



COMMUNITY SMALL BUSINESS OFFERING FLOOD RELIEF OVERVIEW

Getting your community's small businesses back on track after storms

Focus on Energy has an immense pride in Wisconsin and its hometowns. We want to help restore local businesses and help reduce their long-term energy costs.

With this goal in mind, we've partnered with participating utilities to bring expert resources and increased incentives to small businesses in your community. Our dedicated staff will identify savings opportunities and take the guesswork out of making energy upgrades.

For a limited time, the **Community Small Business Offering** will serve select communities and providing eligible small businesses with:

- A **FREE** energy-savings kit.
- **Up to a 100% bonus on eligible financial incentives** for completed energy-efficiency projects.*

*This means if a furnace qualifies for a \$600 Small Business Program incentive, the Community Small Business Offering will match the Small Business Program incentive by up to 100%, and the furnace could now qualify for a \$1,200 incentive.

Focus on Energy's Community Small Business Offering is serving the following counties:



- Adams
- Columbia
- Crawford
- Dane
- Dodge
- Fond du Lac
- Green Lake
- Iron
- Jefferson
- Juneau
- La Crosse
- Marquette
- Monroe
- Ozaukee
- Richland
- Sauk
- Vernon
- Washington

Eligible customers include:

- Average 40,000 kWh or less in July and August.
- Nine or fewer locations.
- Customer of a participating Focus on Energy utility in a specific list of zip codes.

To verify eligibility and get started contact **855.314.9967** or visit **focusonenergy.com/bizfloodrelief** for more information.

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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Partnering with Wisconsin utilities



COMMUNITY SMALL BUSINESS OFFERING FLOOD RELIEF FAQ

Community Small Business Offering (CSBO) Frequently Asked Questions

What communities are eligible for the Community Small Business Offering?

Rural small businesses in Wisconsin in specific zip codes that were impacted by heavy rains and flooding. Counties include Adams, Columbia, Crawford, Dane, Dodge, Fond du Lac, Green Lake, Iron, Jefferson, Juneau, La Crosse, Marquette, Monroe, Ozaukee, Richland, Sauk, Vernon and Washington. Please visit focusonenergy.com/bizfloodrelief for the list of eligible zip codes in each county.

My community zip code isn't listed; can I still apply for the Offering?

Only businesses located in qualifying counties and areas impacted by severe weather are eligible for this offering. If your county is not included, but your utility partners with Focus on Energy, you are eligible for standard incentives through the Small Business Program, Business Incentive Program, or Agriculture, Schools and Government Program. Visit focusonenergy.com/business for more information.

Who is eligible for CSBO?

Customers must be located in the communities and counties noted above. A full list of eligible communities can be found at focusonenergy.com/bizfloodrelief. Qualifying customers include businesses with an average monthly usage of 40,000 kWh or less in July and August. A copy of your utility bills showing usage for July and August will be needed, unless otherwise specified.

Eligible customer types include commercial and industrial businesses otherwise eligible for incentives through the Business Incentive Program who operate 9 or fewer locations.

Customers of the Agriculture, Schools, and Government, Large Energy Users, and Multifamily Energy Savings Program are not eligible for CSBO. Go to focusonenergy.com/business to see a full list of Focus on Energy business programs and eligibility criteria.

What are some examples of business types that typically qualify for CSBO?

- Convenience stores/gas stations
- Churches
- Laundromats
- Restaurants
- Small offices
- Small hotels/motels
- Storage facilities

Our facility is a combination of a church and school. Would our facility be eligible for CSBO?

Any facilities which have both a church and school at the same address do not qualify for CSBO, but are eligible for incentives under the Agriculture, Schools and Government program. Visit focusonenergy.com/business for more information.

What types of products come in the efficiency kit?

A combination of electric and natural gas saving products. Examples include: LED bulbs, exit sign retrofit bulbs, smart power strips, and faucet aerators.

What is the maximum incentive a business can receive with the CSBO?

Incentives are limited to \$15,000 per site and \$30,000 per customer per calendar year. All incentives and bonuses paid through the CSBO count towards the customer site caps. Customers can continue to apply for incentives available through the Business Incentive Program once these caps have been met. The total incentive paid for a project cannot exceed the total project cost.

How do I apply for the bonus incentives?

A separate incentive application has been developed specifically for CSBO which allows for the bonus and standard prescriptive incentives to be applied for on a single form. A copy of this application can be found at focusonenergy.com/bizfloodrelief.

How long is the opportunity to receive a bonus incentive available?

Projects must be completed or installed by March 1, 2019 and bonus incentives must be applied for by April 1, 2019. Once this period has expired, customers in these communities are no longer eligible for a bonus incentive but can continue to apply for standard prescriptive incentives available through the Small Business Program or the Business Incentive Program.

The CSBO bonus incentive opportunity for flood affected areas will expire on March 1, 2019.

All incentive applications which include a bonus incentive must be submitted no later than April 1, 2019. The Program reserves the right to deny bonus incentive requests for applications received after April 1, 2019.

What is a Trade Ally Contractor?

Trade Ally Contractors are contractors who have registered and formally partnered with Focus on Energy. To find a Trade Ally Contractor visit focusonenergy.com/findatradeally.

If you're a Trade Ally Contractor, contact the Program to learn more about the advantages of being a registered Trade Ally and the exclusive opportunities available to you through CSBO.

Who can I contact for additional questions?

Please call the Community Small Business Offering at 855.314.9967 for additional questions or assistance.

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