

City of Black River Falls
COMMON COUNCIL – AGENDA

Tuesday – December 2, 2025 – 6:00 PM
City Hall – 101 S. Second Street, Black River Falls, WI

Join Zoom Meeting:

<https://us02web.zoom.us/j/86241711746?pwd=3jlmdQUH6aHx285zbIkYh27Na3byaM.1>

Or Dial: 1-312-626-6799

Meeting ID: 862 4171 1746

Password: cityhall

1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Reading of the Minutes of the November 19, 2025 Special Common Council Meeting –
Action
5. Citizens in Attendance
6. Committee Reports:
 - a. Utility Commission November 17, 2025
7. Appointment of 2026-2027 Election Inspectors (Poll Workers) – Action
8. Application for renewal of Pawnbroker License submitted by Nick's Pawn located at 26
N. Water Street – Action
9. Library request for assistance with facility solar project – Action
10. Make My Move / WEDC Talent Recruitment Grant – Discussion & Possible Action
11. City Hall solar project RFP evaluations – Discussion
12. Meetings: Special Common Council **Wednesday, December 17, 2025 6:00 PM**
13. Adjourn

Posted: November 26, 2025

The Common Council met in special session at City Hall in the City of Black River Falls on November 19, 2025 at 6:00 P.M. Alderpersons Ammann, Peloquin, Gearing-Lancaster, and Wussow were present. Alderpersons Dougherty and Busse attended remotely via Zoom meetings. Alderpersons M. Rave and E. Rave were excused. Mayor Jay Eddy presided.

It was moved by Alderperson Peloquin, seconded by Alderperson Wussow to dispense with the reading of the minutes of the November 4, 2025 Common Council meeting and approve as presented. Motion carried.

CITIZENS IN ATTENDANCE – There were three citizens in attendance – 1 in person and 2 via Zoom meetings.

It was moved by Alderperson Dougherty, seconded by Alderperson Peloquin to place on file the minutes of the November 13, 2025 Business Improvement District (BID) Board meeting. Motion carried.

Mayor Eddy opened the public hearing on the proposed 2026 City Operating Budget at 6:03pm.

The City Administrator confirmed there had been no changes since it was published. There were no citizen comments on the proposed budget and no recommendations or changes from Council members.

It was moved by Alderperson Gearing-Lancaster, seconded by Alderperson Busse to close the public hearing on the proposed 2026 City Operating Budget. Motion carried at 6:05pm.

It was moved by Alderperson Ammann, seconded by Alderperson Wussow to approve the 2026 City Operating Budget and set the levy at \$2,374,912.00. Motion carried.

It was moved by Alderperson Wussow, seconded by Alderperson Gearing-Lancaster to approve the 2026 Fire Department EMS Division Budget and set the ambulance fee at \$25 per capita for 2026. Motion carried.

The City Administrator presented the Business Improvement District (BID) annual report which included year-to-date financials and a fund balance of \$49,594.80 as of November 12, 2025. The BID Board appointments will be made as part of the Mayor's committee appointments in April 2026.

It was moved by Alderperson Busse, seconded by Alderperson Peloquin to approve the 2026 Business Improvement District (BID) Operating Plan and budget. Motion carried.

It was moved by Alderperson Wussow, seconded by Alderperson Pelquin to add Type I I-94 informational signs to the City's property insurance policy contingent on BID Board approval of the purchase and installation of said signs. Motion carried.

The Department Head monthly reports were reviewed. Department heads present were Mark Nordahl, Travis Brown, Darryl Nelson, Jarod Meyer, Cara Hart, and Brad Chown.

It was moved by Alderperson Ammann, seconded by Alderperson Gearing-Lancaster to approve the Police Chief's request to fill the Patrol Sergeant position. Motion carried.

The Fire Chief advised the Rural Fire Board met and approved their portion of the 2026 Fire Department budget. They also appointed him Secretary and Treasurer of the Rural Fire Board.

Scott McCauley presented an introduction to Make My Move talent recruitment program and information on the recently announced WEDC Talent Recruitment Grant program. The proposal is for the City to sign a 2-year contract contingent on receiving a WEDC Talent Recruitment Grant. Contract cost would be \$177,275 payable in two installments. This topic will be placed on future agendas for further discussion and possible action.

It was moved by Alderperson Busse, seconded by Alderperson Wussow to approve vouchers for October 2025 Check #76188 - #76304 totaling \$981,195.76. Motion carried.

It was moved by Alderperson Wussow, seconded by Alderperson Gearing-Lancaster to approve the City Treasurer's Report for October 2025. Motion carried.

It was moved by Alderperson Wussow, seconded by Alderperson Dougherty to approve the Revenue & Expense Report for October 2025. Motion carried.

It was moved by Alderperson Peloquin, seconded by Alderperson Wussow to adjourn. Motion carried.

A Brad Chown
City Administrator

BLACK RIVER FALLS UTILITY COMMISSION MEETING MINUTES

November 17, 2025

Utility Commission President John Lund called a meeting of the Black River Falls Municipal Utility Commission to order on November 17, 2025 at 3:30 p.m. in the Utility Conference Room at 349 South McKinley Street. Commissioners in attendance were Jeff Amo, Jay Eddy, and Don Mathews. Commissioner Dougherty joined the meeting by telephone. Also present were General Manager Casey Engebretson and Garrett Aleckson (Banner Journal).

A motion was made by Commissioner Mathews and seconded by Commissioner Amo to approve the minutes from the October 27, 2025 regular meeting.

Aye: Lund, Amo, Dougherty, Eddy, and Mathews
Motion carried.

A motion was made by Commissioner Eddy and seconded by Commissioner Mathews to approve the accounts payable vouchers; CK #43285 – 43384 and EP #100967 - 100975 – Totaling \$664,635.55.

Aye: Lund, Amo, Dougherty, Eddy, and Mathews
Motion Carried.

The Commission reviewed the October 2025 arrears.

Casey Engebretson updated the Commission on the PSCW Construction Authorization application seeking authorization to acquire approximately 560 feet of water main from Brockway Sanitary District No. 1 on McDonald Rd. The PSCW issued the final order on October 29, 2025 authorizing the acquisition. Staff will complete the necessary filings required in the final order.

Casey Engebretson informed the Commission that the line crew, along with Dave Krause, have completed all necessary work and have placed the German Hill substation back in-service. The line crew completed all switching of circuits to spread the load over German Hill and Plant No. 2 transformers.

Casey Engebretson updated the Commission that the Plant No. 1 transformer load tap changer issue was a faulty resistor and a braking mechanism. EPS has sought quotes for replacement parts and will proceed with the repairs once parts are procured.

Casey Engebretson presented the Commission with contribution request from the Jackson County Interfaith Caregivers. Casey stated the Community Contribution fund had a remaining balance of \$1,105.

A motion was made by Commissioner Amo and seconded by Commissioner Dougherty to contribute \$1,105 from the Community Contributions fund to Interfaith.

Aye: Lund, Amo, Dougherty, Eddy, and Mathews
Motion carried.

Next Meeting: December 29, 2025 @ 3:30 p.m.

A motion was made by Commissioner Mathews and seconded by Commissioner Amo to adjourn the meeting at 3:47 p.m.

Aye: Lund, Amo, Dougherty, Eddy and Mathews
Motion Carried.

Casey Engebretson, General Manager
comm.mtg.minutes.11.17.2025

BRFMU IS AN EQUAL OPPORTUNITY PROVIDER

Appointment of Election Inspectors (Poll Workers)

January 1, 2026 – December 31, 2027

Approve at December 2025 Council

Republican Party Nominations:

1. Arnet Holty
2. Rod McGillivray
3. Kay Bradt
4. Scott Okray
5. Ronald Brown

Democrat Party Nominations:

1. Fern Caldwell
2. Debi Goehring
3. Linda Heller

Unaffiliated:

1. Suzanne Amo
2. Diane Anderson
3. Gertrude Arrington
4. Carol Bue
5. Jo Chrest
6. Darlene Dugan
7. Mark Miles
8. Jacob Peloquin
9. Sarah Peloquin
10. Kim Riemer
11. Lisa Ripp
12. Judy Sheppard
13. Kathy Webb

Alternates:

1. Dan Ripp – Alternate



Wisconsin Department of Agriculture, Trade and Consumer Protection
Bureau of Consumer Protection
2811 Agriculture Drive, PO Box 8911, Madison WI 53708-8911
Phone: (800) 422-7128 FAX: (608) 224-4677 TDD: (608) 224-5058
Email: DATCPHotline@wi.gov Website: datcp.wi.gov

COPY

LICENSE APPLICATION for

- Pawnbroker
- Secondhand Article Dealer
- Secondhand Jewelry Dealer
- Secondhand Article Dealer Mall or Flea Market

Wis. Stat. § 134.71

Completion of this form is mandatory; failure to fully complete this form will result in denial of the license application. Personally identifiable information may be used for purposes other than for which it is originally being collected. Wis. Stat. § 15.04(1)(m).

CHECK ALL THAT APPLY:

☐ Original application	☒ Renewal
TYPE: ☒ Pawnbroker	☐ Secondhand Jewelry Dealer
☐ Secondhand Article Dealer	☐ Mall or Flea Market

INSTRUCTIONS:

NATURAL PERSON (INDIVIDUAL) LICENSE – Complete Sections 1, 2, 3 and 6
PARTNERSHIP LICENSE – Complete Sections 1, 2, 3, 4 and 6
CORPORATE LICENSE – Complete Sections 1, 2, 3, 5, and 6

(SECTION 1) APPLICANT INFORMATION

FIRST NAME <i>Sharon</i>	MI <i>E.</i>	LAST NAME <i>TRUJILLO</i>	HOME TELEPHONE NUMBER <i>(608) 1780-8920</i>
SEX <i>Female</i>	RACE <i>White</i>	DATE OF BIRTH <i>11/13/1960</i>	PLACE OF BIRTH (City, State, Country) <i>Viroqua - WI, Vernon</i>
ADDRESS STREET <i>N587 North Bend Drive</i>	CITY <i>Melrose</i>	STATE <i>WI</i>	ZIP <i>54642</i>
LIST ALL STATES APPLICANT PREVIOUSLY RESIDED: <i>WI - South Dakota</i>			
IS APPLICANT A: ☐ Natural Person (Individual) ☐ Corporation ☒ Limited Liability Company ☐ Partnership			

(SECTION 2) CONVICTION RECORD

Has the applicant, been convicted or adjudicated of any of the following within the last 10 years where the circumstances of the offense substantially relate to the circumstances of the licensed activity:

a felony?	☐ YES ☒ NO
a misdemeanor?	☐ YES ☒ NO
a statutory violation punishable by forfeiture?	☐ YES ☒ NO
a county or municipal ordinance violation?	☐ YES ☒ NO

For each "YES" response provide the date of arrest, the nature of the offense and conviction or penalty information:

Attach additional sheets if necessary.

(SECTION 3) BUSINESS INFORMATION

BUSINESS NAME <i>Nick's Pawn</i>	ADDRESS STREET <i>26 N. Water Street</i>	CITY <i>Black River Falls</i>	STATE <i>WI</i>	ZIP <i>54605</i>	PHONE NUMBER <i>(715) 1284-7296</i>
OWNER'S NAME <i>Sharon Trujillo</i>	ADDRESS STREET <i>N587 North Bend Drive</i>	CITY <i>Melrose</i>	STATE <i>WI</i>	ZIP <i>54642</i>	PHONE NUMBER <i>(608) 1780-8920</i>
BUSINESS MANGER'S NAME <i>Sharon Trujillo</i>	ADDRESS STREET <i>N587 North Bend Drive</i>	CITY <i>Melrose</i>	STATE <i>WI</i>	ZIP <i>54642</i>	PHONE NUMBER <i>(608) 1780-8920</i>
BUILDING OWNER'S NAME <i>Sharon Trujillo</i>	ADDRESS STREET <i>N587 North Bend Drive</i>	CITY <i>Melrose</i>	STATE <i>WI</i>	ZIP <i>54642</i>	PHONE NUMBER <i>(608) 1780-8920</i>

(SECTION 4) LIMITED LIABILITY COMPANY INFORMATION

Limited Liability Company Name:

List name, address, and date of birth (DOB) of all members. *Attach additional sheets if necessary.*

Name (Last, First, MI)	DOB	Street Address	City	State	Zip
TRUJILLO, SHARON. E	11/13/1960	26 North Water Street	Black River Falls	WI	54605
		N587 North Bend Drive	Melrose	WI	54242

(SECTION 5) PARTNERSHIP INFORMATION

Partnership Name:

List name, address, and date of birth (DOB) of all members. *Attach additional sheets if necessary.*

Name (Last, First, MI)	DOB	Street Address	City	State	Zip

(SECTION 6) CORPORATION INFORMATION

Corporation Name:

List name, address, and date of birth (DOB) of all members. *Attach additional sheets if necessary.*

Name (Last, First, MI)	DOB	Street Address	City	State	Zip

(SECTION 7) PENALTY NOTICE

I understand that this license may be denied or revoked for fraud, misrepresentation or false statement contained in the application or for any violation of Wis. Stat. §§ 134.71, 943.34, 948.62 or 948.63.

Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge. I agree to inform the clerk within ten (10) days of any change in the information supplied in this application.

	Sharon E. TRUJILLO
YOUR SIGNATURE	PRINT NAME

FOR ADMINISTRATIVE USE ONLY

LICENSING AUTHORITY		LICENSE NUMBER ASSIGNED	DATE EFFECTIVE	CLERK
FEES RECEIVED:	Pawnbroker Bond	\$	Secondhand Article License	\$
	Pawnbroker License	\$	Secondhand Dealer Mall/Flea Market License	\$
	Secondhand Jewelry License	\$	TOTAL FEE: \$	

FOR LAW ENFORCEMENT USE ONLY

☐ Recommend Approval	☐ Recommend Denial (Attach explanation.)
Investigating Office Signature:	Date:
Print Name of Investigating Officer:	



OLSON SOLAR ENERGY

Total System Cost Today	\$ 97,221.45
Total System Cost per Watt	\$ 1.75
Estimated Focus on Energy*	\$ (2,784.00)
Estimated Federal Credit (30%)**	\$ (29,166.44)
Total Cost after Incentives	\$ 65,271.02
Total Cost per Watt after Incentives	\$ 1.17

**** Always consult a tax professional regarding federal tax credit eligibility.**



Partnership Proposal

Cost Breakdown

Households Moved - Contract Years	5 - 1 Year	10 - 2 Years
MakeMyMove - Platform, Products, Services	\$104,907	\$177,275
Incentive Cost (assumes \$7.5k/mover)	\$37,500	\$75,000
Total Program Cost	\$142,407	\$252,275
Cost per Household	28,481	\$25,228
State of Wisconsin's 80% Match	\$113,926	\$201,820
<u>Black River Falls' 20% Cost</u>	<u>\$28,481</u>	<u>\$50,455</u>

ROI Breakdown

Households Moved	5	10
New Annual Economic Output	\$261,076	\$522,153
New Annual State and Local Taxes Generated	\$40,144	\$80,288
<u>Cost to Black River Falls</u>	<u>\$28,481</u>	<u>\$50,455</u>
Year 1 ROI for every dollar spent	\$9.17	\$10.35

*Using our average household income of \$100k.

Payment Structure

	1st Payment Date - January 26	2nd Payment Date - December 15, 2026	Additional Mover Payouts - June 15, 2027	Additional Mover Payouts - December 15, 2027	Additional Mover Payouts - June 15, 2028	Total
WEDC Grant Amount	\$100,910	\$100,910	\$0	\$0	\$0	\$201,820
Payment Due to MMM	\$82,160	\$95,115	\$0	\$0	\$0	\$177,275
Paid to Movers	\$0	\$18,750	\$18,750	\$18,750	\$18,750	\$75,000
Cash Needed	\$0	\$0	\$12,955	\$18,750	\$18,750	\$50,455

Year	Actual Funding Needed	Category	Ballpark Date Funding Will be Needed
2026 Cash Needed	\$0	Payment to MMM & Movers	12/31/26
2027 Cash Needed	\$31,705	Remaining Payment to Movers	6/30/27
2028 Cash Needed	\$18,750	Remaining Payment to Movers	6/30/28
Total	\$50,455		

This payment structure is based on the 2 Year - 10 Household campaign referenced on slides 2 & 3.

