

## Custom Electrification Incentive Application for Business Customers

A Cash Incentive Energy Efficiency Program brought to you by:



### **Steps to Complete Your Application**

**Step 1: Determine eligibility:** Pre-approval is required prior to project start. Contact The Utility for pre-approval. Equipment must be **new** and installed in a **commercial or industrial facility** served by a participating utility. Used or rebuilt equipment is **not** eligible. Custom Electrification incentives are intended to help reduce carbon emissions through switching from fossil fuels or chemical processes to electricity. After a thorough review of the project, an incentive may be offered for new installations where electric equipment is utilized instead of or as a replacement of fossil fuel or chemical processes. Numerous factors will be considered by The Utility in determining whether a rebate may be offered, and if so the amount of the rebate.

**Step 2: Install equipment.** New equipment must be installed and operational **before** you submit this application. Replaced equipment must be removed and properly disposed of.

**Step 3: Complete and sign the application.** Include copies of **all project invoices** (labor and materials) and supporting documents such as specification sheets.

**Step 4: Submit completed application.** The completed application and all supporting documents must be received within 180 days of installation. Email the application and supporting documentation to [rebate@brightenergysolutions.com](mailto:rebate@brightenergysolutions.com) or mail the application and all supporting documentation to:

Rock Rapids Municipal Utilities  
310 S Third Ave  
Rock Rapids, IA 51246

Phone: (712) 472-2511

Please note: Rock Rapids Municipal Utilities and its supplemental power supplier, Missouri River Energy Services, are offering this Bright Energy Solutions Program. Rock Rapids Municipal Utilities and Missouri River Energy Services together will be referred to as "The Utility" throughout this document.



For more information about the Bright Energy Solutions® program visit: [www.brightenergysolutions.com](http://www.brightenergysolutions.com)

# Custom Electrification Incentive Application for Business Customers

2026

WAS THIS PROJECT PREAPPROVED?  Yes  No

## Customer Information

Company Name	Contact Name	Date Submitted	
Installation Address	City	State	ZIP Code
Mailing Address	City	State	ZIP Code
Phone	Utility Account Number	Installation Date	
Email address			
Building Use – Please Check One:			
<input type="checkbox"/> Office	<input type="checkbox"/> Retail	<input type="checkbox"/> Grocery/Supermarket	<input type="checkbox"/> Restaurant
<input type="checkbox"/> 24 Hour	<input type="checkbox"/> Horticulture	<input type="checkbox"/> Warehouse	<input type="checkbox"/> Manufacturing
School: <input type="checkbox"/> Elementary <input type="checkbox"/> High <input type="checkbox"/> Technical / College / University		Healthcare: <input type="checkbox"/> Clinic <input type="checkbox"/> Hospital <input type="checkbox"/> Long Term Care / Senior Living	
<input type="checkbox"/> Other/Miscellaneous: _____			

Facility Hours of Operation: Hours per Year (hours x days x weeks) \_\_\_\_\_

## Vendor/Contractor Information

Company Name	Contact Name	Phone	
Address	City	State	ZIP Code
Email Address			

## Payment Information

Please process payment to:  Customer (listed above)  Vendor/Contractor (listed above)  Alternative Recipient

*If payment is to be made to an Alternative Recipient, please complete the remainder of this section:*

Company Name	Contact Name	Phone	
Address	City	State	ZIP Code

**Project Information**

**IMPORTANT:** If not included below, detailed calculations and assumptions must be attached with this application and must be sufficient to verify the demand and energy reductions claimed. Attach additional supporting documents and specifications as necessary.

Please describe, in detail, the **EXISTING or BASELINE** equipment (quantity, make, model, type, efficiency rating, wattage, etc.) or chemical processes:

Please describe, in detail, the **PROPOSED** equipment (quantity, make, model, type, efficiency rating, wattage, etc.):

The proposed equipment is (check one):  New Equipment  Retrofit/Replacement Equipment  Replace Failed Equipment  
(Retrofit Equipment is a replacement of *working* equipment. Replace Failed Equipment is replacing equipment that is no longer functioning.)

**Electrification Incentive Calculation (To be completed by The Utility).**

If offered, the custom incentive will be determined by The Utility based on the consideration of a variety of factors. **All custom electric incentives are limited to 75% of total project cost, or 100% of material cost if self-installed.**

Utility Approved Incentive (\$/kWh) for This Project (A) \_\_\_\_\_

Annual kWh Increase (B) \_\_\_\_\_

Total Incentive (A x B) = \_\_\_\_\_

Coincident Peak kW increase = \_\_\_\_\_

**Certifications and Signature**

I hereby certify that:

1. The information contained in this application is accurate and complete.
2. Installation will be complete and the unit operational before submitting application for final payment.
3. All rules of this incentive program have been followed.
4. I have read and understand the terms and conditions applicable to this incentive program as set forth in this application, including those set forth on the last page of this application form.

