

# SMALL BUSINESS INCENTIVE FOR ENERGY EFFICIENCY

**2024 Bonus Energy Efficiency Program  
Earn up to \$1,000**



**Invest in technologies that save electricity  
and receive bonus incentives!**

**New Richmond Utilities (NRU) will match  
50% of the incentive provided by Focus on  
Energy incentives, up to \$1,000, which means  
you can receive an added bonus for things  
like LED lighting, high-efficiency HVAC  
systems, and efficient process upgrades.**

## PROGRAM ELIGIBILITY

- Projects must receive an incentive from Focus on Energy to be eligible for the bonus from NRU.\*
- NRU will match 50% of the incentive provided by Focus on Energy incentives
- The combined value of the NRU bonus and Focus on Energy cannot exceed 75% of the installed project cost. Internal labor costs are not to be included in the project cost.
- NRU reserves the right to inspect the project before and after project completion.
- Proof of payment for project completion must be provided.
- Small business must be an NRU customer

## HOW TO APPLY

### Application through Focus on Energy

- Complete appropriate Focus on Energy's Incentive Application for Business ([www.focusonenergy.com](http://www.focusonenergy.com)).
- Make efficiency improvements
- Submit application to Focus on Energy.

### Application through New Richmond Utilities

- Submit NRU bonus application (reverse side) along with a copy of sales receipt and a completed Focus on Energy application to [jwilli@wppienergy.org](mailto:jwilli@wppienergy.org) or mail to:

**New Richmond Utilities  
156 E. 1st Street  
New Richmond, WI 54017**

**Receive bonus of up to \$1,000 from NRU! Allow for 4-6  
weeks to process.**

*\*Funds are limited, and will be on a first-come first-served basis.*

**UP TO \$1,000 AS A BONUS MATCH TO  
FOCUS ON ENERGY'S BUSINESS PROGRAMS!**



**[nrutilities.com](http://nrutilities.com) • (715) 246-4167**

At New Richmond Utilities, we join forces with other local, not-for-profit utilities through WPPi Energy to share resources and lower costs.

SHARED STRENGTH THROUGH @ WPPi ENERGY

# SMALL BUSINESS INCENTIVE FOR ENERGY EFFICIENCY

## 2024 Bonus Program

**HOW TO APPLY:** Following project completion, attach a copy of the sales receipt and completed Focus on Energy Incentive Application and return to New Richmond Utilities with this completed form. Qualifying projects must be completed by December 31, 2024. Applications must be received by January 31, 2025.

### CUSTOMER LEGAL INFORMATION (as shown on your income tax return)

Company Legal Name	Federal Tax ID Number	
Owner Name (Corporations Excluded)	Tax Status (check one): <input type="radio"/> Sole Proprietor <input type="radio"/> Corporation <input type="radio"/> Partnership <input type="radio"/> LLC <input type="radio"/> Other _____	
Legal Mailing Address	City / State	Zip Code

### SITE INFORMATION

Job Site Name	Utility Account Number	
Contact Name	Email Address	
Address at Job Site	City / State	Zip Code
Daytime Phone Number	Estimated Project Cost	Estimated Incentive

### CUSTOMER SIGNATURE (read and sign)

I certify that, to the best of my knowledge, all statements made in this application are true and correct, and all information about the proposed project(s) is representative of the energy efficiency measures my company expects to implement if my electric utility awards rebate funding for the proposed project(s). I understand this program may be modified or discontinued at any time without notice, it has limited funding and applications will be accepted on a first-come first-served basis, until allocated funds are spent. I agree to the terms and conditions set forth in this application for this program. I UNDERSTAND THAT MY ELECTRIC UTILITY MAKES NO WARRANTIES, EXPRESSED OR IMPLIED, WITH RESPECT TO ANY EQUIPMENT PURCHASED AND/OR INSTALLED AS A RESULT OF THE PROGRAM, INCLUDING BUT NOT LIMITED TO, ANY WARRANTY OR MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

**Under penalties of perjury, I certify that:**

1. The number shown on this form is my correct taxpayer identification number.
2. I am not subject to withholding due to failure to report interest and dividend income, and
3. I am a U.S. person, as defined in the instructions to IRS Form W-9

**The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding.**

Applicant's Name	Date	Applicant's Signature
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### UTILITY USE ONLY

Date Application Received	Date of Project Completion	Post Inspection: <input type="radio"/> Yes <input type="radio"/> No
Authorized Incentive	Date of Pay Authorization	