projects with a base prescriptive or custom incentive exceeding $125,000 do not qualify.
- Total incentives paid under the offering cannot exceed $25,000 per customer.
- The combined total of all incentives cannot exceed 100% of the project costs.
- Incentives are for new (not used or refurbished) equipment only.
- New construction projects do not qualify.
- Retrocommissioning is eligible for this offering.

For complete details on prescriptive and custom incentives, contact your Energy Advisor or visit **focusonenergy.com/business**.

STEP 4 SUBMIT ENROLLMENT APPLICATION

- Enrollment approval is contingent upon receipt of necessary documentation, including the enrollment application, detailed project list and statement of need.
- The project list should identify projects occurring between January 1 and November 30, 2020. All projects must be complete by November 30 with all paperwork submitted by December 4, 2020. Projects currently pre-approved for Focus on Energy funding may not be included.
- Equipment cannot be purchased, ordered or installed prior to approved enrollment. Should equipment be purchased, ordered or installed prior to approved enrollment, customer will forfeit the opportunity to participate in this offering for those projects.

STEP 5 RECEIVE ENROLLMENT APPROVAL

- Once enrollment is approved, the customer will be notified in writing confirming their enrollment and specifying next steps, including but not limited to finalizing eligible project list and required approvals.
- Custom incentives still require pre-approval prior to equipment being purchased, ordered or installed. Work directly with your Energy Advisor to facilitate custom incentive pre-approval.

STEP 6 COMPLETE YOUR PROJECT

- Complete the project by the completion deadline as indicated on your project list or Incentive Agreement for custom incentives.

Custom Incentives

- 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 Energy Advisor:
  - Detailed final invoice including:
    - Quantity installed
    - Manufacturer and model numbers
    - Itemized project cost
    - Customer name and installation address
    - Provider's name
  - Completed PCN with customer signature.
    - Scope changes may result in an incentive adjustment. 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.

Prescriptive incentives

- Complete the installation and submit a complete application and required supporting documentation within 60 days of installation.

STAFFING INCENTIVE ENROLLMENT

PLEASE COMPLETE ALL SECTIONS. INCOMPLETE FORMS WILL DELAY APPROVAL.

SECTION 1 ACCOUNT AND CUSTOMER INFORMATION

TAX IDENTIFICATION NUMBER (Check one.)

☐ FEIN **or** ☐ SSN _____
FEIN OR SOCIAL SECURITY NUMBER

BUSINESS CLASSIFICATION OF CUSTOMER

(Check one. 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.)

☐ Community Association/Agency ☐ Distributor/Supplier
☐ Focus Direct Mail/Postcard ☐ Focus E-mail ☐ Focus Event
☐ Focus Staff/Energy Advisor ☐ Focus Website ☐ Internet Search
☐ Manufacturer ☐ National Rebate Administrator ☐ Newspaper
☐ Past Participation ☐ Radio ☐ Social Media ☐ Trade Ally/Contractor
☐ Trade Show/Fair ☐ TV ☐ Utility Bill Insert/Direct Mail
☐ Utility Contact ☐ Utility Email ☐ Utility Website
☐ Word of Mouth-Referral ☐ Other: _____

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

SECTION 2 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

SECTION 3 JOB SITE INFORMATION

(Please 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

SECTION 4 BUSINESS PROPERTY TYPE

Select one (1) property type that best describes your business:

☐ Manufacturing (product):
_____
☐ Pulp/Paper
☐ Food Processing
☐ Metal Casting
☐ Plastics
☐ Printing
☐ Metal Fabrication
☐ Ethanol
☐ Wastewater
☐ Other: _____

SECTION 5 BACKGROUND INFORMATION

Which statement best describes the status of your projects (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: _____

SECTION 6 ENROLLMENT CHECKLIST

☐ Project List
☐ Proposals (if available)

SIGN HERE ↓

CUSTOMER SIGNATURE

NAME (PRINT)

DATE

Submit your completed application and supporting documentation to business@focusonenergy.com.

ENERGY EFFICIENCY PROJECT LIST

SITE NAME	PROJECT TYPE	ESTIMATED SAVINGS			ESTIMATED BASE INCENTIVE	PROJECT TIMEINE		PROPOSAL ATTACHED
		KW	KWH	THERMS		ANTICIPATED START DATE	ANTICIPATED COMPLETION DATE	
123 Main St	*Lighting*	*1.4*	*25,000*	*0*	*$250*	*2/28/20*	*7/30/20*	☐
								☐
								☐
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PARTICIPATION REQUIREMENTS

Before you start your project, 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 **888.623.2146** to request a copy.

Incentive Limits
Business Programs: Incentives are limited to $300,000 per project and $400,000 per customer per calendar year for all Focus on Energy incentives (prescriptive and custom).

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 Contractor 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, please enter the information of the Trade Ally who installed your equipment in Section 4: Trade Ally Information. If the equipment was self-installed, please 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.

REDUCING ENERGY WASTE ACROSS WISCONSIN

For more information, call 888.623.2146 or visit focusonenergy.com

focus on energy®
Partnering with Wisconsin utilities

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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