



# RURAL INDUSTRIAL STRIVING FOR EFFICIENCY ENROLLMENT GUIDE



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



## HOW TO APPLY

NEED HELP? CALL 888.623.2146

FOCUS ON ENERGY® offers a collaborative approach to identifying energy-saving opportunities within rural industrial businesses. Focus on Energy experts guide businesses through a review of their operations emphasizing on the most energy intensive processes. Use this guide to help you move through the process.

## UNDERSTANDING RISE

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Customers participate in a series of meetings to discover and quantify energy-saving opportunities and develop an action plan to implement identified recommendations. Customers can receive up to \$15,000 in financial incentives for completing their action plan. Enrollment in RISE is required prior to initiating projects or participating in energy-related trainings. Projects which have started or trainings attended prior to acceptance into RISE will not be eligible for incentives.

## ELIGIBILITY REQUIREMENTS

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](https://focusonenergy.com/ruralindustrial).



**STEP 1****BEFORE YOU APPLY**

- Verify you meet the criteria to be considered a rural industrial customer (see page 2).
- Confirm your gas and/or electric utility participates in Focus on Energy at [focusonenergy.com/utilities](http://focusonenergy.com/utilities).
- Contact your Focus on Energy Advisor for assistance. If you do not know who your Energy Advisor is, call **888.623.2146** for assistance.

**STEP 2****WHAT YOU'LL NEED**

- RISE enrollment application with all sections of the form completed
- Upper level management letter of support describing:
  - Interest in participating
  - Perceived savings potential
  - Desired long-term outcome(s) from participation
- Signed utility release form

**STEP 3****UNDERSTAND YOUR INCENTIVE RATE AND OFFERING REQUIREMENTS****ENGAGEMENT INCENTIVE****Meeting participation incentive**

- Participation in required RISE meetings qualifies for a \$500 incentive
- Provide requested documentation prior to first RISE meeting
- Required meetings include at least three (3) approximately one-hour meetings to:
  - Discover – Review business operations, energy usage, major equipment and manufacturing processes
  - Quantify – Refine opportunity list and identify energy-saving potential
  - Report – Review Opportunity List and identify next steps

**Management commitment incentive**

- Submit a copy of your Opportunity List with management signature to receive a \$1,000 incentive
- Signed Opportunity List must be submitted within 60 days of Report meeting
- A minimum of two (2) check-in meetings with Focus on Energy are held within 90 days of Report meeting





## ENERGY REWARD

- Low- and no-cost projects
  - Receive a \$1,000 incentive per recommendation implemented from Opportunity List, up to \$15,000 per customer
  - Projects must be completed within six months of final Report meeting
  - Energy savings must be verified by Focus on Energy prior to an incentive being issued
  - Available for projects not otherwise eligible for custom or prescriptive incentives
- Capital projects
  - Work with your Energy Advisor from Focus on Energy or visit [focusonenergy.com/business](http://focusonenergy.com/business) to explore available custom and prescriptive incentives

## TRAINING REWARD

- Receive up to 100% of registration costs for energy-related trainings, up to \$1,000 per customer
- Advance approval of training is required

## STEP 4

### SUBMIT ENROLLMENT APPLICATION

- Enrollment approval is contingent upon receipt of necessary documentation, including the enrollment application, letter of support and utility release form
- Projects currently pre-approved for Focus on Energy funding and trainings already attended are not eligible for this offering

## STEP 5

### RECEIVE ENROLLMENT APPROVAL

- The customer is notified in writing of their approved enrollment and provided a Participation Guide detailing next steps in the process
- The first RISE meeting must be held within one month of enrollment

## STEP 6

### COMPLETE YOUR PROJECT

- Follow the detailed Participation Guide to apply for Rewards available through RISE
- Reward incentives will be issued within 30 days of receiving required documentation as defined for each Reward



# RURAL INDUSTRIAL STRIVING FOR EFFICIENCY

PLEASE COMPLETE ALL SECTIONS. INCOMPLETE FORMS WILL DELAY APPROVAL.

## SECTION 1

### ACCOUNT AND CUSTOMER INFORMATION

**TAX IDENTIFICATION NUMBER** (Check one.)

FEIN **or**  SSN \_\_\_\_\_  
FEIN

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 under Customer Contact Information.**

#### 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 \_\_\_\_\_

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

### CUSTOMER CONTACT INFORMATION

SITE CUSTOMER CONTACT NAME \_\_\_\_\_

PRIMARY PHONE # \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

## SECTION 2

### JOB SITE INFORMATION

(Please refer to your utility bills for account numbers below.)

SITE BUSINESS NAME \_\_\_\_\_

ELECTRIC UTILITY AT SITE \_\_\_\_\_ ELECTRIC ACCOUNT # \_\_\_\_\_

GAS UTILITY AT SITE \_\_\_\_\_ GAS ACCOUNT # \_\_\_\_\_

- Site Address is same as Legal Address  
 Site Address is different (complete below.)

SITE ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

## SECTION 3

### 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 4

### ENROLLMENT CHECKLIST

- Letter of Support  
 Signed Utility Release Form

# RISE PARTICIPANTS

Identify at least three individuals within the organization who will actively participate in RISE. Individuals selected should be knowledgeable in the manufacturing process and equipment found within the facility. One individual should be identified as the primary point of contact, also referred to as the RISE Champion.

<b>NAME:</b>		<b>PHONE:</b>	
<b>TITLE:</b>		<b>EMAIL:</b>	
<b>AREA OF EXPERTISE:</b>			

<b>NAME:</b>		<b>PHONE:</b>	
<b>TITLE:</b>		<b>EMAIL:</b>	
<b>AREA OF EXPERTISE:</b>			

<b>NAME:</b>		<b>PHONE:</b>	
<b>TITLE:</b>		<b>EMAIL:</b>	
<b>AREA OF EXPERTISE:</b>			



\_\_\_\_\_  
CUSTOMER SIGNATURE

\_\_\_\_\_  
NAME (PRINT)

\_\_\_\_\_  
DATE

**Submit your completed application and supporting documentation to [business@focusonenergy.com](mailto:business@focusonenergy.com).**

# 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](https://www.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](https://www.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.

For more information, call **888.623.2146**  
or visit [focusonenergy.com](https://www.focusonenergy.com)



## REDUCING ENERGY WASTE ACROSS WISCONSIN

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.

