



# 2023 AGRICULTURE & RURAL BUSINESSES



# AGENDA



- FOCUS ON ENERGY® Overview
- Resources and Technical Assistance
- Questions
- Contact Information

# FOCUS ON ENERGY OVERVIEW



**focus on energy®**

Partnering with Wisconsin utilities



# WHAT DOES FOCUS ON ENERGY DO?

- Assists Wisconsin residents and businesses in identifying and implementing energy efficiency projects.
- Offers unbiased third-party information and technical assistance to participating utilities' electric and/or natural gas customers.
- Provides financial incentives for energy-saving projects that would not otherwise occur.



# MISSION



- Empowers the people and businesses of Wisconsin to make smart energy decisions with enduring economic benefits.

# ECONOMIC IMPACT



- For every \$1.00 invested, Focus on Energy creates more than \$4.00 in benefits for the state of Wisconsin.
- A study of statewide energy efficiency programs by the Berkeley Lab found that Focus on Energy runs the most cost-effective in the nation.
- View the full report at: [focusonenergy.com/evaluation-reports](https://focusonenergy.com/evaluation-reports)

# AGRICULTURE HIGHLIGHTS



- In 2022, Focus on Energy awarded more than \$2 million in incentives to 880 agribusinesses to improve their facilities' energy efficiency.
- Projects totaled more than \$3.5 million in annual energy savings on their utility bills.
- Savings equate to reducing greenhouse gas emissions from over 4,660 gasoline-powered cars driven annually.



# BENEFITS OF FOCUS ON ENERGY



**Expert Energy  
Advisor  
Support**



**Energy Team  
Coordination**



**Training  
Facility Staff**



**Improving  
Return on  
Investment**



**Supporting  
Energy  
Education**



# ELIGIBILITY



- Must have a Focus on Energy participating electric or Natural Gas utility provider.
  - Visit [focusonenergy.com/utilities](https://focusonenergy.com/utilities) to verify eligibility.
- Agribusiness Propane offering
  - Offered in partnership with Wisconsin's Office of Energy Innovation.
  - Electric provider must participate in Focus on Energy.
  - Must use propane to fuel incentivized equipment.
  - Visit [focusonenergy.com/propane](https://focusonenergy.com/propane) for full details.

