



BIOMASS



SOLAR



WIND

Contact Focus on EnergySM to learn about renewable energy options for your home, business or organization. Full program details, applications for awards and eligibility requirements are available from the Renewable Energy Information Center. Call 800.762.7077 or visit focusonenergy.com.

A commitment to clean, abundant renewable energy is a commitment to building a better future for Wisconsin. To help you make that commitment, Focus on Energy offers financial incentives and grants to help offset the costs of installing or investigating renewable energy systems. Our goal is to increase the number of renewable energy systems at work across Wisconsin.

To be eligible for these incentives and grants, your home, business or organization must purchase electricity or natural gas from a Wisconsin utility participating in the Focus on Energy Program. Eligibility information is available at focusonenergy.com/utilities or by calling the Information Center at 800.762.7077.

RESIDENTIAL Site Assessment Program

The Site Assessment Program is designed to provide prospective solar and wind energy system owners with site-specific information on how renewable energy systems can help meet their energy needs. This assessment includes a site visit by an expert as well as a detailed report of the findings. A site assessment is encouraged for all projects seeking Focus Cash-Back Rewards; it is required when applying for a wind energy reward.

A residential renewable energy site assessment typically costs \$300 to \$500. Homeowners located in the Focus on Energy territory can receive this service by paying just 50 percent of the cost; Focus on Energy pays the remaining 50 percent.

BUSINESS Site Assessment Program

Site assessments are designed to give business owners site-specific information about how solar electric, solar thermal or wind electric



PHOTO COURTESY OF LAKE MICHIGAN WIND AND SUN

Marlin Dunham of Burlington, WI, employs both wind and solar energy at his site.

systems can help meet their energy needs. A facility site assessment typically costs \$400 to \$600 for one technology. Businesses located in the Focus on Energy territory can receive 50 percent off a solar commercial site assessment. In addition, Focus will pay 100 percent of the site assessment costs for a wind electric system, provided the customer installs the system and applies for a Cash-Back Reward or Implementation Grant within two years of the site assessment.

Business Skills Scholarships

Awards are available for a renewable energy businessperson to attend classes and tests that lead to certification in a renewable energy field. For details visit focusonenergy.com/reincentives.



CASH-BACK REWARDS

Cash-Back Rewards are available for installing or expanding commercially available renewable energy systems. Rewards vary by renewable energy system type, size and by the amount of energy the system is expected to produce.

Solar electric (PV) systems: Rewards for systems with a capacity of 20 kilowatts (kW) or less can fund up to 25 percent of the project cost, with a maximum reward of \$35,000. Incentives for nonprofit or local government projects may be approved for up to 35 percent, with a maximum reward of \$35,000.

Solar hot water systems: Rewards can fund up to 25 percent of the project cost, with a maximum reward of \$2,500 for small systems and a maximum reward of \$50,000 for systems that produce over 250 therms per year. Incentives for nonprofit or local government projects may be approved for up to 35 percent.

Solar bonus for homes: Owners of Wisconsin ENERGY STAR® Homes and existing homes that have participated in the Home Performance with ENERGY STAR Program are eligible for a \$500 bonus toward the cost of their solar electric or solar hot water system. To learn more about these programs, visit focusonenergy.com/solarbonus.

Wind energy systems: Rewards for systems with a capacity of 20 kW or less can fund up to 25 percent of the project cost, with a maximum reward of \$35,000. Incentives for nonprofit or local government projects may be approved for up to 35 percent.

Non-residential biomass combustion systems: Rewards for systems that produce 5,000 therms or less can fund up to 25 percent of the project cost, with a maximum reward of \$10,000.

GRANTS

Focus on Energy offers grants to help businesses and organizations install or determine the feasibility of installing large, commercially available renewable energy systems, to support the development of renewable energy businesses, and more. Rewards vary by grant type.

Business & Marketing Grants

These grants provide financial support to assist organizations and businesses that offer renewable energy services in developing their business plans and marketing materials. Focus on Energy can fund up to 50 percent of these project costs, up to a maximum of \$10,000.

Feasibility Study Grants

These grants provide financial support for feasibility studies to determine whether renewable energy systems will work for you. The grant is intended to increase the ability of businesses and organizations to make informed decisions about using complex, often large renewable energy systems by understanding and solving technical and economic uncertainties. Focus on Energy can fund up to 50 percent of these project costs, up to a maximum of \$10,000.

Implementation Grants

These grants provide financial support for developing large renewable energy systems with a capacity greater than 20 kW or 5,000 therms per year. The chart below summarizes the qualifying systems.

SYSTEMS QUALIFYING FOR IMPLEMENTATION GRANTS		
TECHNOLOGY	MAXIMUM PERCENTAGE OF PROJECT COST FUNDING	IMPLEMENTATION GRANT MAXIMUM **
Commercial solar water heating	25%*	\$50,000
Solar electric	25%*	\$50,000
Commercial wind	35%	\$100,000
Biogas digesters	25%	\$250,000
Non-residential biomass combustion	25%	\$250,000

* Nonprofit or local government projects may be funded up to 35 percent.

** Focus on Energy limits awards to no more than \$500,000 for any combination of grant types, to any individual or business during each fiscal year.

Development Grants

These grants provide financial support for large wind, biogas and biomass projects that are not eligible for Implementation Grants. These grants co-fund complex feasibility studies, environmental permitting, financing and other developmental activities. Focus on Energy can fund up to 50 percent of the project costs, up to a maximum of \$50,000.

Grant Deadlines

Grant applications are due at noon on the last Wednesday of every month. If your application is received after noon, it will be considered the following month. Grant applications may be submitted to the Renewable Energy Grant Committee by email to renewableapplications@focusonenergy.com or by mail to Focus on Energy, 431 Charmany Drive, Madison, WI 53719.

Focus on Energy will offer an updated version of this fact sheet on July 1, 2009.