Payment Structure

	1st Payment Date - January 26	2nd Payment Date - December 15, 2026	Additional Mover Payouts - June 15, 2027	Additional Mover Payouts - December 15, 2027	Additional Mover Payouts - June 15, 2028	Total
WEDC Grant Amount	\$100,910	\$100,910	\$0	\$0	\$0	\$201,820
Payment Due to MMM	\$88,638	\$88,638	\$0	\$0	\$0	\$177,275
Paid to Movers	\$0	\$18,750	\$18,750	\$18,750	\$18,750	\$75,000
Cash Needed	\$0	\$6,478	\$6,478	\$18,750	\$18,750	\$50,455

Year	Actual Funding Needed	Category	Ballpark Date Funding Will be Needed
2026 Cash Needed	\$6,478	Payment to MMM & Movers	12/31/26
2027 Cash Needed	\$25,228	Remaining Payment to Movers	6/30/27
2028 Cash Needed	\$18,750	Remaining Payment to Movers	6/30/28
Total	\$50,455		

This payment structure is based on the 2 Year - 10 Household campaign referenced on slides 2 & 3.

Case Studies

Perry County, IN

- County Population: 19,320
- 18 Households Moved
- 41 People Moved
- \$99K Average HH Income
- \$822.8K in New Annual Economic Output Generated

[Perry County, IN MakeMyMove Profile](#)

Lincoln County, KS

- County Population: 2,928
- 5 Households Moved
- 11 People Moved
- \$62K Average HH Income
- \$114.6K in New Annual Economic Output Generated

[Lincoln County, KS MakeMyMove Profile](#)

White County, IN

- County Population: 24,833
- 9 Households Moved
- 13 People Moved
- \$97K Average HH Income
- \$471.1K in New Annual Economic Output Generated

[White County, IN MakeMyMove Profile](#)

Thank You



THANK YOU



Mike Rutz

CEO MakeMyMove

Mike@MakeMyMove.com

(317) 698-6599

Ben Ledo

VP of Enterprise Sales

Ben@MakeMyMove.com

(317) 509-4639

Scott McCauley

Senior Sales Executive

Scott@MakeMyMove.com

(317) 902-2121



MakeMyMove Product and Services Agreement

This Product and Services Agreement (the "**Agreement**") is made and entered into by and between:

TMAP, LLC, dba MakeMyMove, an Indiana Limited Liability Company, with its principal place of business at 1003 E 38th St. Indianapolis, IN 46205 ("**MakeMyMove**"),

And **the city of Black River Falls**, with its principal place of operations at 101 S 2nd St, Black River Falls, WI 54615 ("**Client**").

Summary

MakeMyMove is an economic development platform that helps communities grow by recruiting talented people and their families to relocate. Our tools and team make it easy for a community to grow its workforce & economy, one household at a time.

The city of Black River Falls is committed to building a great place to live, work and raise a family. They will provide the centralized oversight and applicant engagement needed to hit the campaign goal.

Together, we will develop and execute a 24-month talent attraction program with the shared goal of moving **10** Qualified Households* to live and work in Black River Falls.

Candidate Qualification Criteria

	Job-Bringer	Job-Seeker
Description	Household for which the primary worker is fully remote, makes the minimum income, and is able to continue working for the minimum duration.	Household for which the primary worker accepts a job with a local employer making the minimum income, and works for the minimum duration.
Minimum Income	\$55,000	\$55,000
Move-from Boundary	Outside of State of Wisconsin	Outside of State of Wisconsin
Move-to Boundary	City of Black River Falls	City of Black River Falls
Required Duration	1 Year	1 Year

Products and Services	What's Included?	Price
24-Month *High-Volume **Tier-3 Platform Subscription and Talent Attraction Campaign	1. Premium microsite on MakeMyMove.com highlighting your relocation program and the people & places that make Black River Falls special. 2. Promotion of your regional content to a high-quality audience of move-ready talent across the MakeMyMove platform, online and via email & digital channels. 3. Access to QuickApply, the conversion-friendly, configurable and integrated application form. 4. Unlimited seats for Mover Recruitment Studio, the purpose-built talent attraction tool. Key features include: 4.1. A pipeline pre-qualified leads for your community with rich candidate data. 4.2. CRM tools to manage the leads through the recruitment process. 4.3. Recruitment & retention playbooks to guide your program's activity. 4.4. Message templates and workflow automation for ease-of-use. 4.5. Integrated support to answer questions and shoulder the burden of care. 5. Access to MakeMyMove's ROI Dashboard for real-time monitoring of the economic impact and reach of your relocation program. 6. Marketing & Communications: Our team of consumer marketing experts will help you develop and deploy the right message to engage and convert your target audience. Services include: 6.1. Provide advice to construct an effective program 6.2. Develop unique positioning for your region's program including a memorable 'hook' to grab users' attention. 6.3. Develop SEO-friendly content for your pages to help tell the story of your region. 6.4. Identify newsworthy content and pitch it to media outlets to earn press for your program. 6.5. Run digital ad campaigns to drive impressions to your content. 7. Program Support: Your dedicated Customer Success team will help you get your program running, and ensure that you have the data and know-how to recruit and retain people effectively. Services include: 7.1. Ongoing management of pages on makemymove.com. 7.2. Monitoring and curation of locally generated content. 7.3. Customized recruitment and retention playbooks, and advice	\$172,775

	7.4. from a team of recruitment experts on how to run your program most effectively. 7.5. Performance monitoring, and analysis of data and trends. 7.6. Regular update meetings and available customer support line. 8. Fulfillment: Landing new recruits requires diligence and a welcoming spirit. Our team will support the effort with expert customer care and community activation. 8.1. The Mover Support Team will work with recruits to navigate the relocation process, answer questions, and connect them to relevant local resources. 8.2. Verify candidate eligibility by confirming employment & income, and conducting criminal background checks. 8.3. Activate community members by identifying and training local volunteers to provide content and assist in the recruitment process. 9. Economic Modeling: Using IMPLAN, the industry standard input output model, we'll build economic impact reports to show the incremental output of the new residents and jobs your program attracts.	
One-Time Setup + Implementation Services	1. Content Development: We'll set up initial program and community pages on makemymove.com, and invite locals to contribute testimonials & user generated content. 2. System Configuration: We'll create an instance of the Mover Recruitment Studio to suit your needs, and ensure that each relevant team member has sufficient access, and understanding of the tools. 3. Onboarding and Training: We'll conduct orientation meetings to ensure relevant stakeholders understand the process, and will hold training sessions to help members of the recruitment team understand their roles, and the tools available to make their job easier. 4. Program Development: We'll provide ongoing consulting services to help develop and improve the relocation programming on offer.	\$4,500
Mover Volume Target	1. The marketing, content and fulfillment services have been scoped to support a campaign that would generate 10 movers, assuming standard eligibility, programming and expected conversion rates*	\$17,728 Cost-per-Mover at Target



COMPENSATION & PAYMENT SCHEDULE

In consideration of the provision of the product and services, the city of Black River Falls shall pay MakeMyMove \$177,275. Client will make an initial payment of \$88,637.50 within five (5) business days of receiving the first tranche of State Grant Funds from the Wisconsin Economic Development Corporation. The remaining payment of \$88,637.50 will be due in two installments. The first installment of \$12,272.50 will be due on February 22, 2027. The remaining amount of \$76,365 is contingent on the program reaching 5 relocated households and receiving the second tranche of State Grant Funds from the Wisconsin Economic Development Corporation by June 22, 2027.

TERMS AND TERMINATION

Client and MakeMyMove both understand and agree that this contract is contingent on approved grant funding from the Wisconsin Economic Development Corporation's Talent Recruitment Grant Fund in the amount of \$201,820. Should client's grant application not be successful, client shall be entitled to terminate this contract in its entirety without further obligation or payment.

This agreement is executed as of December 10, 2025. The term of this agreement commences on February 23, 2026. Unless canceled prior, the recurring portions will automatically renew on the 2-year anniversary of that date contingent on an additional approved grant funding amount of \$201,820 or greater from the Wisconsin Economic Development Corporation's Talent Recruitment Grant Fund. Upon cancellation, the Client will retain access to the Mover Recruitment Studio and relevant applicant/lead data for up to 90 days to facilitate a successful transition.

Either party may cancel this agreement upon 90 days written notice to the other party at any time. Upon early termination by the Client, Client agrees to relieve MakeMyMove of the liability to fulfill the remainder of the contracted products and services. MakeMyMove will suspend recruitment activities on behalf of the Client, and will relieve Client of its obligation for future payments related to unfulfilled portions of the product and services. Early termination will not alleviate any liability for non performance or breach of the contract.

Upon reaching June 22, 2027, the city of Black River Falls will have compensated MakeMyMove \$100,910. If the program has not reached 5 households or has not been awarded additional grant funding, the Client may cancel with no additional penalty.



OWNERSHIP OF DOCUMENTS AND MATERIALS

Except for MakeMyMove's Intellectual Property which includes but is not limited to the MakeMyMove Platform, Recruitment Playbooks & Campaign Methodology, all documents, content, records, programs, data, articles, memoranda, and other materials (the "Materials") specifically developed pursuant to or in connection with the services performed by MakeMyMove under this Contract shall be considered "work for hire" and MakeMyMove hereby transfers and assigns any ownership claims to the Client so that all Materials will be the property of the Client.

APPLICANT & LEAD DATA

Through the use of the platform, Recruitment Candidates who engage with Client's program, and community content on makemymove.com give MakeMyMove permission to share their personal information with the client for the purposes of evaluating and participating in the Client's relocation program. Recruitment Candidates retain full ownership of their personal information. Client will have access to candidate information pursuant to the MakeMyMove Privacy Policy. Candidate Information may not be used for any other purpose, or be shared with a third party without the direct, written consent of the candidate.

CONFIDENTIALITY

"Confidential Information" means (i) any information regarding Client's and MakeMyMove's current employees, and policies, (ii) any information concerning the existing or future products of Client or MakeMyMove; (iii) the terms of this Agreement, (iv) any software, documentation, materials or information provided shared in order to assist performing the services; and (v) any additional information designated in writing as "confidential" by Client or MakeMyMove. Confidential Information will not include, however, any information described above to the extent any of the following may be included therein: (1) information that becomes known to the general public without breach of the non-disclosure obligations of this Agreement; (2) information that is obtained from a third party or independently developed without breach of a nondisclosure obligation and without restriction on disclosure; and (3) information that is required to be disclosed in connection with any suit, action or other dispute related to this Agreement.

MakeMyMove and Client mutually agree to hold in confidence, and not to use except as expressly authorized in this Agreement, all Confidential Information and to use reasonable care to prevent the unauthorized disclosure or use of the other party's Confidential Information, both during and after the term of this Agreement.



EQUAL OPPORTUNITY EMPLOYER POLICY

Both the Client and MakeMyMove are Equal Opportunity Employers, and each of the parties endeavors to recruit applicants for relocation and/or employment without regard to race, color, religion, age, sex, marital status, sexual preference, national origin, physical or mental disability, or veteran status.

INDEMNIFICATION

The indemnified Party shall provide the indemnifying Party with prompt written notice of any such indemnification claim. The indemnifying Party shall have sole control and authority with respect to the defense and settlement of any such claim. The indemnified Party shall cooperate fully with the indemnifying Party, at the indemnifying Party's sole cost and expenses, in the defense of any such claim. The indemnifying Party shall not agree to settle any such claim that does not include a complete release of the indemnified Party from all liability with respect thereto or that imposes any liability, obligation or restriction on the indemnified Party without the prior written consent of the indemnified Party. The indemnified Party may participate in the defense of any claim through its own counsel, and at its own expense.

GENERAL TERMS

MakeMyMove is an independent contractor, and nothing in this Agreement will be deemed to place the parties in the relationship of employer-employee, principal-agent, partners or joint venturers. MakeMyMove will be responsible for all tax withholdings.

Dispute Resolution. Any controversy, dispute or claim arising out of or relating to this contract shall first be settled through good faith negotiation. If the dispute cannot be settled through negotiation, the parties agree to attempt in good faith to settle the dispute by mediation; the mediator in such an instance shall have no authority to modify the terms of this Agreement. The mediation proceeding shall be held at a location mutually agreed to by the parties in writing. The administrative cost of the mediation and the mediator's fee shall be shared equally by the parties. If the parties are unsuccessful at resolving the dispute through mediation, the parties agree that the method of subsequent dispute resolution will be in a court of competent jurisdiction. If a dispute proceeds to litigation, the prevailing party is also entitled to recover attorneys fees and court costs in addition to any other recovery (including reasonable attorney's fees) which either party shall sustain as a result of the other's negligent acts, errors or omissions in carrying out the responsibilities in this Agreement.



Governing Law. This Agreement will be governed by and interpreted under the laws of the State of Indiana, without giving effect to applicable conflicts of law principles. Survival. The provisions of the Presentation, Confidentiality, and General Terms sections shall survive the expiration or termination of this Agreement.

Client: By (Sign)_____

Name: _____

Title: _____

MakeMyMove: By (Sign)_____

Name: _____

Title: _____

NOTICE ON PRICING & PERFORMANCE

*Pricing and performance of recruitment programs vary based upon factors such as the size and population of a region, the relative value of relocation programming, candidate qualification criteria and the level of participation from local program owners and volunteers. MakeMyMove scopes the size of our product and services offering to deliver the appropriate number of moved households under normal circumstances, and we set individual pricing based upon the expected marketing cost to produce qualified leads for a region of similar size, and our expected ability to convert those leads to movers based on average performance of similar communities.

TALENT RECRUITMENT GRANT PROGRAM



EMPOWERING WISCONSIN COMMUNITIES TO ATTRACT NEW RESIDENTS

Across Wisconsin, communities are working to strengthen their workforce and grow their population. The Wisconsin Economic Development Corporation's **Talent Recruitment Grant Program** provides funding to help local governments and organizations attract new residents from outside the state—showcasing what makes Wisconsin an exceptional place to live, work, and build a future.

Created by 2025 Wisconsin Act 15, the program is open to eligible applicants including Wisconsin cities, villages, towns, counties, and American Indian Tribes or bands, as well as nonprofits with a mission of economic development, workforce and talent development, or community development.

How it works

Apply during the open application period for funding support to help attract talent to Wisconsin. Grants can be used to cover the cost of administering a talent recruitment program and/or the cost of incentivizing households to relocate into Wisconsin from outside the state. A total of \$5 million in funding is available for the program's first year, with a \$500,000 cap on the amount any single municipality can receive. Applicants must provide matching funds amounting to at least 20% of the total project cost; cash, local investment, and in-kind donations can all count toward the match.

Application process

Successful proposals will demonstrate:

- A clear and measurable strategy to recruit and retain new residents
- Strong local partnerships and matching investments
- A focus on addressing workforce shortages or projected population decline
- Realistic goals for the number of households recruited and the anticipated economic impact

Applicants should outline how funds will be used across design, marketing, administration, and relocation incentives. Please consult the program guidelines for the complete program specifications and requirements.

LEARN MORE

Please contact the WEDC team at trgp@wedc.org to discuss your eligibility, learn more through the application process, or explore how this grant can support your community's talent recruitment goals.



Talent Recruitment Grant Program

Program Guidelines for Fiscal Year 2026			
Lead Division: Marketing & Brand Strategy			
☒ New	☐ Revised		
☒ Grant	☐ Loan	☐ Tax Credit	☐ Technical Assistance

Introduction

Background Information: The Talent Recruitment Grant Program (TRG) was created by [2025 Wisconsin Act 15](#) to support local efforts to attract and incentivize out-of-state talent to relocate to Wisconsin municipalities.

Program's Purpose: The purpose of TRG is to assist local organizations and communities with talent recruitment programs that incentivize households to relocate from outside of Wisconsin to a municipality in Wisconsin.

Eligibility Requirements

Eligible Applicants: TRG applicants must meet the following criteria:

- Be a city, village, town, county, or American Indian tribe or band located within Wisconsin¹; or
- Be a nonprofit organization, the mission of which includes economic development, workforce and talent development, or community development.²

Eligible Use of Funds: Talent Recruitment Grants can fund the following activities³. Costs are only eligible to be applied to grant and matching fund expenses after WEDC approval.

- The administration of talent recruitment programs; and
- The costs associated with incentivizing households to relocate from outside of Wisconsin to a municipality in Wisconsin.

Matching: The applicant must provide matching funds of at least 20% of the total talent recruitment program cost. Matching funds may be cash, local investment, or in-kind donations.