# RESOURCES AND TECHNICAL ASSISTANCE

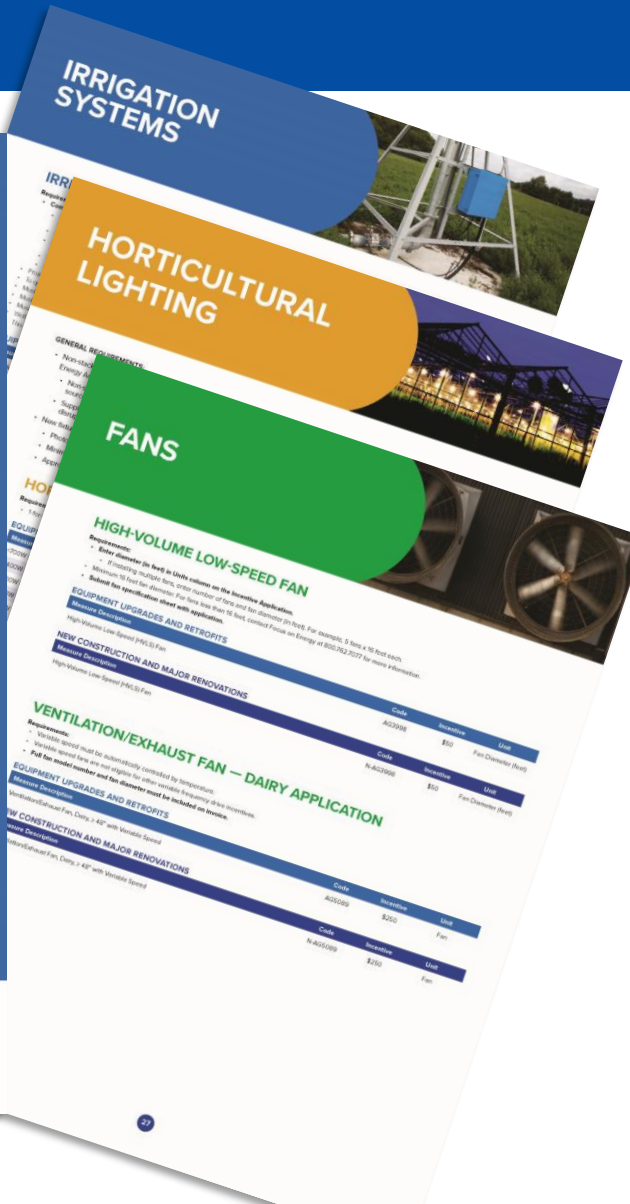
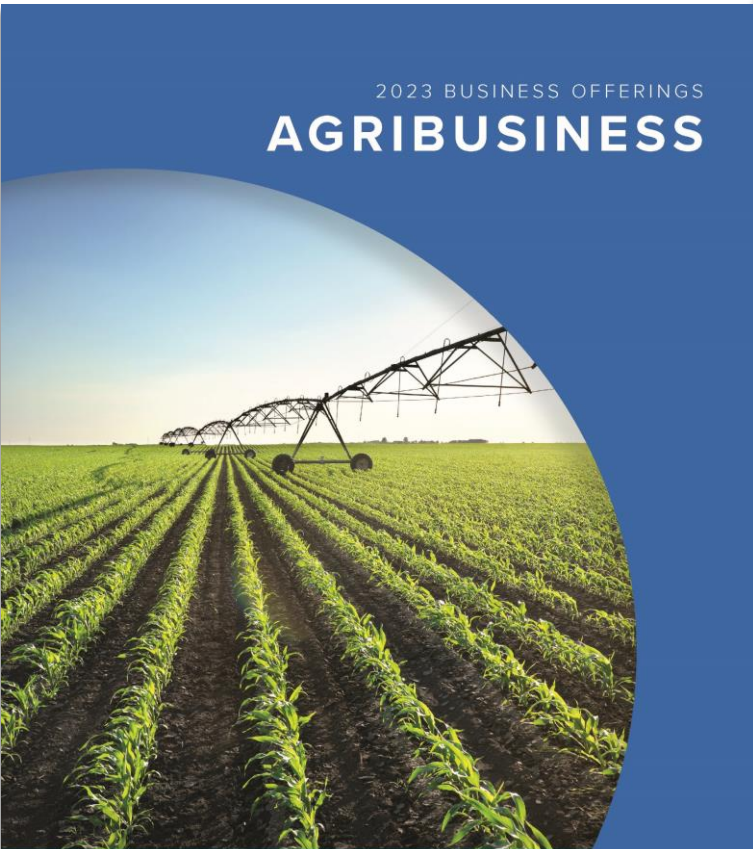


**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



# 2023 AGRIBUSINESS CATALOG



- Specific dollar amounts for installing qualifying energy efficiency equipment.
- One-for-one replacement for commonly installed equipment.
- View current Incentive Catalogs at [focusonenergy.com/catalogs](https://focusonenergy.com/catalogs)

# APPLICATION PROCESS

- Utility numbers required.
  - Include gas and electric utility names and account numbers.
- Applications must be post-marked or emailed within 60 calendar days of equipment installation.
- Ensure applications are correct.
- Verify:
  - Invoice is included.
  - All Sections of the application are complete.
  - Supplemental Data Sheet is included.
    - \*Symbol next to the code means additional information is needed.
  - Installation date.
    - Date of the last technology installed.
  - Signature and date.

## INCENTIVE APPLICATION

FOR PROJECTS COMPLETED BY 12/31/2023



Complete all sections. Incomplete applications cannot be processed and will delay payment of incentives. **Applications must be submitted within 60 days of completed project installation**, no later than January 31, 2024. For additional copies of this form, visit [focusonenergy.com/catalogs](https://focusonenergy.com/catalogs).

