

efficiency  
**MAINE**

*Energy Efficient  
Lodging*

Program of the Maine Public Utilities Commission

[www.energymaine.com](http://www.energymaine.com) | Toll-free 866-376-2463

## MAINE LODGES ARE ALL "A GLOW"

Lodging facilities across Maine are taking steps to become more energy efficient. Inns, motels, hotels, cottages, cabins, bed and breakfasts, and resorts have received technical assistance and incentive checks, ranging from \$4 to \$10,000 to help purchase efficient electrical equipment from Efficiency Maine. Efficiency projects like these help businesses to lower their energy costs and also reduce power plant emissions. The efficiency projects undertaken by members of Maine's lodging industry are reducing CO<sub>2</sub> emissions by 695 tons annually, the equivalent of removing 137 cars off the road. With energy costs rising and cash incentives available, now is the time to invest in energy efficiency.

### EDGEWATER FARM B&B

PHIPPSBURG — As owners of a small bed and breakfast, Carol and Bill Emerson have been acutely aware of the rising cost of energy. Last year, they learned about Efficiency Maine and decided to upgrade their lighting to CFLs. They received an incentive check and Bill Emerson said, "After switching to CFL light bulbs and taking other steps to use less energy, like turning off appliances when not needed, we've reduced our electric bill by 30%." That is a change any small business would like to make! The Emersons have also installed solar panels to heat their hot water and indoor swimming pool and are continuing to look for ways to reduce their energy consumption.

case study





# A COOL BREEZE

## Beau Rivage Motel:

OLD ORCHARD BEACH— At the Beau Rivage Motel, ocean breezes were not the only thing keeping guests cool. This summer, owners Jo-Ann and John Lapointe installed a new air conditioning system. Jo-Ann Lapointe said, “We have older properties and we need to be practical, but we are also very concerned about the environmental impact of our equipment decisions. When we needed a new central air conditioning system, we wanted to be sure we were selecting one that was as efficient as possible.”



*“We were pleased to learn that by choosing a high efficiency unit, we were eligible for an incentive check from Efficiency Maine. It is the right thing to do both for the short and long-term,” commented Lapointe.*



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## LODGING FACILITIES THAT HAVE RECEIVED INCENTIVE CHECKS FROM EFFICIENCY MAINE

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| America’s Best Inn, Augusta                | Emery’s Cottages, Bar Harbor                         |
| Atlantic Oakes by-the-Sea, Bar Harbor      | Flagship Inn, Boothbay Harbor                        |
| Bar Harbor Motel, Bar Harbor               | Hampton Inn, Freeport                                |
| Bayview Hotel, Bar Harbor                  | Katahdin Cabins, Millinocket                         |
| Beau Rivage Motel, Old Orchard Beach       | Maple Hill Farm Inn and Conference Center, Hallowell |
| Best Western Freeport Inn, Freeport        | Nonantum Resort, Kennebunkport                       |
| Cliff House Resort & Spa, Ogunquit         | Point Sebago Resort, Casco                           |
| Colonial Valley Motel, Farmington          | Sunrise Motel, York Beach                            |
| Comfort Suites, Freeport                   | Super 8 Motel, Brunswick                             |
| Country Villa, Bangor                      | Thomaston Hotel, Thomaston                           |
| Crown Park Inn, Caribou                    | Trade Winds Motor Inn, Rockland                      |
| Econo Lodge Inn & Suites, Augusta          | Village By The Sea, Wells                            |
| Edgewater Farm Bed & Breakfast, Phippsburg |  |

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# A LIGHT IN THE HARBOR

## Atlantic Oakes by-the-Sea:

BAR HARBOR — Installing energy efficient compact fluorescent light bulbs (CFLs) is just one of the steps Atlantic Oakes, a Bar Harbor resort and conference center owned by the Cough family, has taken towards energy efficiency. Dick Cough said, “We are actively moving towards being more environmentally conscious. Living on an island and in an extraordinarily beautiful location, we want to ensure that our operations help to conserve Maine’s natural resources.”



*Atlantic Oakes Maintenance Supervisor Harvey Goodwin adds, “The CFL bulbs are great. We don’t have to keep buying and changing them!”*



Atlantic Oakes by-the-Sea, Bar Harbor

# HOW EM CAN HELP YOUR LODGING PROPERTY

## *Help in the Decision Making Process*

When you are working to grow and sustain your business, you don't always have time to research your options and become an expert in energy efficient equipment. Efficiency Maine staff provides no-cost, independent consultations. We can help you identify ways to save electric energy, answer your questions, review your plans or proposals and outline energy efficient options tailored to meet your business needs. Our team of professionals is available to work with you and/or your contractor or vendor to help outline your options and make sure you understand them.