Household Eligibility: A Household is eligible for TRG incentives if the Household meets at least all of the following eligibility criteria:

- The Household resides outside of Wisconsin at the time the Household applies for TRG incentives.
- The Household has an individual household income of at least \$55,000.
- The Household submits an application to the recipient of a TRG grant to receive talent

¹ Wis. Stat. § 238.14(4)(a)1.

² Wis. Stat. § 238.14(4)(a)2.

³ Wis. Stat. § 238.14(3).



recruitment program incentives.

Available Incentives

FY26: \$5,000,000

Award sizes: The maximum TRG is \$500,000 per municipality per fiscal year.⁴

Awards per Applicant: Up to one award per applicant per fiscal year.

Activities and Expected Outcomes

Assist 10 communities to recruit 250 households to Wisconsin.

Impact: Address and mitigate projected population decline and workforce shortages by providing financial assistance to eligible applicants for the design, implementation, and promotion of initiatives that attract new residents.

Metrics: As a talent attraction and capacity building program, performance reporting metrics for TRG are focused on measuring the relocation of households to Wisconsin as well as measuring the connection of project to community. TRG program metrics include the following list, and each project will include one or more of these metrics in its reporting requirements depending on the project's specified use of funds.

- Households Relocated
- Leverage – Total

Application Guideline

Timeline: This program will operate under a structured application and review process. Applications will be accepted during a defined application window in the first half of 2026 and will not be considered on a rolling basis. All submissions received during the open period will be reviewed collectively based on alignment with the program's review considerations and overall strategic goals.

Review Considerations: WEDC may take the following into account when considering a TRG:

- The following details of the applicant's talent recruitment program:
 - The total estimated cost of the program and the individual estimated costs associated with the program's design, administration, marketing, and relocation incentive initiatives.
 - The program's Household Goal and the estimated total grant amount per household.
 - The program's estimated total economic impact⁵, including estimated state and local tax revenue.

⁴ Wis. Stat. § 238.14(3)(b)

⁵ Wis. Stat. § 238.14(4)(b)

WISCONSIN

ECONOMIC DEVELOPMENT

- The applicant's demonstrated ability to meet the Matching requirements of the grant.⁶
- If the applicant is a previous recipient of a TRG, the applicant's achievement of the Household Goal stated in the talent recruitment plan for the previous grant.⁷

How to Apply: An interested applicant should contact a WEDC Account Manager to determine if their project is right for the program. Upon review of the project and alignment with eligibility criteria, an applicant will be invited to submit their application through Network Wisconsin.

Award Process

The completed application will be assigned to a panel of reviewers and may include an interview. A WEDC underwriter will be assigned to review each recommended award and go through the WEDC award review process.

WEDC will disburse 50% of the award amount upon entering into a contract with the awardee. The remaining 50% of the award amount will be disbursed when the awardee reports meeting at least half of the Household Goal listed within in contract with WEDC. In the event the awardee fails to meet at least half of the Household Goal, WEDC will not disburse the remaining 50% of the award amount.

Performance Reporting

Recipients must submit semiannual performance reports to WEDC detailing the outcomes of their talent recruitment program.

These reports must include the following information:

- Economic impact of the talent recruitment program, including state and local tax revenue and new consumer spending.
- Applicant Data: Household Annual Income, Household Occupation(s), Pre-Relocation Residency (Zip code), New WI Residency (Zip code), Relocation Date, Relocation Grant Amount, TA Assistance Cost

WEDC annually selects awards on a sample basis for an audit. All backup to the performance report and financial records are required to be maintained by the Recipient for a period of at least three (3) years after the last performance report is due.

WEDC may impose additional reporting requirements to evaluate project performance and to ensure compliance with contract deliverables.

Helpful Information

Definitions:

⁶ Wis. Stat. § 238.14(3)(c).

⁷ Wis. Stat. § 238.14(3)(d).



"Household"⁸ – a group of one or more individuals who dwell together within the same dwelling.

"Household Goal"⁹ – the total number of households that a talent recruitment program seeks to successfully incentivize to relocate or commit to relocate from outside this state to a municipality in this state.

Revision History

Program Inception – 2025 Wisconsin Act 15

⁸ Wis. Stat. § 238.14(1)(a).

⁹ Wis. Stat. § 238.14(1)(b).

Make My Move

Cost Analysis - City Share

BEST CASE SCENARIO

We sign the MMM contract and are awarded a \$201,820.00 (80%)
WEDC Talent Recruitment Grant

\$ 100,910.00 Receive 1st tranche of WEDC grant
\$ (88,637.50) City pays 1st installment of MMM contract

Year #1 - we meet the midpoint recruitment total (5 movers)

\$ 100,910.00 and receive 2nd tranche of WEDC grant
\$ (18,750.00) City pays 1st half recruitment incentives for 5 movers
\$ (88,637.50) City pays 2nd installment of MMM contract

Year #2 - we successfully recruit another 5 movers

\$ (18,750.00) and City pays 1st half recruitment incentives for 5 movers
\$ (18,750.00) City pays 2nd half of recruitment incentives to 1st yr movers (5)

\$ (18,750.00) Year #3 - City pays 2nd half recruitment incentives for 2nd yr movers (5)

\$ (50,455.00) Total cost to the City

WORST CASE SCENARIO

We sign the MMM contract and are awarded a \$201,820.00 (80%)
WEDC Talent Recruitment Grant

\$ 100,910.00 Receive 1st tranche of WEDC grant
\$ (88,637.50) City pays 1st installment of MMM contract
\$ (12,272.50) City pays Part A of 2nd installment of MMM contract

Year #1 - we **DO NOT** meet the midpoint recruitment total (5 movers)
and **DO NOT** receive 2nd tranche of WEDC grant - City Owes \$0

\$ (15,000.00) City pays 1st half recruitment incentives for up to 4 movers
City pays 2nd installment of MMM contract

\$ (15,000.00) Year #2 - City pays 2nd half recruitment incentives for 1st yr movers (4)

\$ (30,000.00) Total cost to the City

Worst Case Scenario - the WEDC Grant covers 100% of the contract payments due to MMM, and the City is only on the hook for cash incentives owed to the movers that did relocate.



BLACK RIVER FALLS, WISCONSIN

A Fine Place to Raise Your Family • A Dynamic Location for Your Business



CITY HALL SOLAR PROJECT RFP EVALUATIONS

1. Summary

- Received two (2) responses to the Request For Proposals (RFP):
 - **Ethos Green Power Cooperative (Ethos)** – based in Viroqua, WI
 - **Olson Solar Energy, LLC (Olson)** – based in Onalaska, WI
- **System Size & Impact**
 - **Ethos:** 18.5 kW DC ground-mount, modeled to offset ~20% of usage (16,055.5 kWh/year).
 - **Olson:** 40.8 kW DC ground-mount, modeled to offset ~69% of usage (52,301 kWh/year).
- **Cost Efficiency**
 - **Ethos** (18.5 kW):
 - Gross cost \$52,204.72, net after incentives **\$35,615.30**.
 - Approx. \$2.82/W gross and \$1.93/W net.
 - Payback ≈ **13.6 years**.
 - **Olson** (40.8 kW):
 - Gross cost \$95,804.17, net after incentives **\$65,022.92**.
 - \$2.35/W gross and \$1.59/W net.
 - Payback ≈ **9 years**, 25-year net savings ≈ \$145,229.

- **RFP Compliance**

- Both proposals meet the core specs: ground-mounted fixed-tilt array, 1:1 microinverters, Tier-1 modules, and at least 20-year structural and product warranties.
- Both provide itemized costs, incentives, and production estimates as required.

High-level:

- **Ethos:** Smaller system, higher cost per Watt but lower total outlay and smaller physical footprint.
- **Olson:** Larger system, cheaper per watt and per kWh, shorter payback, and much larger energy/CO₂ impact.

2. Side-by-side Key Quantities & Equipment

System Size, Energy, and Counts

Metric	Ethos	Olson
DC system size	18.5 kW DC	40.8 kW DC
Annual Energy Production	16,055.5 kWh/year	52,301 kWh/year
Share of City Hall usage	~ 20% offset	~ 69% offset
Module count	32 modules (580W)	68 modules (600W)
Microinverter count	32 Enphase IQ8P	68 Enphase IQ8P-3P-72-E-US 1:1

Equipment Details vs RFP

Modules

- **Ethos**
 - Silfab 580 W panels with 25-year manufacturer / 30-year performance warranty.
 - Exceeds 20/25 requirement.
- **Olson**
 - VSUN 600 W N bifacial modules, Tier-1 quality with 25-year quality assurance & 30-year power output guarantee.
 - Exceeds 20/25 requirement.

Inverters

- **Ethos** – Enphase IQ8P microinverters, 1:1 with modules, 25-year warranty.
- **Olson** – Enphase IQ8P-3P-72-E-US microinverters, 1:1, tied to commercial gateway and monitoring.

Racking

- **Ethos** – Sinclair post-driven ground-mount racking, fixed tilt (35°), 25-year warranty –exceeds 20-year structural requirement.
- **Olson** – Unirac Ground Fixed Tilt racking, with a 20-year limited product warranty.

Monitoring & BOS / Scope

- **Ethos** – Enphase Enlighten monitoring; full turnkey including permitting, interconnection, and commissioning.
- **Olson** – Full turnkey scope with design, installation, electrical work, grid tie, permitting, and labor.

Both line-up well with RFP's design, component, permitting, and commissioning requirements.

3. Side-by-side cost and financial metrics

Raw Costs and Incentives

Metric	Ethos (18.5 kW)	Olson (40.8 kW)
Total system cost (gross)	\$52,204.72	\$95,804.17
Incentive – Federal / Direct	\$15,661.42	\$28,741.25
Incentive – Focus on Energy	\$928.00	\$2,040.00
Net cost after incentives	\$35,615.30	\$65,022.92

Cost Per Watt and Per Annual kWh (DC basis)

Metric	Ethos	Olson
Gross cost per W (DC)	≈ \$2.82/W	\$2.35/W
Net cost per W (DC)	≈ \$1.93/W	\$1.59/W
Gross cost per kWh	≈ \$3.25 per kWh/year	≈ \$1.83 per kWh/year
Net cost per kWh	≈ \$2.22 per kWh/year	≈ \$1.24 per kWh/year

Olson is cheaper per installed watt, and cheaper per annual kWh produced, even after both proposals apply similar incentive structures.

Payback, Savings, and Financing

Metric	Ethos	Olson
Payback period	13.58 years	9 years
25-year net savings	Not clearly stated	\$145,229.34

4. RFP Evaluation and Qualitative Notes

Compliance with RFP Deliverables

The RFP asks for: system design narrative, itemized costs, size and energy estimates, incentives, financial analysis, schedule, qualifications, and insurance.

- **Ethos**
 - Clear narrative and site description; explicitly references the RFP and provides layout context between City Hall and the Library.
 - Itemized costs and incentives.
 - Provides system size (kW DC), production (kWh), and payback/ROI.
 - Includes a detailed scope of work covering assessment, design, permitting, interconnection, and commissioning.
 - Lists cooperative structure, staff count, and experience, which addresses qualification requirements.
- **Olson**
 - Provides a clear visual layout, summary, and production charts specific to City Hall.
 - Very detailed itemized cost breakdown (modules, inverters, racking, electrical, labor, permitting, shipping).
 - Includes system size, annual production, payback, and a 25-year savings analysis.
 - Provides extensive reference list of commercial/municipal systems >20 kW, including libraries, schools, and other public entities, which strongly addresses RFP's reference requirement.

Strengths & Considerations

Ethos – Strengths

- Slightly higher-warranty levels (25-year components and racking) where spelled out.
- Smaller, more conservative array – helpful if you want a modest first step with less visual/landscape impact.
- Cooperative structure and local presence.

Ethos – Considerations

- Much higher cost per kW and per annual kWh compared to Olson.
- Significantly smaller energy offset (about 20% vs 69%), so you get less climate and budget impact for each dollar invested.

Olson – Strengths

- Best value per watt and per kWh, with shorter payback and large 25-year net savings.
- Much larger production, covering the majority of City Hall's load, which strongly supports the RFP's efficiency and carbon goals.
- Deep portfolio of similar-scale commercial and municipal projects showing relevant experience.

Olson – Considerations

- Higher total capital expenditure even though cost per watt is lower, simply because the system is more than twice the size.
- Racking warranty is 20-year which meets but doesn't exceed spec.

6. Conclusion

- If we prioritize maximum energy offset, stronger long-term savings, and value per dollar, Olson's proposal appears more favorable on an RFP plus numbers basis.
- If we prefer a smaller footprint, slightly higher stated component warranties, and a cooperative model, Ethos' proposal might better match those qualitative preferences, with the trade-off of higher cost per unit of energy.

City of Black River Falls

REQUEST FOR PROPOSALS (RFP)

Project: Solar Energy System Installation

Project Location: City Hall, 101 South Second Street, Black River Falls, WI 54615

Project Overview: The City of Black River Falls is soliciting proposals from qualified and experienced firms for the design, supply, installation, and commissioning of a ground-mounted solar photovoltaic (PV) system at City Hall, located at 101 S. Second Street, Black River Falls, WI 54615. This project supports the City's goals of improving energy efficiency, reducing carbon emissions, and lowering long-term utility costs through renewable energy generation.

Introduction to Proposal

Ethos Green Power Cooperative is a strong, small, worker-owned cooperative nestled in the heart of Wisconsin's Driftless Region. Based in the charming town of Viroqua, home to just under 5,000 permanent residents, Ethos is proud to employ 25 full time staff members, and a dedicated ownership body of nine individuals.

Ethos is proud to present a solar proposal to the City of Black River Falls to facilitate the City's energy-efficiency and sustainability goals. If the City has any questions about the information found below, please contact Katherine Lewiston at info@ethos.green or 608-637-3797.

1. Detailed proposal and project scope, including a narrative description of system design and layout including a site map illustrating where the system will be located.

The City of Black River Falls has requested proposals for a fixed tilt ground mount array using premium modules and 1:1 microinverters on the back of each module for optimal production. Ethos is proud to present a proposal for an **18.5 kW DC** two table ground mount set between the City Hall and Library buildings. These ground mount arrays feature **32 Philadelphia Solar Nexus 580W modules, 32 1:1 Enphase 3P microinverters** on the back of each array, and **Sinclair post-pounded fixed-tilt racking** set at 35 degrees for optimal solar production year-round. Tables are spaced an appropriate distance from each other to prevent interrow shading. This system will be tied into the existing 208 3-phase infrastructure with a lineside connection and is **modeled to offset 20% of the City Hall's usage**.

Should the City of Black River Falls be interested, Ethos is willing to offer two other variations on a system design that would be suitable for the City Hall building:

- A ground mount with 4:1 microinverters that reduces total project cost by around 7%
- A roof mount of a slightly larger system size, also with 4:1 microinverters, that maximizes the utility's net meter cap and offsets 11% more of the City Hall's electric usage



[Take a deep dive into your Solargraf proposal here.](#)

Materials included:

Solar Module

- [Silfab 580W Modules](#)
 - 25 year manufacturer's warranty, 30 year power performance guarantee

Inverter

- [Enphase IQ8P 1:1 Microinverters](#)
 - 25 year manufacturer's warranty
 - Manufacturer-specific Enlighten App solar monitoring

Racking

- [Sinclair Post-Driven Ground Mount Racking](#)
 - 25 year manufacturer's warranty

Full Turnkey Offering

- **Site Assessment & System Design:**
 - Conduct a comprehensive site assessment to evaluate roof structure, site constraints, sun exposure, shading, and electrical capacity.