### section 1

#### ACCOUNT AND CUSTOMER INFORMATION

**Tax Identification Number** (Check one) ☐ FEIN or ☐ SSN

If you use a Social Security Number (SSN) as your Tax Identification Number, **do not provide it below**. You will be contacted by the Program via email to provide a copy of your W-9 using a secure online portal, if it is not already on file. **You must list an email address in Section 3.**

FEIN

#### TAX CLASSIFICATION OF CUSTOMER

(Check one. Required for all businesses, including non-profits.)

☐ Sole Proprietorship ☐ Individual ☐ Single-Member LLC  
☐ C Corporation ☐ S Corporation ☐ Partnership  
☐ LLC - C Corp ☐ LLC - S Corp ☐ LLC - Partnership

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

COMPANY NAME

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)

CITY STATE ZIP

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

### section 2

#### 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

### section 3

#### CUSTOMER CONTACT INFORMATION

JOB SITE CUSTOMER CONTACT NAME

PRIMARY PHONE # EMAIL ADDRESS

☐ I opt in to receive program updates via text message.  
Preferred method of contact: ☐ Call ☐ Email ☐ Text

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

### section 4

#### TRADE ALLY INFORMATION

TRADE ALLY CONTACT NAME

PRIMARY PHONE # EMAIL ADDRESS

TRADE ALLY COMPANY NAME

ADDRESS

CITY STATE ZIP

### section 5

#### BUSINESS PAYMENT INFORMATION

Payee is responsible for any associated tax consequences.

**Make incentive check payable to:**

☐ Customer ☐ Trade Ally ☐ Other Payee

If Other Payee is selected, the relationship to the utility account holder must be identified below:

☐ Tenant ☐ Building Owner ☐ Other (specify) \_\_\_\_\_

**For All Payees**

**Mail check to:** ☐ Customer Legal Address ☐ Job Site Address  
☐ Trade Ally Address ☐ Alternate Address

COMPANY NAME

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)

CITY STATE ZIP

ATTENTION TO (OPTIONAL)

**For Trade Ally and Other Payees**

Trade Allies must be registered with the Program and have a current W-9 on file to receive payment.

**Tax Identification Number** (Check one) ☐ FEIN or ☐ SSN

If you use a Social Security Number (SSN) as your TAX Identification Number, do not provide it below. You will be contacted by the Program via email to provide a copy of your W-9 using a secure online portal, if it is not already on file. You must list an email address below.

FEIN

#### Tax Classification of Payee

(Check one. Required for all businesses, including nonprofits.)

☐ Sole Proprietorship ☐ Individual ☐ Single-Member LLC  
☐ C Corporation ☐ S Corporation ☐ Partnership  
☐ LLC - C Corp ☐ LLC - S Corp ☐ LLC - Partnership  
☐ Other \_\_\_\_\_

#### Payee Contact Information

NAME EMAIL ADDRESS



# CUSTOM INCENTIVES



- Eligible for non-standard technologies or projects that are not a one-for-one replacement.
- Incentive based on estimated first year energy savings associated with a project or technology.
- Work with your Energy Advisor to receive pre-approval prior to ordering equipment.

# CUSTOM INCENTIVE PROJECTS



- 2023 Incentive rates:
  - \$0.05 per kWh saved.
  - \$100 per peak kW reduced.
  - \$0.95 per Therm saved.
- Project must have a simple payback of 1-10 years.
- Incentives cannot exceed 50% of the project cost.
- Maximum incentive of \$300,000 per project.
- Customer maximum of \$400,000 per year.

# RENEWABLES



- Renewable technologies eligible for custom incentives, including:
  - Biogas.
  - Biomass.
  - Solar thermal.
  - Wind.
- 2023 Incentive rates:
  - \$0.10 per kWh saved or generated.
  - \$100 per peak kW reduced or generated.
  - \$1.25 per Therm saved or generated.
- Biogas/Biomass Feasibility Study
  - Up to \$15,000 or 50% of study cost.



