

FOCUS ON ENERGY RESOURCES FOR BUSINESSES

FINANCIAL INCENTIVES

Prescriptive Incentives

Prescriptive incentives are available for standard equipment retrofits for equipment like lighting, HVAC, refrigeration, and process equipment. Prescriptive incentives are generally a flat or fixed rate and can be found, along with their requirements, in **Incentive Catalogs**. Unless specified in the catalog requirements, Prescriptive incentives do not require pre-approval prior to beginning a project. However, our Energy Advisors are always available to assist in qualifying equipment for incentives prior beginning a project.

Equipment catalogs can be found on the Focus on Energy website, or at the links below:

[Agribusiness Catalog](#)

[Commercial Refrigeration Catalog](#)

[HVAC / Plumbing Catalog](#)

[Lighting Catalog](#)

[Process Systems Catalog](#)

Custom Incentives

Custom incentives are available for equipment not incentivized in any of the prescriptive incentive catalogs, for example, nonstandard technology like industrial equipment or for non-one-for-one retrofits. Custom incentives are based off of the first-year energy savings, and must have a payback between one and ten years in order to qualify. Work with an Energy Advisor to evaluate your project for a Custom incentive prior to purchasing any equipment or beginning work, as all Custom Incentives require pre-approval.

Complete details on Custom incentives can be found in the [Custom Incentive Guide](#).

New Construction Incentives

Focus on Energy has three paths to participation for [New Construction](#) projects:

- **Energy Design Assistance (EDA)** Provides a wholistic building analysis for facilities over 5,000 square feet. Building owners are presented with a suite of options for energy efficiency design considerations, and the design team may also earn an incentive. In order to qualify for EDA, projects must be applied for before the design phase is complete.
- **Energy Design Review (EDR)** provides a similar wholistic building analysis as EDA, however EDR incentives are awarded to projects where the design phase is already complete but construction has not begun.
- **Product and Equipment Incentives** are available to projects where construction has already begun and are eligible within 60 days of construction completion or building occupancy. Product and Equipment Incentives are indicated in the Incentive Catalogs as New Construction eligible, and may also apply for custom incentives.

Renewable Energy Incentives

- **Solar Photovoltaic (PV)** systems installed at businesses can claim up to \$50,000 per system. Incentives are based off of system size (kilowatts) and can be applied for [online](#). See the [application](#) for incentive rates and check the remaining annual budget [here](#) to see if your system may qualify.
- **Non-Solar PV Incentives** are available for biogas, biomass, solar thermal, and wind projects. These projects are awarded Custom Incentives, with rates and requirements summarized in the [Custom Incentive Guide](#).
- Additional incentives are available for **biogas** and **biomass** feasibility studies. Incentives can cover up to \$15,000 or 50% of the cost to assess the feasibility of a system. See the [Feasibility Study Application](#) for complete details.

Building Optimization Incentives

- **Practical Energy Management (PEM)** is available to commercial and industrial customers, and provides resources to establishing an energy management plan and identifying energy-saving opportunities. Participating customers can receive \$200 per month (up to \$1,200) for benchmarking their building's energy usage, and can receive additional funding for attending energy related trainings and promoting their program's success. For complete details, see the [PEM Enrollment Guide](#).
- **Whole Building Tune Up (WBTU)** provides incentives for completing controls and/or tune-up measures on your heating, cooling, or ventilation systems. For more information, see the [WBTU Fact Sheet](#) [PDF]
- **Retrocommissioning (RCx)** is available to qualifying business customers who work with a Registered Service Provider to have their facility audited for energy-saving improvements. Incentives are provided upon implementation of recommended measures. For more information, see the [RCx Enrollment Application](#).

Additional Incentives for Manufacturers

- **Project Assessment Incentives (PAI)** fund up to \$7,500 or 50% of cost to audit a process related equipment retrofit or operational change. The Assessment results are expected to provide sufficient information to make a sound decision regarding project implementation. Complete details can be found on the [PAI Incentive Guide](#).
- **Industrial Staffing Grant Offering (ISGO)** Beginning April 3, Focus on Energy will begin providing additional incentives to Industrial customers whose staffing challenges prevent them from implementing energy-efficient upgrades in their facility. Visit the [Manufacturing landing page](#) after April 3 for updates and application.

TECHNICAL ASSISTANCE

Work with a Focus on Energy Advisor

Our Energy Advisors are ready to help you identify energy-saving opportunities, apply for financial incentives, calculate and track energy savings, and more! To be connected with an Energy Advisor, view our [Energy Advisor Map](#) or call 800.762.7077.

Work with a Focus on Energy Trade Ally

Focus on Energy maintains a strong network of Registered Trade Allies, who represent Wisconsin's manufacturers, distributors, contractors, designers, and engineers. Trade Allies can recommend energy-saving projects and help you apply for financial incentives. To find a Trade Ally near you, visit the [Find a Trade Ally Tool](#).

QUICK LINKS

Focus on Energy

- [Prescriptive Incentive Links and Resources](#) *Find all incentive catalogs and corresponding tools for prescriptive projects.*
- [New Construction Landing Page](#) *Information on New Construction projects including a link to the EDA/EDR online application.*
- [Best Practice Guides](#) *In-depth resources for Agriculture, Dairy Processing, and manufacturers of Ethanol, Cast Metals, Plastics, and Pulp and Paper, and Wastewater Treatment.*
- [Participating Utilities](#) *See if your utility participates in Focus on Energy.*

Industry

- [Wisconsin Public Service Commission \(PSC\) Office of Energy Innovation](#) *Wisconsin's OEI oversees the State Energy Office. Visit this website for important information regarding Wisconsin's energy portfolio, as well as additional grant opportunities.*
- [EnergyStar.gov](#) *Certified energy-efficient equipment, case studies and tools, PORTFOLIO MANAGER® Benchmarking tool.*
- [DesignLights.org](#) *Certified lighting products, including fixtures, lamps, and networked lighting controls.*