- Design a PV system that optimizes efficiency and complies with local building codes, fire codes, and utility interconnection requirements.
- Provide a detailed system layout, electrical schematics, and equipment specifications for approval from stakeholders.
- **Due Diligence, Permitting & Approvals:**
 - Coordinate with the utility company to secure interconnection approval and net metering agreements.
 - Procure structural review and requisite engineering stamps for safety and compliance
 - Obtain all necessary permits from local building and zoning departments and authorities having jurisdiction (AHJ).
- **Procurement & Equipment Supply:**
 - Furnish all PV modules, inverters, racking systems, wiring, and balance-of-system components.
 - Provide all required electrical equipment, including disconnects, conduit, junction boxes, and grounding materials.
 - All equipment shall carry manufacturer warranties.
- **Installation:**
 - Perform structural reinforcement if necessary, based on engineering analysis, costs of which are additional but agreed upon before commencement of work.
 - Install PV modules, racking systems, and associated mounting hardware per manufacturer specifications for roof type.
 - Complete electrical work, including wiring, inverters, conduit runs, and interconnection between the facility and the utility grid. Additional costs may be incurred for utility-mandated electrical upgrades or electrical work required beyond the basic interconnection of the solar PV installation.
 - Install battery storage system or other electrification items (if applicable) and integrate with PV system.
 - Provide appropriate labeling and safety signage per NEC and local regulations.
- **Testing, Commissioning & Handover:**
 - Conduct system testing to verify proper operation and compliance with design specifications.
 - Coordinate final inspections with municipalities and utility provider.
 - Provide system documentation, including warranties, operations and maintenance guidelines.
 - Deliver detailed training session to operations team covering system operation, monitoring, and basic troubleshooting.
- **Warranty & Maintenance:**
 - Two year complete parts & labor warranty.
 - Provide a workmanship warranty of ten (10) years.
 - Ensure manufacturer warranties for all system components are honored.
 - Offer optional maintenance/service agreements for long-term system protection and performance.

Operations and Maintenance

Every Ethos solar installation comes with **Standard Care + Lifetime Monitoring** at no additional cost. This includes continuous access to your live monitoring portal, periodic remote system health checks, basic remote troubleshooting and inverter resets, and manufacturer warranty guidance when issues arise. Each year, you'll also receive an easy-to-read production and savings summary of your system's performance—giving you peace of mind that your investment stays visible and supported long after installation.

For a higher level of hands-on care, Ethos also offers comprehensive O&M service plans at an additional cost. These plans include scheduled on-site inspections, proactive preventive maintenance, enhanced monitoring, discounted labor rates, and faster response times, along with optional performance and availability guarantees.

Tier 1 — Essential Care	Tier 2 — Performance Plus	Tier 3 — Performance & Uptime Guarantee
Core annual maintenance and health monitoring	Proactive maintenance to protect production and limit downtime Includes all Tier 1 services, plus:	Comprehensive stewardship with rapid response and deeper accountability Includes everything in Tiers 1 & 2, plus:
• Annual preventive maintenance visit Visual inspection of array & electrical, IR scan sampling, spot-torque, Comms Test • Monitoring telemetry & alerts review • After-visit report Annual Executive Summary • Remote alert triage Initial response ≤3 business day Dispatch ≤21 days) • 10% Discount rate on corrective work billed T&M	• Additional maintenance visit (spring/fall) • Expanded electrical diagnostics IV-curve analysis Full IR scan • Semi-annual performance reporting • Priority corrective response Initial response ≤1 business day Dispatch Priority ≤7 days onsite; High Priority ≤3 days. • 25% Discounted rate on T&M	• Quarterly maintenance visit (seasonally) • Full-array annual thermography • Rotational torque plan • Annual re-commissioning review • Monthly performance reports • 24/7 alarm ingest Initial response same day Dispatch Priority ≤1 days onsite • \$1000 Corrective labor allowance before T&M kicks in • Optional Availability Guarantee Addendum
\$10/kW Annually	\$15/kW Annually	\$20/kW Annually

In addition to full O&M packages, customers may also choose individual add-on services such as **Communications Stability Upgrade**, **Annual Rack Adjustments** or a **Corrective Maintenance Allowance** that covers a set number of repair labor hours each year to eliminate surprise maintenance costs.

Monitoring & Communications Stability Upgrade	Rack Adjustment	Prepaid Corrective Maintenance Block
IT Lite Verifies the monitoring system is always connected and always reporting	Bi-annual adjustments Ensures your array remains structurally sound, secure, and maximizes production	12 Hour Block Reduced labor costs for corrective work not covered by warranty
• Annual firewall/router/ISP review • Communication device firmware updates • Optional hardware swap at discounted T&M rates	• Professional tuned adjustment • Protection from damage • Pump jack tune ups	• 12 prepaid annual labor hours • Faster turnaround for minor issues Troubleshooting, Maintenance & repairs Monitoring/communications replacement
\$3/kW	\$5/kW Annually	\$800

When bundled with your solar installation, a portion of your O&M service contract may be eligible as part of your project's upfront cost and factored into available federal tax incentives. *Tax incentives depend on how your project is structured and your specific financial situation, so we strongly recommend consulting with your tax professional to confirm eligibility and treatment.*

2. Itemized cost estimate with quantities and unit costs for all components and labor.

Category	Dollar Amount
PV Components - Total	\$22,731.28
Solar Modules - Silfab 580W	\$13,398.54
Inverter - Enphase IQ8P 208V 1:1 Microinverters	\$7,364.49
Enphase Combiner, Cables, Terminators	\$1,968.25
Monitoring	\$346.15
Electrical Balance of Systems	\$4,008.46
Wire	\$594.52
Racking - Sinclair Post Driven	\$6,745.85
Post-Pounder, Skidsteer, Trencher	\$1,350.00
Labor - Total	\$10,973.08
System Design, Permitting and ICA	\$5,455.39
Mechanical	\$5,711.54
Electrical	\$4,500.00
Trenching	\$761.54
Grand Total	\$52,204.72

3. Estimated system size (kW DC and AC) and annual energy production (kWh).

- Estimated system size (kW DC): 18.5
- Estimated system size (kW AC): 15.2
- Annual Energy Production (kWh): 16,055.5

4. Summary of eligible Focus on Energy and other available incentive programs.

This project is eligible for the following rebates and incentives:

- Focus on Energy Commercial Solar Rebate, valued at \$0.05/W

- Direct Pay Incentive (if project is safe harbored in 2025), valued at 30% of the total project cost

5. Financial analysis including gross cost, available incentives, net cost, and payback period / ROI.

Total System Price	\$ 52,204.72
Direct Pay Incentive (applied for after interconnection)	\$ 15,661.42
Focus on Energy Commercial Rebate (applied for by Ethos, received after interconnection)	\$ 928.00
Price after Rebates and Incentives	\$ 35,615.30

Payback Period: 13.58 years

ROI: 5.4%

Average monthly utility bill reduction: \$167.25

Note: If the City of Black River Falls expresses interest in an alternative to the ground mount array, Ethos would be happy to run comprehensive proposals indicating payback periods and ROI for other system designs.

6. Project schedule including estimated start and completion dates.

Ethos is committed to delivering projects efficiently while maintaining the highest standards of quality. Below is an outline of our typical lead times and the proactive methods we use to ensure timely project completion. **Should Black River Falls City Hall move forward with Ethos as an installer for a ground mount, we estimate that a system can be installed in April or May of 2026.**

Initial Consultation and Proposal:

- Timeline: 2 - 4 weeks
- After our initial consultation, we provide a detailed proposal, including system design, financial analysis, and project scope, within this timeframe.

Permitting and Approvals:

- Timeline: 4-8 weeks
- Duration varies based on jurisdictional requirements and the complexity of the project.

Equipment Procurement:

- Timeline: 2-6 weeks
- Lead times for equipment such as modules, inverters, and racking systems depend on supplier availability and project size. We begin procurement on project specific equipment after the initial deposit of 60% has been made.

Installation:

- Timeline: 2-6 weeks for commercial
- Installation timelines depend on the system size, site conditions, and weather factors (such as road bans and spring thaw).

Inspections and Utility Interconnection:

- Timeline: 2-6 weeks
- This includes scheduling final inspections and working with utilities to complete the interconnection process.

7. Firm's qualifications, certifications (e.g., NABCEP), and references for at least three similar commercial or municipal solar projects.

Company Information

- Legal Name: Ethos Green Power Cooperative
- Address: 203 Power Drive, Viroqua WI 54665
- Primary Contact: Katherine Lewiston; info@ethos.green; (608) 637-3797
- DUNS Number: 118627428
- NABCEP Certification: PV-030922-013677
- Electrical Contractor License: 1508578
- Master Electrician License: 1453542

Similar Projects

Since 2015, Ethos has installed and commissioned over 6 megawatts of solar generating capacity in the Driftless Region, with an additional 1+ megawatts awaiting activation. Two notable projects may be of particular interest to the City of Black River Falls:

1. Village of Viola Municipal Electric Utility Project, Viola, WI

Ethos consulted with the Village of Viola on the conception of and application for a federal DOE grant that ultimately funded their solar + BESS project. This system includes a 500 kW ground-mounted array on Sinclair SkyRack 2.0 racking, paired with a 440 kWh ELM Microgrid battery. Ethos ensured compliance with DOE grant guidelines, carefully procuring all materials in accordance with ARRA/BAA requirements.

Reference: Jeff Liska - 608-606-5200

2. Trempealeau Public Library, Trempealeau, WI

Ethos installed a 32.4 kW array for Trempealeau Public Library, completed in 2023. The Ethos team worked with then librarian, Jessica Schoonover, to access as many grants and incentives as possible to minimize the library's out of pocket costs.

Reference: Jessica Schoonover, 608-534-6197; jessica@wrlsweb.org

3. Lawton Memorial Library, La Farge, WI

Ethos installed 11.2 kilowatts of solar power on their roof, with a grant from Solar for Good. And with the addition of a Tesla Powerwall battery, they created a safe place in times of real need.

Reference: Lawton Memorial Library, 608-625-2015, lafargepl@wrlsweb.org

Relevant Equipment and Personnel Experience

Equipment: Ethos **owns and operates a Rambo 300** pile-driving machine, customized for use with our Case Trackloader and Sinclair Skyrack 2.0 c-piles.

Sinclair Expertise: As early adopters of Sinclair's racking system, Ethos began partnering with Kyle Sinclair, its owner, in 2020. We are one of their **top five preferred installers nationwide** and feature prominently in their installation guide. Over the past five years, Sinclair's racking has been our exclusive ground-mounted solution, making our crew leads among the most skilled Sinclair installers in the country.

Personnel:

- An **in-house Master Electrician** and two Journeymen support our team of electrical apprentices.
- Our Project Management Coordinator, with over **12 years of government project management experience**, has successfully led lock and dam, as well as lake dredging projects, along the Mississippi. He oversees three project managers, one of whom is dedicated exclusively to commercial and industrial projects.
- Our Senior Designer, with over nine years at Ethos, holds a **NABCEP PV Installation Professional** credential and multiple BESS certifications.

Financial Health and Solar Community Standing

- **Capital and Inventory:**

We have a significant line of credit with WCCU, our local credit union, to support cash flow for large projects and equipment purchases. We also maintain a robust inventory and a well-balanced balance sheet.

- **Vendor Relationships:**

Ethos has established excellent relationships with vendors and negotiates project-by-project funding or payment terms as needed. Many vendors have established distribution networks in Madison, helping aid in fast equipment procurement to meet project deadlines.

- **Amicus Solar Cooperative Membership:**

As the first Wisconsin company to join the Amicus Solar Cooperative, Ethos benefits from a network of 81 high-quality solar installers across the nation. This partnership provides access to pooled resources, education, buying power, and invaluable problem-solving support from both smaller and larger member companies. Click the link [here](#) to learn more about Amicus Solar Cooperative eligibility requirements.

8. Certificate of liability insurance naming the City of Black River Falls as an additional insured.

Ethos is insured through West Bend Insurance Company. Our insurers have provided a Contractor's Blanket statement to provide additional insurance for the City of Black River Falls, should the City choose Ethos as their installer. Please see the statement as an additional attachment.

Conclusion

The City of Black River Falls is seeking solutions to the ever-evolving challenge of reducing emissions and increasing sustainability in a time of market volatility and cost inflation. While uncertainty abounds in today's world, Ethos stands ready to provide a cost-effective, proven solution in the form of ground-mounted solar power. If the City chooses Ethos, you don't just choose an installation crew; you choose a trusted local partner in renewable energy.

Thank you for your consideration!

EXHIBIT B
PROPOSING FIRM QUALIFICATION STATEMENT

Proposing Firm Qualification Statement:

I, Katherine Lewiston, have read the entire contents of the RFP, and certify that Proposing Firm has necessary purchasing contacts, equipment, storage facilities, experience, ability and capital to furnish the purposed products in the manner described and to perform the required work satisfactorily.

Authorized Signature: Katherine Lewiston Date: 11/20/25

Title of Signatory: Technical Sales Expert

I acknowledge that Proposing Firm possesses the following certifications: (Check appropriate boxes to indicate compliance.)

☒ Certification through NABCEP

Authorized Signature: Katherine Lewiston Date: 11/20/25

Title of Signatory: Technical Sales Expert

I certify that Proposing Firm agrees to abide by the SEIA Solar Business Code:

<http://www.seia.org/policy/consumer-protection/seia-solar-business-code>.

Authorized Signature: Katherine Lewiston Date: 11/20/25

Title of Signatory: Technical Sales Expert

Proposing Firm declares the following legal status in submitting this proposal:

- ☒ A corporation organized and existing under the laws of the State of Wisconsin
☐ A partnership Limited Liability Corporation, S Corp
☐ An individual doing business as _____

Ethos Green Power Cooperative 46-2979571
Company Name FEIN

203 Power Drive Viroqua WI 546065
Address City State Zip

Katherine Lewiston Katherine Lewiston, Technical Sales Expert
Proposer's Signature Name & Title



Ethos Green Power Cooperative
203 Power Drive | Viroqua, WI 54665
608-637-3797

WARRANTY

Solar PV & Battery Storage Systems – updated 03/19/2025

1.0 Parts, Materials and Equipment

The SOLAR PV SYSTEM and any BATTERY STORAGE SYSTEM is warranted by Installer to Client to be in Good Operating Order and free from defects in assembly and workmanship. **Materials, parts, and equipment are warranted through the manufacturer**, not by Ethos Green Power Cooperative. Details of those warranties are provided to the Client by the Installer, and any activation of those warranties is executed by the Installer.

1.1 Repairs

If a defect in parts, materials, or equipment arises during the manufacturer's warranty period, Installer will remedy the defect and, if necessary, replace the defective component within a reasonable time. Installer reserves the right to use new or factory-rebuilt parts in 'as new' condition or replace complete assemblies instead of individual parts. This Warranty does not entitle the Client to a refund or any other form of financial reimbursement.

All parts, equipment, labor, design and mobilization for repairs are covered by Installer for **two (2) years** from the installation date. After this two year period, parts and equipment will be replaced at no cost only if covered under the manufacturer's warranty. Additional labor, design, or mobilization costs may also apply.

If Installer determines a defect is likely to occur in a component, part, or workmanship of the SOLAR PV SYSTEM or BATTERY STORAGE SYSTEM, Installer may, at its discretion, preemptively repair or replace it.

2.0 Workmanship

Installer warrants that all design, engineering, and installation services, as well as all drawings and specifications provided under this Agreement, shall be free from defects in workmanship for **ten (10) years** from the Effective Date.

2.1 Repairs

If a defect in Workmanship arises during the warranty period, Installer will, at its sole expense, repair, rework, or replace the defective portion of the SOLAR PV SYSTEM and any BATTERY STORAGE SYSTEM within a reasonable time. This Warranty does not entitle the Client to a refund or any other form of financial reimbursement.

2.2 Exclusions

2.2.1 Internet Communications

The Workmanship warranty does not cover loss of SOLAR PV SYSTEM and any BATTERY STORAGE SYSTEM monitoring due to temporary lapse in internet connection, owner's choice to replace router, WIFI password resets, or other instances of connectivity issues not related to improper installation.

The Workmanship Warranty does not cover loss of monitoring functionality due to connectivity issues with battery monitoring apps or internet-based system controls.

Installer is not responsible for service, labor, or materials costs associated with internet or cellular issues.

2.2.2 Damage and Neglect

The Workmanship Warranty does not cover damage or loss resulting from force majeure events, including but not limited to natural disasters (such as hurricanes, tornadoes, floods, lightning strikes, earthquakes, and wildfires), acts of war, terrorism, government orders, labor strikes, or other unforeseen events beyond the control of Ethos Green Power Cooperative. Additionally, damage caused by external forces such as vandalism, accidents, unauthorized modifications, or improper adjustment to ground mount racking systems are not covered.

BATTERY STORAGE SYSTEMS are not covered under this Workmanship Warranty for damage caused by overcharging, excessive discharging, exposure to extreme temperatures, or improper ventilation.

2.2.3 Energy Output

The Workmanship Warranty does not warrant or guarantee a specified level of energy output by the solar panels and supporting equipment from the SOLAR PV SYSTEM, except to the extent such a guarantee may exist within a separate agreement.

The Workmanship Warranty does not guarantee a specified battery storage capacity or cycle life beyond manufacturer specifications for any BATTERY STORAGE SYSTEM.