# SOLAR PHOTOVOLTAIC (PV)



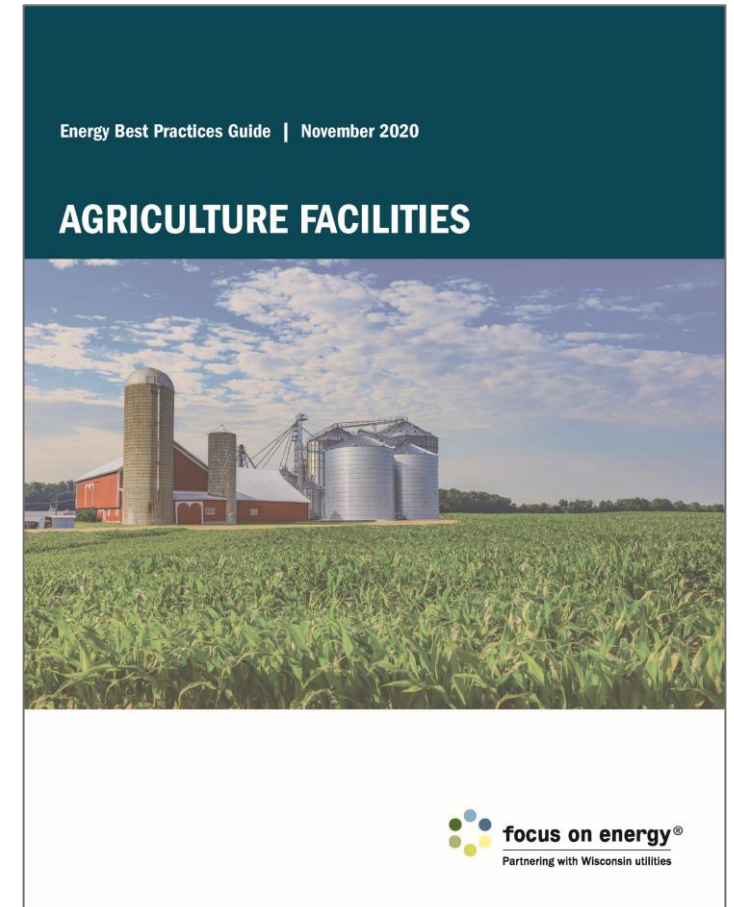
- Customers eligible for up to \$50,000 standard incentives and a \$10,000 match for agricultural producers.
- Process:
  - Verify your utility participates in Focus on Energy.
  - Review the terms and conditions
    - Check the status of available solar PV rebates.
  - [Reserve your funds](#) - Complete the online reservation application.
  - Complete the installation.
  - Work with your Trade Ally to receive your cash rebate.



# ENERGY BEST PRACTICES GUIDE



- Developed by subject matter experts to highlight energy-saving opportunities across various agriculture operations.
- Provides general best practices and recommendations.
- Download a free copy at [focusonenergy.com/guidebooks](https://focusonenergy.com/guidebooks)



