

SMALL BUSINESS OVERVIEW



REDUCING ENERGY WASTE ACROSS WISCONSIN

Does my business qualify?

- Retail stores
- Churches not associated with schools
- Small hotels/motels
- Restaurants
- Laundromats
- Small offices
- Storage facilities
- Convenience stores/gas stations

Better Efficiency is Better Business

Let Focus on Energy help you save energy, so you can put those dollars back into your business. The Small Business Program offers enhanced prescriptive incentives for qualifying customers on almost any type of equipment you rely on to keep your business running including lighting, commercial refrigeration, HVAC, commercial kitchen equipment and compressed air equipment upgrades.

Yes, that's me! What upgrades does the program cover?

Incentives include, but are not limited to:

Lighting

- Interior and exterior LED lamps and fixtures
- Exterior and interior lighting controls

HVAC

- High efficiency boilers
- High efficiency furnaces with ECM
- Programmable thermostats

Compressed Air

- Variable speed air compressors
- Variable frequency drives
- Leak surveys and repairs

Refrigeration

- Electronic commutated motors (ECM) on walk-in and reach-in units
- Vertical and horizontal case lighting
- Open to closed door case retrofits

Commercial Kitchen Equipment

- ENERGY STAR® qualified cooking and washing equipment
- Kitchen ventilation controls

Read on to learn more about the program.



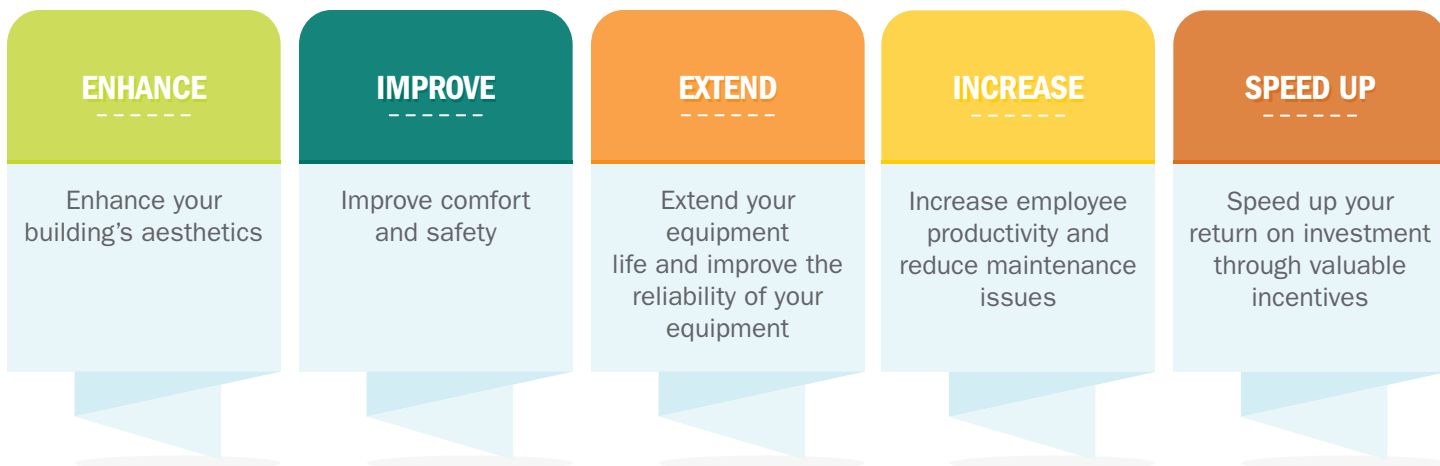
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Helping You Focus on Your Bottom Line

Are there other benefits, besides saving? Yes!



Sounds good. Any other requirements?

- Qualifying customers include businesses with an average monthly usage of 40,000 kWh or less in July and August
 - If you have multiple buildings on your site, you must collectively be within the usage requirement
- Eligible customer types include businesses otherwise eligible for Business Incentive Program who operate 9 or fewer locations
- Agriculture, Schools and Government, Large Energy Users and Multifamily Energy Savings Program customers do not qualify

Three easy ways to get started:

- Reach out to the Small Business Program team at 877.229.6678 or email us at smallbiz@focusonenergy.com
- Find a registered Trade Ally at focusonenergy.com/trade-allies/find-trade-ally
- Get started on your own! Work directly with your contractor or visit focusonenergy.com/smallbusiness for Incentive Catalogs and the application

Contact Name
Phone
Email

Trade Ally Logo

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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