3.0 Modification

In the event the SOLAR PV SYSTEM and any BATTERY STORAGE SYSTEM is materially altered or modified by Client, or any of Client's agents, successors, assignees, employees and invitees, without the prior written consent of Installer, this warranty shall terminate and be of no further force or effect with respect to that portion of the SOLAR PV SYSTEM so altered or modified, or affected by modification.

4.0 Obligations of Client

Client agrees to operate the SOLAR PV SYSTEM and any BATTERY STORAGE SYSTEM in accordance with all written instructions provided upon completion of work. Client further agrees to monitor system instrumentation where applicable and to notify Installer promptly upon discovering any suspected malfunction, damage, or defect.

Client is responsible for performing or ensuring the completion of all required maintenance tasks as specified in the documentation provided upon completion of work, including any manufacturer-provided documentation.

If Client fails to substantially comply with operating procedures, operating parameters, and SOLAR PV SYSTEM or any BATTERY STORAGE SYSTEM specifications recommended by the manufacturer, as reasonably updated from time to time, Client shall forfeit the warranty protection described above with respect to the consequences of such failure.

5.0 Effective Date and Term

The “Effective Date” for the commencement of the Warranties above shall be the date the SOLAR PV SYSTEM or any BATTERY STORAGE SYSTEM is placed into service.

6.0 Warranty Transfer

Subject to all terms and conditions of this Agreement, this Warranty may be transferred and assigned from Client to subsequent homeowners by Client providing timely notice to the Installer of such transfer and assignment. Client shall provide the Installer written notice containing the following information: (i) effective date to transfer and assignment; (ii) name of transferee/assignee; (iii) up-to-date phone number and email address of transferee/assignee; and a written representation that Client has informed the transferee/assignee of any Client responsibilities and obligations arising under this or any other Agreement with the Client.

The BATTERY STORAGE SYSTEM Warranty transferability is subject to manufacturer-specific policies.

7.0 Reserved Rights

Installer reserves the right to modify its products or warranty terms offered to future Clients. Installer is not obligated to offer any such changes or revised terms retroactively to the Client or the SOLAR PV SYSTEM or any BATTERY STORAGE SYSTEM. Client and Installer reserve all legal rights not specifically waived, if any, under this Agreement.

Installer reserved the right to charge fees for goods and services not specifically covered or mentioned in this labor warranty.

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED – CONTRACTOR'S BLANKET

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

- A. WHO IS AN INSURED (Section II)** is amended to include as an additional insured any person or organization whom you are required to add as an additional insured on this policy under a written contract or written agreement.

The written contract or written agreement must be:

1. Currently in effect or becoming effective during the term of this policy; and
2. Signed by all parties to the written contract or written agreement prior to the "bodily injury," "property damage," "personal injury and advertising injury."

- B.** The insurance provided to the additional insured is limited as follows:

1. That person or organization is only an additional insured with respect to liability for "bodily injury," "property damage" or "personal and advertising injury" caused in whole or in part, by:

- a. Your premises; or
- b. Your negligent acts or omissions in connection with "Your work" for that additional insured.

However:

- a. The insurance afforded to such additional insured only applies to the extent permitted by law; and
- b. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the written contract or written agreement to provide such additional insured.

2. The Limits of Insurance applicable to the additional insured are those specified in the written contract or written agreement or in the Declarations for this policy, whichever is less. These Limits of Insurance are inclusive and not in addition to the Limits of Insurance shown in the Declarations.

3. Except when required by written contract or written agreement, the coverage provided to the additional insured by this endorsement does not apply to:

- a. "Bodily injury" or "property damage" occurring after:

- (1) All work on the project (other than service, maintenance or repairs) to be performed by or on behalf of the additional insured at the site of the covered operations has been completed; or
- (2) That portion of "your work" out of which the injury or damage arises has been put to its intended use by any person or organization other than another contractor or subcontractor engaged in performing operations for a principal as part of the same project.

- b. "Bodily injury" or "property damage" arising out of acts or omissions of the additional insured other than in connection with the general supervision of "your work."

4. The insurance provided to the additional insured does not apply to "bodily injury," "property damage," "personal injury and advertising injury" arising out of an architect's, engineer's, or surveyor's rendering of or failure to render any professional services including;

- a. The preparing, approving, or failing to prepare or approve maps, shop drawings, opinions, reports, surveys, field orders, change orders or drawings and specifications; and
- b. Supervisory, or inspection activities performed as part of any related architectural or engineering activities.

This exclusion applies even if the claims against any insured allege negligence or other wrongdoing in the supervision, hiring, employment, training or monitoring of others by that insured, if the "occurrence" which caused the "bodily injury" or "property damage", or the offense which caused the "personal and advertising injury", involved the rendering of, or the failure to render, any professional architectural, engineering or surveying services.

- C. As respects the coverage provided under this endorsement, Paragraph **4.b. SECTION IV – COMMERCIAL GENERAL LIABILITY CONDITIONS** is amended with the addition of the following:

4. Other insurance

b. Excess insurance

This insurance is excess over:

Any other valid and collectible insurance procured by or on behalf of the additional insured whether primary, excess, contingent or on any other basis unless a written contract specifically requires that this insurance be either primary or primary and noncontributing. Where required by written contract, we will consider any other insurance procured by the additional insured for injury or damage covered by this endorsement to be excess and noncontributing with this insurance.

If no written contract specifically requires primary or noncontributory coverage, then this insurance is excess and as a condition of coverage, the additional insured shall be obligated to tender the defense and indemnity of every claim or suit to all other insurers that may provide coverage to the additional insured, whether on a contingent, excess or primary basis.

When this insurance is excess, we will have no duty under Coverage **A.** and Coverage **B.** to defend the insured against any "suit" if any other insurer has a duty to defend the insured against that "suit". If no other insurer defends, we will undertake to do so, but we will be entitled to the insured's rights against all those other insurers.



Cameron Olson, Owner/Operator
Brandon Olson, Owner/Operator
Olson Solar Energy, LLC

Main:
1447 Oak Forest Dr
Onalaska, WI 54650

Satellite(s):
1003 Vernon St • Altoona WI
226891 Rib Mountain Dr • Wausau WI



Olson Solar Energy, LLC solar energy installation and electrical contracting company, is based in Onalaska WI and also has satellite offices located in Altoona and Wausau and brings more than seven years of professional solar design, installation and commissioning to your program. Our company was started by twin brothers and Wisconsin natives Brandon and Cameron Olson in 2017.

We anticipate our proposal will help your organization meet the goals of renewable energy and resiliency solution installation. We want to partner with organizations that are committed to helping facilitate, educate and motivate residential and commercial properties to invest in photovoltaic systems that are both safe and financially responsible.

Olson Solar Energy specializes in solar sales and certified professional installations, storage systems sales and installations, solar service, battery (storage) service, vehicle charging stations, smart breaker panels and micro-grid solutions.



OLSON SOLAR ENERGY

www.olsonsolarenergy.com

TEAM LEADERS

Program
Development,
Management
and Reporting.



CAMERON OLSON

OWNER/OPERATOR, OLSON SOLAR ENERGY

Cameron Olson – part owner, Chief Executive Officer and officer manager: has developed different reporting methods used by Olson Solar Energy to ensure customer performance and satisfaction. He brings more than twelve years of management experience.

Installation and
Operations
Team
Management



BRANDON OLSON

OWNER/OPERATOR, OLSON SOLAR ENERGY

Brandon Olson – part owner, Chief Operations Officer. After completing a PBC installer class and OSHA 30 practical training requirements, Brandon completed further training and holds a NABCEP PV Professional certification.

NABCEP PV Professional certificate

PV-011521-027034 exp 03/15/2027

Installation
Scheduling
and Team
Management



DAVE GNEWIKOW

SOLAR FOREMAN, OLSON SOLAR ENERGY

Dave Gnewikow – Solar Foreman: Dave brings fifteen years experience in construction and construction management to the renewable focus at Olson Solar Energy. Dave completed further OSHA 10, Fall Protection and renewable training and holds a NABCEP PV Associate certification.



OLSON SOLAR ENERGY





OLSON SOLAR ENERGY

Tom Shock – Master Electrician with more than 30 years of solar electrical experience. Tom joined Olson Solar Energy in 2020. Tom continues to defelop further training and has held his NABCEP PV Professional certification for several years.

WI Master Electrician ID 1097315 exp 6/30/2025

NABCEP PV Pro 042013-120 exp 06/03/2025

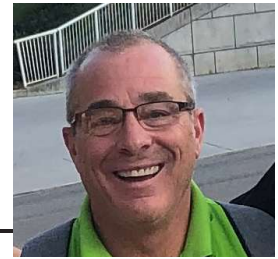
Andy Wettstein - Master Electrician... With over 30 years in electrical contracting. Andy sas done work on projects big and small in the Residential, industrial and commercial world. Andy joined Olson Solar in 2023 to help continue their Growth in the solar and other aspects of electrical Contracting

WI Master Electrician ID 879234 exp 6/30/2027

Emily Windsor - Design Manager; A graduate of Western Technical College with a Building Science and Energy Management degree. At WTC she learned a lot about the growing renewable energy industry which led to her career at Olson Solar Energy.

TEAM LEADERS

Master
Electrician,
Electrical
Contractor
Management.



TOM SHOCK

MASTER ELECTRICIAN, OLSON SOLAR ENERGY

Master
Electrician,
Electrical
Team
Management.



ANDY WETTSTEIN

MASTER ELECTRICIAN, OLSON BROS ELECTRIC

Design and
Permitting
Management



EMILY WINDSOR

DESIGN MANAGER, OLSON SOLAR ENERGY

COMMERCIAL PROJECT EXPERIENCE

1. RUSK COUNTY COMMUNITY LIBRARY FOUNDATION (50kw installed 2022/2023)

418 Corbett Ave W
Ladysmith, WI 54848
23.7kw AC System

Contact: Dan Bale
baledl@icloud.com
(651) 386-4243



2. HEGG MILL LLC (116kw installed Summer 2023)

N23395 US-53
Ettrick, WI 54627
100 kw AC System

Contact: Travis Thompson
heggmill@gmail.com
(608) 525-4545



3. CASHTON ELEMENTARY SCHOOL (61kw DC - installed Fall 2021)

540 Coe St
Cashton WI 54619
50kw AC System

Contact: Khris Kleba
kleba.khris@cashton.k12.wi.us
(608) 654-5131



4. MENOMONIE AREA SCHOOL DISTRICT (114kw DC - Installed Summer 2022)

920 21st Street SE
Menomonie, WI 54751
100kw AC System

Contact: Kevin Tomaszewski
kevin_tomaszewski@msd.k12.wi.us
(715) 232 1642ext 11063



OLSON SOLAR ENERGY

5. OAKWOOD VILLAGE PRAIRIE RIDGE (100kw Installed Fall 2023)

5815 American Parkway
Madison, WI 53718
84.4kw AC System

Contact: Wade Little
wade.little@oakwoodvillage.net
(608) 230-4264



6. FAMILY VISION CENTER (58kw DC - Installed Spring 2022)

3424 Mormon Coulee Rd
La Crosse, WI 54601
49.76 AC System

Contact: Kyle Wonderling
kyle@wifamilyvision.com
(608) 788-4300



7. RIVERS AND BLUFFS ANIMAL SHELTER (24kw DC - Installed Fall 2022)

460 Cliffwood Dr
Prairie du Chien WI 53821
18.79 AC System

Contact: Jill Cipra
jbcipra@hotmail.com
(608) 326-4870



OTHER COMPLETED SYSTEMS >20kw:

Jereczek Homestead Dairy LLC (Dodge WI) 54kw DC- Installed Fall 2022
Solis Circle Affordable Housing (Altoona WI) 54kw CD - Installed Spring 2023
Allegiant Properties Village Manor (Houston MN) 51KW - Installed Spring 2023
Rein Farms (Lanesboro MN) 51kw DC - Installed Fall 2022
Borchardt Farms (Edgar WI) 48kw DC - Installed Fall 2022

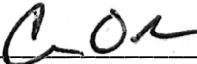
www.olsonsolarenergy.com



EXHIBIT B
PROPOSING FIRM QUALIFICATION STATEMENT

Proposing Firm Qualification Statement:

I, Cameron J Olson, have read the entire contents of the RFP, and certify that Proposing Firm has necessary purchasing contacts, equipment, storage facilities, experience, ability and capital to furnish the proposed products in the manner described and to perform the required work satisfactorily.

Authorized Signature:  Date: 04/01/25

Title of Signatory: Chief Executive Officer, Olson Solar Energy LLC

I acknowledge that Proposing Firm possesses the following certifications: (Check appropriate boxes to indicate compliance.)

☒ Certification through NABCEP

Authorized Signature:  Date: 04/01/25

Title of Signatory: Chief Operations Officer, Olson Solar Energy LLC

I certify that Proposing Firm agrees to abide by the SEIA Solar Business Code:
<http://www.seia.org/policy/consumer-protection/seia-solar-business-code>.

Authorized Signature:  Date: 04/01/25

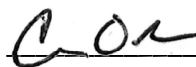
Title of Signatory: Chief Executive Officer, Olson Solar Energy LLC

Proposing Firm declares the following legal status in submitting this proposal:

- ☐ A corporation organized and existing under the laws of the State of _____
- ☒ A partnership Limited Liability Corporation, S Corp
- ☐ An individual doing business as _____

Olson Solar Energy LLC 83-3088304
Company Name FEIN

1447 Oak Forest Dr Onalaska WI 54650
Address City/State/Zip Code


Proposer's Signature

Cameron Olson, CEO
Name & Title



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

5/9/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Coverra Insurance Services, Inc. 3803 Creekside Lane Holmen WI 54636	CONTACT NAME: Tina Rouleau PHONE (A/C, No, Ext): 608-790-9716 FAX (A/C, No): 608-269-2130 E-MAIL ADDRESS: trouleau@coverrainsurance.com
INSURED Olson Solar Energy, LLC. Olson Solar Electric, LLC. 1447 Oak Forest Drive Onalaska WI 54650	INSURER(S) AFFORDING COVERAGE INSURER A: WEST BEND MUT INS CO INSURER B: HARTFORD STEAM BOIL INSPEC INS CO CT INSURER C: INSURER D: INSURER E: INSURER F:

COVERAGES**CERTIFICATE NUMBER:** 1268803768**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☐ POLICY ☒ PRO-JECT ☐ LOC OTHER:		B092312	5/20/2024	5/20/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
A	☒ AUTOMOBILE LIABILITY ☒ ANY AUTO ☐ OWNED AUTOS ONLY ☐ SCHEDULED AUTOS ☒ HIRED AUTOS ONLY ☒ NON-OWNED AUTOS ONLY		B092312	5/20/2024	5/20/2025	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	☒ UMBRELLA LIAB ☒ OCCUR ☐ EXCESS LIAB ☐ CLAIMS-MADE DED RETENTION \$		B092312	5/20/2024	5/20/2025	EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y / N ☐ N / A	B092441	5/20/2024	5/20/2025	☒ PER STATUTE ☐ OTH-ER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
A B	Equipment leased/rented f/Others Cyber Liability		B092312 01CY0005513823	5/20/2024 2/1/2024	5/20/2025 2/1/2025	Limit Aggregate Limit \$150,000 \$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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NABCEP®

Raising Standards. Promoting Confidence.



PV Installation Professional

The North American Board of Certified Energy Practitioners

does hereby recognize that

BRANDON OLSON

has satisfied the requirements and standards for the

PV Installation Professional

established by the NABCEP Board of Directors.

Certification # PV-011521-027034

Expires 03/15/2027

To verify current status visit www.nabcep.org


Donald B. Warfield, Board Chairman

NABCEP®

Raising Standards. Promoting Confidence.



PV Installation Professional

The North American Board of Certified Energy Practitioners

does hereby recognize that

THOMAS SHOCK

has satisfied the requirements and standards for the

PV Installation Professional

established by the NABCEP Board of Directors.

Certification # 042013-120

Expires 06/03/2028

To verify current status visit www.nabcep.org


Donald B. Warfield, Board Chairman

Diversity and Inclusion Plan

Introduction: Olson Solar Energy is committed to fostering an inclusive workplace where all employees feel valued, respected, and supported. We recognize that diversity in backgrounds, experiences, perspectives, and identities strengthens our organization and enhances innovation and productivity. Our Diversity and Inclusion Plan outlines strategies and initiatives to create a culture that celebrates diversity, promotes equity, and ensures inclusion at all levels of the organization.