The customer agrees to verification of equipment installation which may include a site inspection by a program or utility representative. The customer understands that it is not allowed to receive more than one incentive from this program on any piece of equipment. The customer agrees to indemnify, defend, hold harmless and release The Utility from any claims, damages, liabilities, costs and expenses (including reasonable attorneys' fees) arising from or relating to the removal, disposal, installation or operation of any equipment or related materials in connection with the programs described in this application, including any incidental, special or consequential damages.

Please sign and complete all information below.

Customer Signature	Print Name	
	Title	Date

**Commercial BES Application Checklist**

Before submitting this application, please complete and include all items listed below:

- ✓ Complete Application
  - Customer Information
  - Vendor/Contractor Information
  - Equipment Information
  - Customer Signature
- ✓ Attach a Copy of Equipment Invoice
  - Equipment Quantity
  - Model numbers of equipment installed
- ✓ Specification sheets

<b>Member Utility Use Only</b>		Date Received:
Date pre-inspected:	Initials:	
Date post-inspected:	Initials:	
Incentive Approved: <input type="checkbox"/> Yes <input type="checkbox"/> No	Amount: \$	Date Approved:
Utility or Program Representative:		

# Terms and Conditions for Bright Energy Solutions® Incentive Program

## ELIGIBILITY:

- Bright Energy Solutions incentives are offered by Missouri River Energy Services and its participating members. For questions regarding eligibility, call your local utility listed on the cover page of this application.
- This program is applicable only to equipment that meets the detailed specifications and requirements described in this application. The Utility will determine, in its discretion, whether such specifications and requirements are satisfied.
- Customers may not receive more than one incentive for each piece of equipment installed under any combination of Bright Energy Solutions programs. Equipment installed as a backup or redundant system is not eligible.

## TERMS AND CONDITIONS:

1. Incentive Offer: Projects, including all required installation, must be completed by December 31 of the year indicated on this application form unless Conditional Preapproval has been issued by The Utility.
2. Compliance:
  - a) All projects must comply with federal, state, and local code, licensing, and permit requirements.
  - b) Equipment must not be used to qualify and receive payment for energy savings from any wholesale electricity market.
  - c) **All projects for which more than \$20,000 in incentive payments is sought must be approved by The Utility in writing prior to the commencement of the project.** Receipt of pre-approval does not guarantee incentive payments will be made.
  - d) All terms and conditions of this application must be satisfied by the customer.
3. Payment: Incentive payments are usually made within 4 – 8 weeks. The Utility reserves the right to refuse payment and participation for violations of program rules and procedures.
4. Inspection: The Utility may conduct an inspection of any installed projects.
5. Information Sharing: The Utility reserves the right to publicize your participation in this program unless you request otherwise in writing. Information contained in this application may be shared with state boards, commissions, departments, and other Bright Energy Solutions participating utilities.
6. Program Discretion: This program is subject to change or termination without notice at the discretion of The Utility. Neither pre-approval of a project, nor any other action by The Utility, will entitle a customer to an incentive payment until the application is finally approved by The Utility.
7. Logo Use: Customers or trade allies may not use the name or logo of Bright Energy Solutions, The Utility, or any other participating utility in any marketing, advertising, or promotional material without written permission.
8. Disclaimers: The Utility:
  - a) does not endorse any manufacturer, product, labor, or system design by offering these programs.
  - b) will not be responsible for any tax liability imposed on the customer as a result of the payment of incentives.
  - c) does not expressly or implicitly warrant the installation or performance of installed equipment or any contractor's quality of work.
  - d) is not responsible for the proper disposal/recycling of any waste generated as a result of this project.
  - e) is not liable for any damage, injury, or loss of life arising from or relating to the removal, installation, or operation of any equipment, or any other action taken by the customer or The Utility, in connection with a project undertaken under the programs described in this application.
  - f) does not guarantee that a specific level of energy or cost savings will result from the implementation of energy efficiency measures or the use of products funded under this program.

## INCENTIVE LIMIT:

Energy efficiency incentives are available to eligible customers for the purchase and installation of qualifying equipment, subject to the following limits per calendar year:

- **Commercial and industrial customers:** up to **\$100,000 per customer per calendar year.**
- **Residential customers:** up to **\$10,000 per customer per calendar year.**