

BUSINESS PROGRAM OVERVIEW

Small Business Program

Small business owners understand the importance of the bottom line. The Focus on Energy Small Business Program helps business customers protect that bottom line by taking advantage of our easy and affordable installation of money-saving energy efficiency upgrades.

Participating small business owners will receive a free energy assessment which shows the building's energy use and recommendations for energy efficiency improvements that can reduce operating costs.

After reviewing the energy assessment and recommendations for ways to save with a Focus on Energy Representative, the business owner may decide to install a free package of energy savings measures or pursue a \$129 co-pay package of enhanced energy saving measures.

The Small Business Program is available to small businesses of participating utilities with an average peak monthly electric demand under 100 kW.



WAYS TO BENEFIT

The Focus on Energy Small Business Program offers:

- FREE energy assessment showing savings opportunities
- Immediate energy savings from a direct install
- Information about Focus on Energy incentives
- Lower monthly energy costs

Small business owners will have the option of having the Focus on Energy Representatives install the following packages:

FREE ENERGY SAVINGS PACKAGE:

Energy Saving Measure	Quantity
CFLs (dimmable, non-dimmable, globes)	Unlimited
CFL reflectors	Unlimited
Cold drink vending machine controllers	Unlimited
LED "OPEN" sign (neon sign replacement)	1 maximum
Faucet aerators	Unlimited
Water-saving showerheads	Unlimited
Engine block heater timer (agricultural customers only)	1 maximum

\$129 GOLD ENERGY SAVINGS PACKAGE:

All measures from the FREE Energy Savings Package, plus:

Energy Saving Measure	Quantity
42-watt CFLs	Unlimited
LED exit signs	Unlimited
De-lamping of redundant fixtures	Unlimited
Occupancy sensors	5 maximum
Interior and exterior hardwired fixtures	5 maximum of each fixture
T12 to T8 fluorescent lighting retrofits	80 lamp maximum
1" and 2" hot water pipe wrap	Unlimited

To learn more about Focus on EnergySM
call 800.762.7077 or visit focusonenergy.com.



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ADDITIONAL MEASURES

Small business owners have the option of purchasing discounted lighting from Focus on Energy once they have received the maximum number of installations available under the \$129 Gold Energy Savings Package, including:

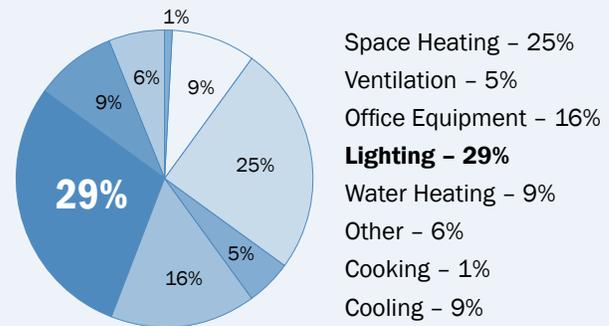
Energy Saving Measure	Price
T8 lamp	\$10 per installation
Occupancy sensor	\$15 per installation
Hardwired interior or exterior fixture	\$20 per installation
High bay lighting	Contact a Trade Ally for pricing

HOW TO PARTICIPATE

- Find out if your average peak monthly electric demand is less than 100 kW.
- Check out the *Participating Utility List* by visiting focusonenergy.com/utilities/ to make sure that you are a customer of a Focus on Energy participating utility.
- Focus on Energy Representatives will be contacting small businesses statewide to offer a free energy assessment.
- Make sure you do not miss the opportunity to participate. Call **800-762-7077** or visit focusonenergy.com/smallbusiness to schedule your free assessment.

COMMERCIAL ENERGY END USE

According to the Department of Energy, lighting is the biggest electricity user in commercial buildings. This program can lower the energy and costs required to light your business.



FREQUENTLY ASKED QUESTIONS

How do I know if my average monthly electric demand is less than 100kW?

- Have your utility bill available when you call Focus on Energy to schedule an onsite energy assessment, or contact your utility to assist in determining your monthly usage.

Can I receive new, energy efficient equipment in my business?

- Yes, however, energy efficiency improvements through the program will only replace existing equipment.

Can I have an energy saving package installed without an assessment?

- So that we can show you exactly how much energy and dollars you are saving, an energy assessment is required before installing the Free Energy Savings or \$129 Energy Savings Gold Package.

If I choose the free or \$129 GOLD package do all measures need to be installed?

- Only those measures that you agree to will be installed.

Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program funded by the state's investor-owned energy utilities and participating municipal and electric cooperative utilities. 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 be completed. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control Wisconsin's growing demand for electricity and natural gas. For more information call **800.762.7077** or visit focusonenergy.com.



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Partnering with Wisconsin utilities