1. Leadership Commitment:

- Senior leadership will demonstrate visible and unwavering commitment to diversity and inclusion through regular communication, allocation of resources, and leading by example.
- Establish clear diversity and inclusion goals aligned with the company's mission and values, with measurable objectives and timelines.

2. Recruitment and Hiring:

- Implement bias-aware recruitment and hiring practices to attract diverse talent.
- Collaborate with diverse professional organizations and networks to expand outreach efforts.
- Establish diverse hiring panels to mitigate unconscious biases during the selection process.
- Implement regular diversity training for hiring managers and interviewers.

3. Training and Education:

- Develop and deliver diversity, equity, and inclusion training programs for all employees, focusing on raising awareness, building empathy, and fostering cultural competence.
- Offer ongoing learning opportunities, including workshops, seminars, and guest speaker series, to promote understanding of diverse perspectives and experiences.
- Provide resources and support for employees to engage in self-directed learning and personal growth related to diversity and inclusion.

4. Employee Resource Groups (ERGs):

- Support the establishment and growth of Employee Resource Groups (ERGs) representing diverse communities within the organization.
- Provide funding, resources, and leadership guidance to empower ERGs in organizing events, initiatives, and advocacy efforts.
- Encourage participation in ERGs at all levels of the organization and recognize their contributions to fostering inclusion.

5. Mentorship and Sponsorship Programs:

- Implement mentorship and sponsorship programs to support the professional development and advancement of underrepresented employees.
- Pair employees from diverse backgrounds with experienced mentors who can provide guidance, advice, and support in navigating career opportunities and challenges.
- Advocate for sponsorship of high-potential diverse talent by senior leaders to ensure equitable access to leadership opportunities.

6. Workplace Policies and Practices:

- Review and revise workplace policies and practices to ensure they are inclusive and equitable, addressing potential biases and barriers to participation and advancement.
- Establish procedures for reporting and addressing discrimination, harassment, and microaggressions, with transparent and confidential channels for resolution.
- Provide accommodations and support for employees with diverse needs, including flexible work arrangements, parental leave, and accessibility accommodations.

7. Accountability and Measurement:

- Establish metrics and key performance indicators (KPIs) to track progress towards diversity and inclusion goals.
- Conduct regular assessments and surveys to gather feedback from employees on their experiences and perceptions of diversity and inclusion within the organization.
- Hold leaders and managers accountable for promoting diversity and inclusion through performance evaluations and recognition programs.

8. Community Engagement and Partnerships:

- Partner with external organizations, community groups, and educational institutions to promote diversity and inclusion initiatives and address broader societal challenges.
- Participate in community events, sponsorships, and volunteer opportunities that support diversity, equity, and inclusion.
- Share best practices and lessons learned with other organizations to collectively advance diversity and inclusion efforts.

Conclusion: Olson Solar Energy is committed to building a diverse and inclusive workplace where every individual feels valued, empowered, and supported to reach their full potential. By implementing the strategies outlined in this Diversity and Inclusion Plan, we will create a culture that fosters innovation, drives performance, and reflects the diverse communities we serve.



Brandon Olson

Chief Operations Officer

Olson Solar Energy | Olson Brothers Electric

o (608) 780-2347

m (608) 792-6312

brandon.olson@olsonsolarenergy.com



Onalaska | Eau Claire | Wausau | Rochester | Appleton



Onalaska | Eau Claire

****MEMO****

From:

Cameron J Olson

Co-Owner / CEO

608.792.6415

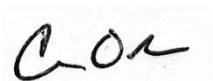
cameron.olson@olsonsolarenergy.com

RE:

DAVIS BACON ACT COMPLIANCE

Olson Solar Energy, LLC will do the following to support the Davis Bacon act when required:

- Meet all wage requirements for employees assigned to do work on the projects requiring compliance with the Davis Bacon Act.
- Will maintain records of supporting the wages and time for each employee when assigned to projects requiring compliance.
- Records will be available upon request to verify compliance.



Summary

Hello, Black River Falls City Hall

We are excited to hear that you are considering solar! Thank you for including Olson Solar Energy in your decision- making process.



OUR STORY

Olson Solar Energy was founded and is owned and operated by twin brothers Cameron and Brandon Olson. The Olsons hold a true passion for solar energy and value a strong work ethic and excellent customer service.

THE OLSON SOLAR ENERGY ADVANTAGE

- Our systems are designed and installed by skilled professionals, with specific attention given to each owner's preferences and project requirements.
- We work with the highest quality components and materials, as well as an industry leading 25-year warranty on our workmanship.
- We maintain highly reputable relationships with local utility providers as well as municipalities and other governing authorities by ensuring each system is installed within all proper procedural guidelines.
- We are local. Our company owners, sales associates, electricians, installation and tech service crews each live and work in the communities we serve.

52,301

kWh Produced Annually



Solar Design for:

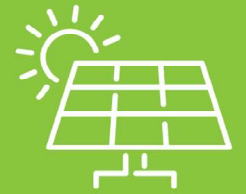
101 South Second St. Black River Falls, WI 54615

Booker Bredlau

COMMERCIAL SALES REPRESENTATIVE

608.816.0563

What is the solution?



68

0830 - VSUN 600W N Solar Panels
SOLAR PANELS

68

1020 - EN-IQ8P-3P-72-E-US
INVERTERS

52,301

kWh Energy Produced

40.8

KW DC System

Description	qty	Total	Watts
PV Modules			
VSUN Solar 600w N Bi-Facial Wht Mesh/Silver Frame Module	68 \$	21,411.84	40800
Micro Inverters & Accessories			
Enphase IQ8P-3P-72-E-US 208V 3Phase Micro Inverter Peak 480VA	68 \$	11,568.49	
Enphase ENV2-IQC2-AM3-3P Commercial IQ Gateway 3PH	\$	4,089.71	
<i>Package Includes Inverter supporting materials, wiring and installation</i>			
Mounting & Racking			
Unirac Ground Fixed Tilt Racking System - 15' Posts	\$	13,580.81	
<i>Package Includes all racking supporting materials and installation</i>			
Turn Key Installation			
PV Safety Labels NEC 2020 Pack	\$	30.87	
MATERIALS SHIPPING/FREIGHT COSTS	\$	1,979.75	
ELECTRIC INSTALLATION/GRID TIE	\$	20,902.44	
OLSON SOLAR ENERGY SYSTEM DESIGN	\$	1,200.00	
PERMITTING	\$	1,750.00	
OLSON SOLAR ENERGY INSTALLATION LABOR	\$	19,290.26	
Total		\$ 95,804.17	\$ 2.35

Final Costs	
Total System Cost Today	\$ 95,804.17
Total System Cost per Watt	\$ 2.35
Estimated Focus on Energy*	\$ (2,040.00)
Estimated Federal Credit (30%)**	\$ (28,741.25)
Total Cost after Incentives	\$ 65,022.92
Total Cost per Watt after Incentives	\$ 1.59

**** Always consult a tax professional regarding federal tax credit eligibility.**

Investment analysis data



Black River Falls City Hall
101 South Second St. Black River Falls, WI 54615

Proposed Net Investment	\$ 65,022.92
--------------------------------	--------------

Your Olson Solar Energy Estimate minus estimated incentives

Utility Provider	Black RvrFls Municipal
Current Price Per Watt	\$ 0.1195
Annual kWh Produced	52301
Payback (years)	9
25 Year Net Savings	\$ 145,229.34

Interest Rate†	8.74%
Years of loan	12
Monthly Payment	\$730.49

†Estimated interest rate for common solar loan. Consult your preferred lender for actual rate and payment terms.

Increase in property value	\$ 42,264.90
----------------------------	--------------

						POTENTIAL FINANCE OPTIONS		
Year	Annual kWh Produced	Annual Value	Accumulated Value	Savings		Finance Monthly Payment	Monthly +/- Difference of Going Solar	Weekly +/- Difference of Going Solar
0	0	\$ -	\$ -	\$ (65,022.92)	\$ -			
1	52301	\$ 6,249.97	\$ 6,249.97	\$ (58,772.95)	\$ 730.49	\$ (209.66)	\$ (49.92)	
2	51987	\$ 6,398.84	\$ 12,648.81	\$ (52,374.11)	\$ 730.49	\$ (197.25)	\$ (46.97)	
3	51821	\$ 6,551.26	\$ 19,200.08	\$ (45,822.84)	\$ 730.49	\$ (184.55)	\$ (43.94)	
4	51655	\$ 6,707.32	\$ 25,907.39	\$ (39,115.53)	\$ 730.49	\$ (171.55)	\$ (40.84)	
5	51490	\$ 6,867.08	\$ 32,774.48	\$ (32,248.44)	\$ 730.49	\$ (158.23)	\$ (37.67)	
6	51325	\$ 7,030.66	\$ 39,805.13	\$ (25,217.79)	\$ 730.49	\$ (144.60)	\$ (34.43)	
7	51161	\$ 7,198.13	\$ 47,003.26	\$ (18,019.66)	\$ 730.49	\$ (130.65)	\$ (31.11)	
8	50997	\$ 7,369.59	\$ 54,372.85	\$ (10,650.07)	\$ 730.49	\$ (116.36)	\$ (27.70)	
9	50834	\$ 7,545.13	\$ 61,917.98	\$ (3,104.94)	\$ 730.49	\$ (101.73)	\$ (24.22)	
10	50671	\$ 7,724.86	\$ 69,642.84	\$ 4,619.92	\$ 730.49	\$ (86.75)	\$ (20.66)	
11	50509	\$ 7,908.86	\$ 77,551.70	\$ 12,528.78	\$ 730.49	\$ (71.42)	\$ (17.00)	
12	50347	\$ 8,097.25	\$ 85,648.95	\$ 20,626.03	\$ 730.49	\$ (55.72)	\$ (13.27)	
13	50186	\$ 8,290.13	\$ 93,939.08	\$ 28,916.16	\$ 730.49	\$ (39.65)	\$ (9.44)	
14	50026	\$ 8,487.60	\$ 102,426.67	\$ 37,403.75				
15	49866	\$ 8,689.77	\$ 111,116.45	\$ 46,093.53				
16	49706	\$ 8,896.76	\$ 120,013.21	\$ 54,990.29				
17	49547	\$ 9,108.68	\$ 129,121.89	\$ 64,098.97				
18	49388	\$ 9,325.65	\$ 138,447.55	\$ 73,424.63				
19	49230	\$ 9,547.79	\$ 147,995.34	\$ 82,972.42				
20	49073	\$ 9,775.22	\$ 157,770.56	\$ 92,747.64				
21	48916	\$ 10,008.06	\$ 167,778.62	\$ 102,755.70				
22	48759	\$ 10,246.46	\$ 178,025.08	\$ 113,002.16				
23	48603	\$ 10,490.53	\$ 188,515.60	\$ 123,492.68				
24	48448	\$ 10,740.41	\$ 199,256.01	\$ 134,233.09				
25	48293	\$ 10,996.25	\$ 210,252.26	\$ 145,229.34				

11/18/2025 | All Estimates valid for 30 days.

*Incentives based on third party funds and may be depleted, are not guaranteed.

** Always consult a tax professional regarding federal tax credit eligibility.

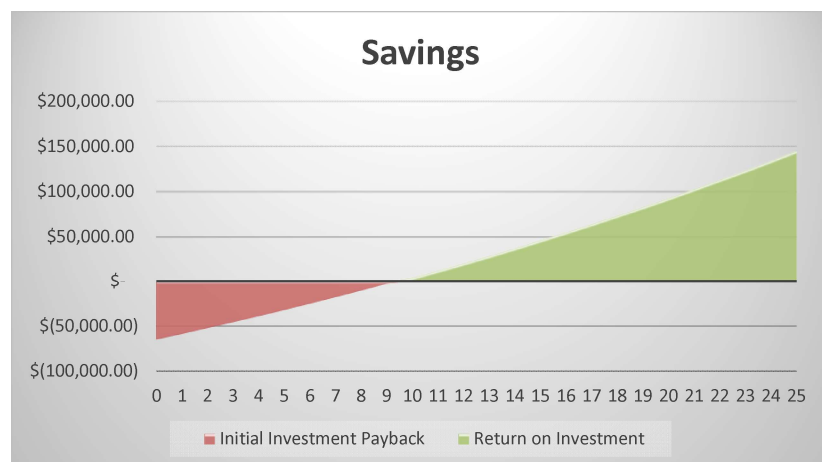
Investment analysis summary



Black River Falls City Hall
101 South Second St. Black River Falls, WI 54615

YOUR ESTIMATED SAVINGS

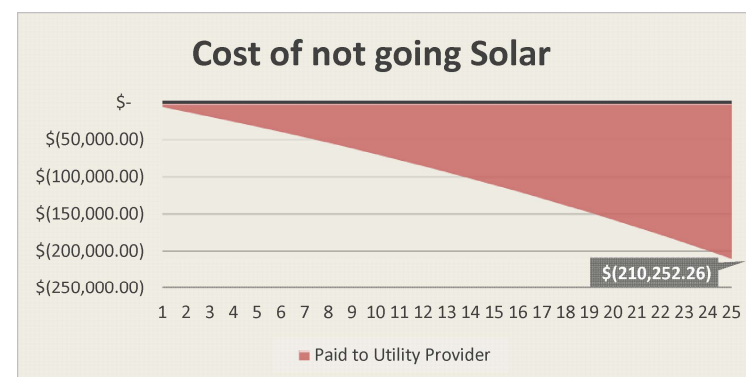
\$ 145,229.34	25 YEAR NET SAVINGS
\$ 65,022.92	Net Investment
9	Payback (yrs)
\$ 42,264.90	Increase in Property Value**



FINANCE ESTIMATE

8.74%	Estimated Interest Rate
12	Loan term (yrs)
\$ 730.49	Estimated Monthly Payment
\$ (209.66)	First Year monthly +/- Difference of Going Solar

If you choose to seek a financing for your solar system, compare this number to your current monthly electric utility bill to realize instant savings!



Savings calculations based on current utility price per watt and include a national average of a 3% annual rate increase.

*** Based on a Lawrence Berkeley National Laboratory Study, 65% of the cost of solar is recovered when a home is sold.*

11/18/2025 | All Estimates valid for 30 days.

*Incentives based on third party funds and may be depleted, are not guaranteed.

** Always consult a tax professional regarding federal tax credit eligibility.

How much solar energy will be produced?