# NEW CONSTRUCTION PROJECTS

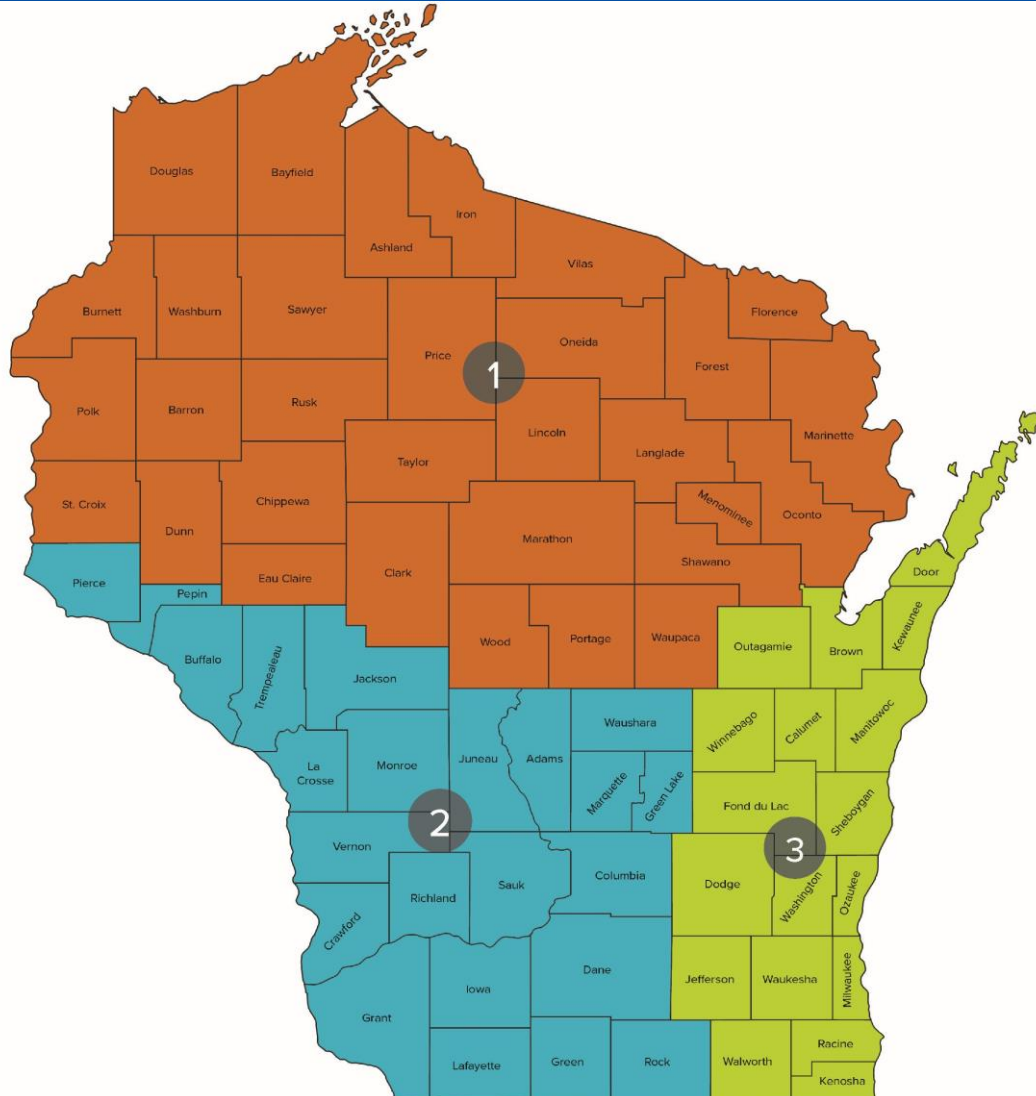


- Bring the Energy Advisor into the planning phase.
- Allow for plenty of time for pre-approval of financial incentives.
- Project already underway?
  - Energy Advisors can ensure qualifying equipment is selected to maximize energy savings.
- Rural businesses (non-agribusinesses).
  - Complete the [New Construction Online Tool](#) to identify what incentives you qualify for.

# QUESTIONS?



# 2023 ENERGY ADVISOR MAP



**Kevin Weiler - 1**

[kevin.weiler@focusonenergy.com](mailto:kevin.weiler@focusonenergy.com)

715.720.2195



**Jessica Mlsna - 2**

[jessica.mlsna@focusonenergy.com](mailto:jessica.mlsna@focusonenergy.com)

715.720.2146



**Joel Roltgen - 3**

[joel.roltgen@focusonenergy.com](mailto:joel.roltgen@focusonenergy.com)

715.720.2152



# CONTACT INFORMATION

800.762.7077

**[focusonenergy.com](http://focusonenergy.com)**