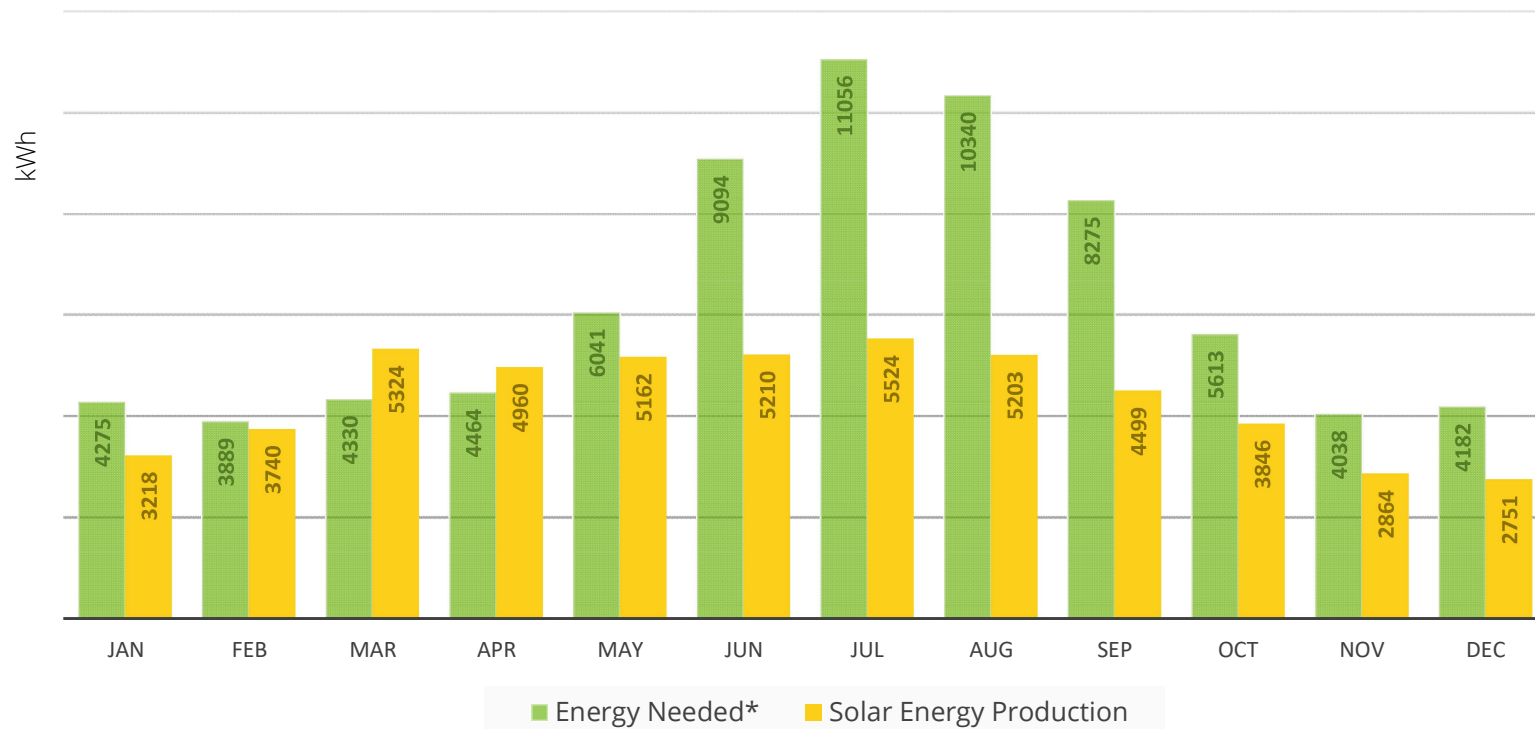


52,301

kWh Energy Produced
Annually by Solar

69%

of your kWh Energy Current Annual
Usage* Any remaining will be provided
by the grid



*Energy Needed: property electric usage as provided by customer

Beyond the gold



Over a 25 year period of using solar energy you will have saved:



18,834

TREES



83,223

GALLONS OF GAS



1,580,191

MILES DRIVEN



Cautio: Photovoltaic system performance predictions calculated by PVWatts® include many inherent assumptions and uncertainties and do not reflect variations between PV technologies nor site-specific characteristics except as represented by PVWatts® inputs. For example, PV modules with better performance are not differentiated within PVWatts® from lesser performing modules. Both NREL and private companies provide more sophisticated PV modelling tools (such as the System Advisor Model at //sam.nrel.gov) that allow for more precise and complex modeling of PV systems.

The expected range is based on 30 years of actual weather data at the given location and is intended to provide an indication of the variation you might see. For more information, please refer to this NREL report: The Error Report.

Disclaimer: The PVWatts® Model ("Model") is provided by the National Renewable Energy Laboratory ("NREL"), which is operated by the Alliance for Sustainable Energy, LLC ("Alliance") for the U.S. Department Of Energy ("DOE") and may be used for any purpose whatsoever.

The names DOE/NREL/ALLIANCE shall not be used in any representation, advertising, publicity or other manner whatsoever to endorse or promote any entity that adopts or uses the Model. DOE/NREL/ALLIANCE shall not provide any support, consulting, training or assistance of any kind with regard to the use of the Model or any updates, revisions or new versions of the Model.

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The energy output range is based on analysis of 30 years of historical weather data, and is intended to provide an indication of the possible interannual variability in generation for a Fixed (open rack) PV system at this location.

RESULTS

52,302 kWh/Year*

System output may range from 49,828 to 54,263 kWh per year near this location.

Month	Solar Radiation (kWh / m ² / day)	AC Energy (kWh)
January	3.02	3,218
February	4.01	3,740
March	5.48	5,324
April	5.36	4,960
May	5.49	5,162
June	5.86	5,210
July	6.11	5,524
August	5.69	5,203
September	5.02	4,499
October	3.94	3,846
November	2.88	2,864
December	2.62	2,751
Annual	4.62	52,301

Location and Station Identification

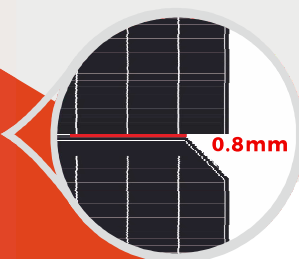
Requested Location	101 S 2nd St, Black River Falls, WI 54615
Weather Data Source	Lat, Lng: 44.29, -90.86 0.6 mi
Latitude	44.29° N
Longitude	90.86° W

PV System Specifications

DC System Size	39.44 kW
Module Type	Standard
Array Type	Fixed (open rack)
System Losses	15.79%
Array Tilt	33°
Array Azimuth	180°
DC to AC Size Ratio	1.26
Inverter Efficiency	96%
Ground Coverage Ratio	0.4
Albedo	From weather file
Bifacial	No (0)
Monthly Irradiance Loss	Jan Feb Mar Apr May June 0% 0% 0% 0% 0% 0%
	July Aug Sept Oct Nov Dec 0% 0% 0% 0% 0% 0%

Performance Metrics

DC Capacity Factor	15.1%
--------------------	-------



Micro Gap - Cell gap reduced to 0.8mm

VSUN610N-144BMH

VSUN610N-144BMH

VSUN600N-144BMH

VSUN590N-144BMH

VSUN605N-144BMH

VSUN595N-144BMH

VSUN585N-144BMH

610W

Highest power output

23.61%

Module efficiency

1.0%

First-year degradation warranty

0.40%

Annual degradation over 30 years

KEY FEATURES

TOPcon TOPcon technology



Higher output power



MBB technology with Circular Ribbon



Positive tolerance offer



Bifacial cells, converting more sunlight into electricity



Better shading tolerance



Better temperature coefficient



Excellent PID Resistance



Lower LCOE



UL 61730 & CSA 61730
IEC 61215 & IEC 61730

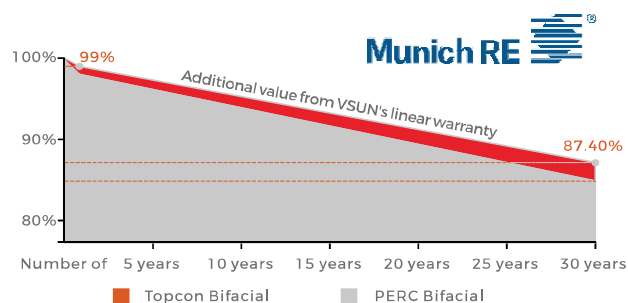
ABOUT VSUN

Invested by Fuji Solar, VSUN SOLAR is a solar solution provider with headquartered in Tokyo, Japan that offers reliability, high efficiency solar products and technology globally. VSUN is rated as BNEF Tier 1 PV module manufacturer, PVEL Lab "Best performer" and EcoVadis "Bronze Award".

PRODUCT CERTIFICATION



WARRANTY



Electrical Characteristics at Standard Test Conditions(STC)

Module Type	VSUN610N-144BMH	VSUN605N-144BMH	VSUN600N-144BMH	VSUN595N-144BMH	VSUN590N-144BMH	VSUN585N-144BMH
Maximum Power - Pmax (W)	610	605	600	595	590	585
Open Circuit Voltage - Voc (V)	53.34	53.12	52.9	52.69	52.48	52.25
Short Circuit Current - Isc (A)	14.13	14.08	14.03	13.98	13.93	13.88
Maximum Power Voltage - Vmpp (V)	45.32	45.12	44.92	44.71	44.5	44.29
Maximum Power Current - Imp (A)	13.46	13.41	13.36	13.31	13.26	13.21
Module Efficiency	23.61%	23.42%	23.23%	23.03%	22.84%	22.65%

Standard Test Conditions (STC): irradiance 1,000 W/m²; AM 1.5; module temperature 25°C. Pmax Sorting : 0~5W. Measuring Tolerance: ±3%.

Remark: Electrical data do not refer to a single module and they are not part of the offer. They only serve for comparison among different module types.

Electrical Characteristics with different rear side power gain(reference to 605 front)

Pmax (W)	Voc (V)	Isc (A)	Vmpp (V)	Imp (A)	Pmax gain
635	53.12	14.78	45.12	14.08	5%
666	53.12	15.49	45.12	14.75	10%
726	53.20	16.90	45.04	16.09	20%
756	53.20	17.60	45.04	16.76	25%

Material Characteristics

Dimensions	2278×1134×35mm (L×W×H) 89.69*44.65*1.38 inches (L×W×H)
Weight	28.8kg / 63.49lbs
Frame	Silver anodized aluminum profile
Front Glass	AR-Coating toughened glass, 3.2 mm
Back sheet	Transparent white-mesh backsheet
Cells	12×12 pcs mono solar cells series strings
Junction Box	IP68, 3 diodes
Cable	Potrait: 1900 mm (cable length can be customized) , 1×4 mm2 or 12AWG

System Design

Maximum System Voltage [V]	1500
Series Fuse Rating [A]	30
Bifaciality	80%±10%
Fire Rating	Class C for IEC and TYPE 1 for US
Protection Class	Class II
Temperature Range	-40 °C to + 85 °C
Maximum Surface Load	+5400/-2400 Pa +113/-50 psf
Application class	class A
Withstanding Hail	Maximum diameter of 25 mm with impact speed of 23 m/s

Packaging

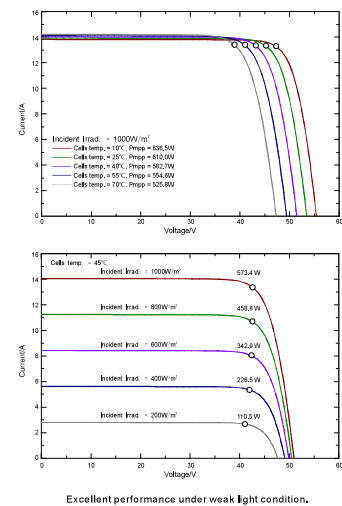
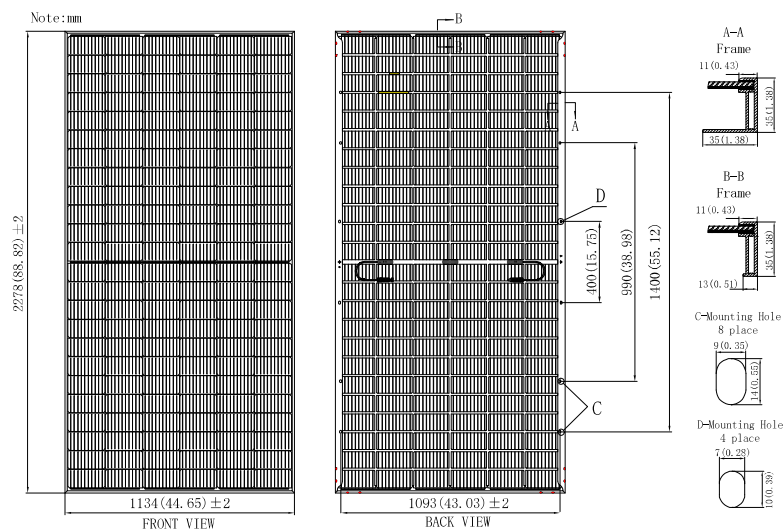
Dimensions(L×W×H)	2310×1125×1253mm / 90.94*44.29*49.33inches
Quantity per pallet	31 pcs
Container 20'	155
Container 40'	310
Container 40'HC	620

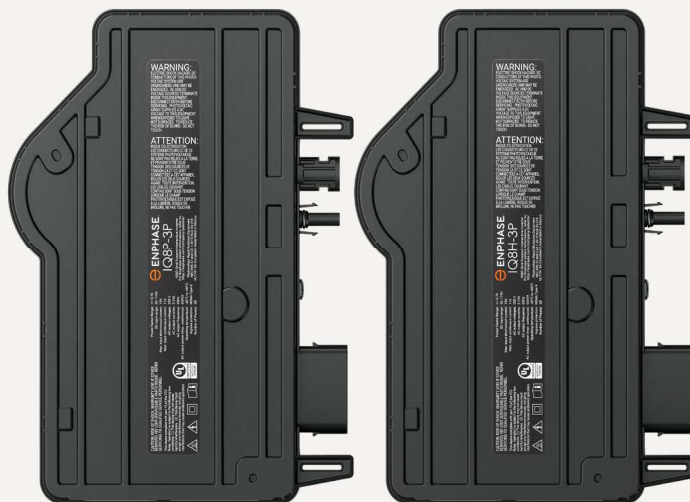
Temperature Characteristics

NOCT	45°C(±2°C)
Voltage Temperature Coefficient	-0.26%/°C
Current Temperature Coefficient	+0.046%/°C
Power Temperature Coefficient	-0.30%/°C

Dimensions

IV-Curves





IQ8 Commercial Microinverters

The high-powered, smart grid-ready Enphase IQ8P-3P and IQ8H-3P Microinverters are specifically designed for 208 V three-phase interconnection for small commercial solutions.

Each microinverter integrates with the IQ Gateway Commercial 2 and the Enphase App monitoring and analysis software.

With simplified design, improved energy harvesting, and advanced monitoring, microinverters offer true peace of mind during operation and maintenance.



The IQ Series Microinverters extend the reliability standards set forth by previous generations and undergo over a million hours of power-on testing, enabling Enphase to provide an industry-leading warranty of up to 25 years.*

Easy to install

- Lightweight and compact with plug-and-play connectors
- Power line communication (PLC) between components
- Faster installation

High productivity and reliability

- More than one million cumulative hours of testing
- Class II double-insulated enclosure
- Optimized for the latest high-powered PV modules

Smart Grid Ready

- Complies with the latest advanced grid support
- Remote automatic updates for the latest grid requirements
- Configurable to support a wide range of grid profiles
- Meets CA Rule 21 (UL 1741-SA) and IEEE 1547 (UL 1741-SB) requirements

* 25-year warranty is valid, provided an Internet-connected IQ Gateway is installed.

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IQ8P-3P-H-DSH-00236-2.0-EN-US-2023-11-16

IQ8 Commercial Microinverters

INPUT DATA (DC)		I08P-3P-72-E-US		I08H-3P-72-E-US	
Commonly used modules for pairing ¹	W	380–640		320–540	
Module compatibility ¹		54-cell/108 half-cell, 60-cell/120 half-cell, 66-cell/132 half-cell and 72-cell/144 half-cell			
Maximum input DC voltage	V	63			
Peak power tracking voltage	V	35.5–53		28.5–45	
Operating range	V	16 – 63			
Min./Max. start voltage	V	21/63			
Max. DC continuous current (module I _{mp})	A	14			
Max. input DC short-circuit current	A	25			
Max DC short circuit current (module I _{sc})	A	20			
Overvoltage class DC ports		II			
DC port backfeed current	A	0			
PV array configuration		1 x 1 ungrounded array; no additional DC side protection required; AC side protection requires max 20A per branch circuit			
OUTPUT DATA (AC)		I08P-3P-72-E-US		I08H-3P-72-E-US	
Peak output power	VA	480		384	
Maximum continuous output power	VA	475		380	
Nominal (L-L) voltage/range ²	V	208/183–229	220/198–242	208/183–229	220/198–242
Maximum continuous output current	A	2.28	2.16	1.83	1.73
Nominal frequency	Hz	60			
Extended frequency range	Hz	47–68			
Maximum microinverters per 20A 3 Phase branch circuit ³		12	12	15	15
Overvoltage class AC port		III			
Power factor setting		1.0			
Power factor (adjustable)		0.85 leading ... 0.85 lagging			
EFFICIENCY		I08P-3P-72-E-US		I08H-3P-72-E-US	
Peak efficiency	%	97.8		97.7	
CEC weighted efficiency	%	97.5		96.5	
MECHANICAL DATA					
Ambient temperature range	–40°C to +65°C (–40°F to +149°F)				
Relative humidity range	4% to 100% (condensing)				
DC connector type ⁴	Enphase EN4 bulkhead; ECA-EN4-S22-12 : EN4 (TE PV4-S SOLARLOK) 150 mm/5.9" to Staubli MC4 adapter cable pair (Default supply) ⁵				
Dimensions (H x W x D)	265 mm x 200 mm x 35 mm (10.4" x 7.9" x 1.4") without bracket				
Weight	1.6 kg (3.5 lb)				
Cooling	Natural convection				
Approved for wet locations	Yes				
Enclosure	Class II double-insulated, corrosion resistant polymeric enclosure				
Environmental category/UV exposure rating	Outdoor—NEMA Type 6/IP67				
FEATURES					
Communication	Power line communication (PLC)				
Monitoring	Enphase App monitoring and analysis software. Both options require installation of an IQ Gateway Commercial 2.				
Compliance	CA Rule 21 (UL 1741-SB), UL 62109-1, UL1741/IEEE1547, FCC Part 15 Class B, ICES-0003 Class B, CAN/CSA-C22.2 NO. 107.1-01. This product is UL-Listed as PV rapid shutdown equipment and conforms with NEC 2014, NEC 2017, and NEC 2020 section 690.12 and C22.1-2018 Rule 64-218 rapid shutdown of PV systems for AC and DC conductors, when installed according to manufacturer's instructions.				

(1) Pairing PV modules with wattage above the limit may result in additional clipping losses. See the compatibility calculator at <https://link.enphase.com/module-compatibility>. (2) Nominal voltage range can be configured if required by the utility. (3) Limits may vary. Refer to local requirements to define the number of microinverters per branch in your area. (4) Enphase IQ8P-3P and IQ8H-3P Microinverter bulkhead and adapter cable male, female DC connectors must only be mated with the identical type and manufacturer brand of male/female connector. (5) Qualified per UL subject 9703.

IQ8P-3P-H-DSH-00236-2.0-EN-US-2023-11-16

Revision history

REVISION	DATE	DESCRIPTION
DSH-00236-2.0	November 2023	Updated the specifications.
DSH-00236-1.0	October 2023	Initial release.
Previous releases.		

GROUND FIXED TILT



GROUND FIXED TILT (GFT) represents the culmination of knowledge acquired over 15 years of experience providing durable ground-mount solutions. A synergy of steel components and aluminum parts deliver performance with the lowest system cost. Installation savings are captured through efficiently engineered components, pre-assembled braces, kitted hardware and integrated bonding for optimized construction sequencing. Developed to set the standard on utility-scale installations, GFT has evolved into DGFT to accommodate a single array within a backyard delivering engineered cost savings to meet your project needs.



NOW FEATURING

DGFT

SCALABLE TO ANY SIZE PROJECT

FEWER STEPS • LESS PARTS • BEST SERVICE • QUALITY PROVIDER

GROUND FIXED TILT



SIMPLE DESIGN STANDARD COMPONENTS

- Designed to meet a variety of ASCE wind, exposure, and snow conditions by simply increasing or decreasing the number of foundations within a table
- Standard components mount both 60 cell & 72 cell modules
- Configure GFT tables up to 2x30 in portrait to meet string size or other design constraints
- Standard 20° & 30° tilt options with custom tilt angles for projects greater than 1 MW

STRAIGHT-FORWARD INSTALLATION LESS PARTS & FEWER STEPS

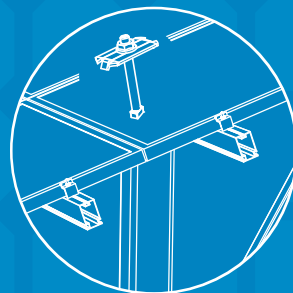
- Single post configurations with driven or cast-in-place foundation options
- Pre-assembled braces and kitted hardware
- Pre-punched mounting holes yield maximum installation adjustability
- Industry standard SOLARMOUNT module mounting hardware
- Snap-on wire management clips
- Internal splices provide continuous beam spans with a finished appearance
- Compact components allow for assembly by two people

EXPEDITED PERMITTING DOCUMENTATION AT YOUR FINGERTIPS

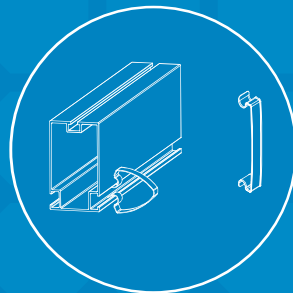
- State-specific certification letters with table designs sealed by a Professional Engineer
- Detailed standard construction drawings
- Critical connections with positive stops eliminate concerns during inspection
- SOLARMOUNT integrated bonding hardware with UL2703 certification

UL2703 ELECTRICAL
BONDING &
GROUNDING

STANDARD SOLARMOUNT MODULE CLAMPS W/ INTEGRATED BONDING



SNAP-ON WIRE MANAGEMENT

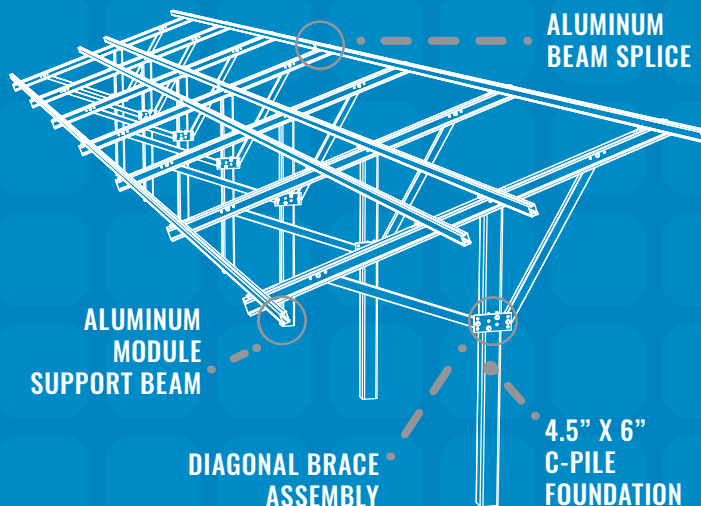


ALUMINUM BEAM SPLICE

ALUMINUM MODULE SUPPORT BEAM

DIAGONAL BRACE ASSEMBLY

4.5" X 6" C-PILE FOUNDATION



UNIRAC CUSTOMER SERVICE MEANS THE HIGHEST LEVEL OF PRODUCT SUPPORT



UNMATCHED
EXPERIENCE



CERTIFIED
QUALITY



ENGINEERING
EXCELLENCE



BANKABLE
WARRANTY



DESIGN
TOOLS



PERMIT
DOCUMENTATION

ON-TIME DELIVERY

No waiting. Our goal is simple: Consistently deliver solutions and services correctly, efficiently and dependably to exceed your expectations. Our world-class operations provide a 99% on-time delivery to help you meet your commitment dates.

CERTIFIED QUALITY PROVIDER

Unirac is the only PV mounting vendor with ISO certifications for 9001:2015, 14001:2015 and OHSAS 18001:2007, which means we deliver the highest standards for fit, form, and function. These certifications demonstrate our excellence and commitment to first class business practices.

BANKABLE WARRANTY

Unirac has the financial strength to back our products and reduce your risk. Have peace of mind knowing you are receiving products of exceptional quality. GFT is covered by a twenty (20) year limited product warranty on all parts.

PROTECT YOUR REPUTATION WITH QUALITY RACKING SOLUTIONS BACKED BY ENGINEERING EXCELLENCE AND A SUPERIOR SUPPLY CHAIN

City of Black River Falls
REQUEST FOR PROPOSALS (RFP)

Project: Solar Energy System Installation

Project Location: City Hall, 101 South Second Street, Black River Falls, WI 54615

Project Overview: The City of Black River Falls is soliciting proposals from qualified and experienced firms for the design, supply, installation, and commissioning of a ground-mounted solar photovoltaic (PV) system at City Hall, located at 101 S. Second Street, Black River Falls, WI 54615. This project supports the City's goals of improving energy efficiency, reducing carbon emissions, and lowering long-term utility costs through renewable energy generation.

MANDATORY INSPECTION OF SITE. Each Proposer has an obligation to examine the site upon which the work will be performed to assess conditions and to review any City furnished data. To schedule an appointment for site inspection prior to submitting a proposal please contact the City Administrator at 715-284-2315 or city.admin@blackriverfallswi.gov.

Project Elements:

1. System Design and Installation

- Design, furnish, and install a complete turnkey solar energy system including all equipment, materials, labor, and services.
- The system shall be a ground-mounted, fixed-tilt (GFT) array designed for optimal solar production and resilience in Wisconsin's climate.
- Include microinverters for each solar module to improve efficiency, monitoring, and reliability.
- All equipment must comply with current NEC, IEEE, UL, and Wisconsin DSPS standards.

2. System Components

- Photovoltaic Modules: Tier 1 panels with a minimum 20-year product warranty and 25-year performance warranty.
- Microinverters: Individual module-level microinverters with a minimum 20-year warranty.
- Racking System: Fixed-tilt ground-mount racking, galvanized steel, or aluminum, with a minimum 20-year structural warranty.
- Monitoring System: Web-based monitoring for real-time performance data and system diagnostics.
- All wiring, conduit, and balance-of-system components shall be rated for outdoor installation and meet all applicable safety codes.

3. Electrical Connection

- Coordinate interconnection with Black River Falls Municipal Utilities, 348 South McKinley Street, Black River Falls, WI 54615.
Phone: 715-284-9463 / Casey Engebretson, General Manager
- Provide and install all equipment and materials necessary to connect the PV system to the existing electrical service at City Hall.
- Include all trenching, conduit, disconnects, and labeling as required by code.

4. Permitting and Approvals

- Contractor shall secure all necessary local, state, and utility permits and approvals.
- Contractor is responsible for all associated fees and inspections.

5. Commissioning and Training

- Perform full system testing and commissioning in the presence of City representatives.
- Provide comprehensive system operation and maintenance (O&M) manuals and staff training upon project completion.

6. Warranty and Maintenance

- Minimum warranty periods:
 - Modules: 20-year product / 25-year performance
 - Microinverters: 20-year product
 - Racking system: 20-year structural
 - Workmanship: 5-year minimum on installation
- Include optional ongoing maintenance or monitoring service agreements.

Deliverables to Include:

1. Detailed proposal and project scope, including a narrative description of system design and layout including a site map illustrating where system will be located.
2. Itemized cost estimate with quantities and unit costs for all components and labor.
3. Estimated system size (kW DC and AC) and annual energy production (kWh).
4. Summary of eligible Focus on Energy and other available incentive programs.
5. Financial analysis including gross cost, available incentives, net cost, and payback period / ROI.
6. Project schedule including estimated start and completion dates.
7. Firm's qualifications, certifications (e.g., NABCEP), and references for at least three similar commercial or municipal solar projects.
8. Certificate of liability insurance naming the City of Black River Falls as an additional insured.

Submission Information:

Deadline for submitting proposals is **4:00pm, Friday, November 21, 2025.**

Proposals may be delivered in person, via email (city.admin@blackriverfalls.us), or by mailing to:

City of Black River Falls
Attention: City Administrator
101 S. Second Street
Black River Falls, WI 54615

Questions regarding this RFP may be directed to the City Administrator at 715 284-2315 or city.admin@blackriverfallswi.gov

Evaluation Criteria

Proposals will be evaluated based on the following factors:

- Experience and qualifications in solar PV system design and installation.
- Compliance with specifications (microinverters, fixed-tilt racking, and 20-year warranties).
- Total project cost, available incentives, and ROI analysis.
- Quality and reliability of proposed components.
- Project timeline and ability to meet schedule.
- References from similar municipal or commercial projects.

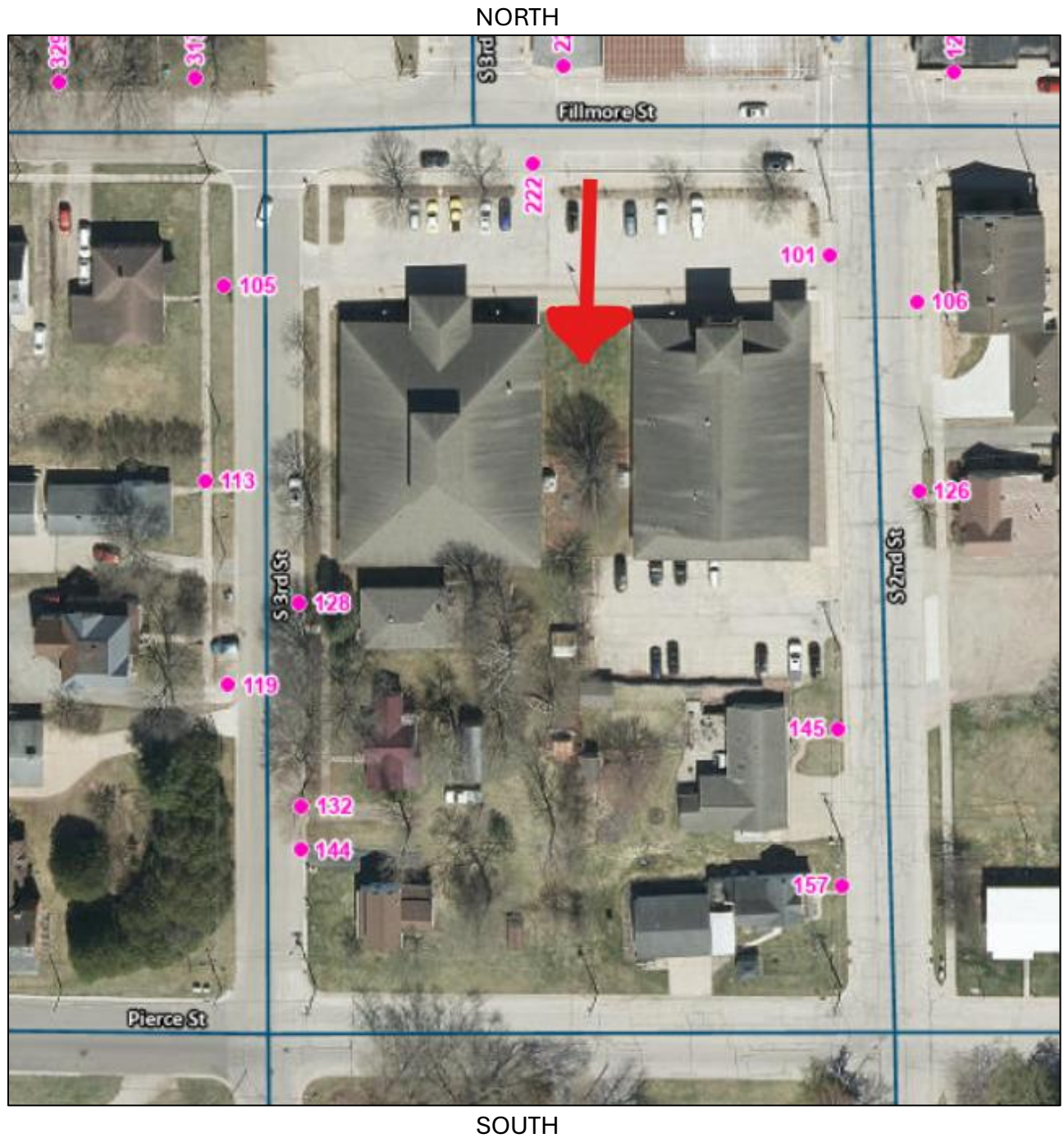
Additional Requirements

- Contractor shall be responsible for the removal and proper disposal of any waste or materials.
- Contractor shall comply with all applicable safety, environmental, and labor regulations.
- All permits and fees shall be the responsibility of the contractor.
- Completed and signed Qualification Statement (Exhibit B) must accompany the proposal.
- The City reserves the right to reject any or all proposals, to waive informalities, and to select the proposal deemed in the best interest of the City.

Attachments

- **Exhibit A:** Aerial photo of site location
- **Exhibit B:** Proposing Firm Qualification Statement

EXHIBIT A: PROJECT SITE



**** Tree in photos has been removed ****

EXHIBIT B
PROPOSING FIRM QUALIFICATION STATEMENT

Proposing Firm Qualification Statement:

I, _____, have read the entire contents of the RFP, and certify that Proposing Firm has necessary purchasing contacts, equipment, storage facilities, experience, ability and capital to furnish the purposed products in the manner described and to perform the required work satisfactorily.

Authorized Signature: _____ Date: _____

Title of Signatory: _____

I acknowledge that Proposing Firm possesses the following certifications: (Check appropriate boxes to indicate compliance.)

☐ Certification through NABCEP

Authorized Signature: _____ Date: _____

Title of Signatory: _____

I certify that Proposing Firm agrees to abide by the SEIA Solar Business Code:

<http://www.seia.org/policy/consumer-protection/seia-solar-business-code>.

Authorized Signature: _____ Date: _____

Title of Signatory: _____

Proposing Firm declares the following legal status in submitting this proposal:

☐ A corporation organized and existing under the laws of the State of _____

☐ A partnership Limited Liability Corporation, S Corp

☐ An individual doing business as _____

Company Name

FEIN

Address

City

State

Zip

Proposer's Signature

Name & Title