## *Cash Incentives*

Efficiency Maine offers incentives to businesses investing in highly efficient electric equipment including:

- Lighting, including compact fluorescent lights and high efficiency fluorescent tubes
- Adjustable speed drives for HVAC equipment
- Programmable thermostats
- LED exit lights and signage
- Motion sensors
- Vending machine controls
- Refrigeration
- Ice machines
- NEMA Premium® motors
- Qualified electric heating, ventilation and air conditioning equipment
- Other electricity saving equipment

A list of qualifying equipment and products and the incentives offered is available at our Web site [efficiencymaine.com/business](http://efficiencymaine.com/business) or by calling 866-376-2463.

## *Help Finding a Vendor*

We maintain a list of vendors, contractors and other professionals who are familiar with the Efficiency Maine Program. A list can be found at our Web site [efficiencymaine.com/business](http://efficiencymaine.com/business) under "Participating Program Allies" or call us toll-free at 866-376-2463, and we will help you find a vendor who is familiar with Efficiency Maine.

## *Help Completing the Applications*

We will also guide you through the process and let you know if pre-approval is required before you make your purchase. Once you have made your purchase, we will help you complete the application to ensure you receive your cash incentive in a timely manner. We need to get some basic information and copies of invoices from you, and we will assist you in completing the application.

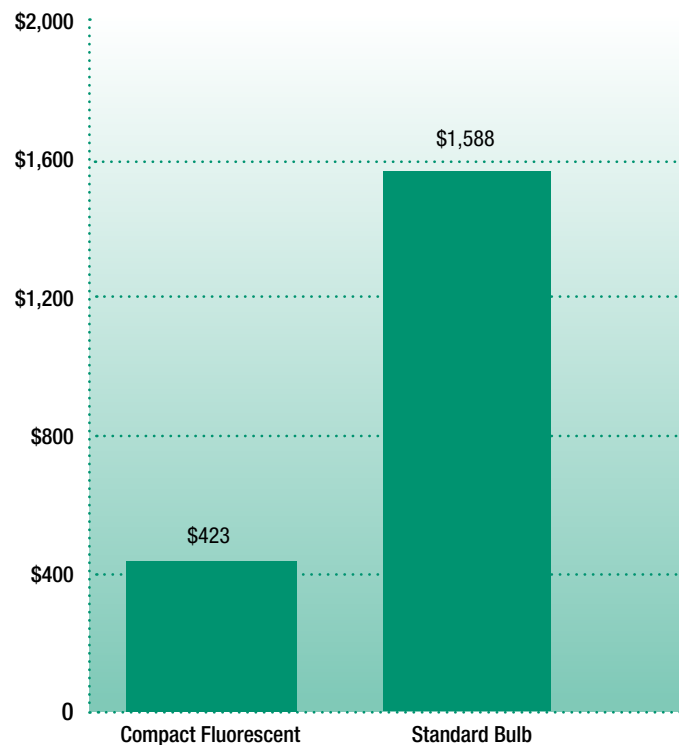
# CFL SPOTLIGHT

Switching from traditional incandescent bulbs to CFLs (compact fluorescent lights) is a popular and easy first step for innkeepers to take towards a more efficient business. Nearly every lodging facility can take this first step towards saving energy. The energy and money savings potential is illustrated in the bar chart below. Here are some of the other benefits to your business:

- Happier guests because of fewer bulb replacement calls. CFLs typically last 7 to 10 times longer than the incandescent bulbs they replace.
- Guests appreciate your efforts to use energy wisely.
- Maintenance staff has more time for other projects.
- You need a smaller inventory of bulbs.
- Energy use is reduced which helps sustain Maine's natural resources and lowers harmful power plant emissions.



YEARLY ENERGY COSTS FOR 100 INSTALLED LAMPS



Note: Based on \$0.145 per kWh and 4 hours lamp operation daily.

# TEN TIPS FOR ENERGY EFFICIENCY

1. Upgrade your lighting. If you are still using traditional incandescent bulbs for general lighting, it's time to make the switch to compact fluorescent lights (CFLs). They provide excellent quality light, consume  $\frac{1}{4}$  the electricity, and last ten times longer than incandescent bulbs.
2. If you have decorative lighting that operates 24/7, try using CFLs or LED bulbs. New LED (light emitting diode) bulbs use 80-90% less electricity and last thousands of hours.
3. Use timers and motion sensors in areas that are not always in use, such as storage rooms, offices and rest rooms.
4. Consider motion sensor systems that turn on lights and either raise the heat or activate the AC (depending on the season) when guests enter the room.
5. Use a VendingMiser® or CoolerMiser™ on your vending machines and coolers. These easy to install plug-ins can reduce a vending machine's energy use by 46% by powering the machine down when no one is around, while maintaining minimum product temperature — and they have a payback period of less than a year.
6. Have your heating, cooling, ventilation equipment serviced routinely. Proper maintenance can dramatically improve efficiency. If your system uses outdoor air, ask your contractor to check that your economizer is operating properly.
7. Install programmable thermostats to adjust your heating, ventilation and cooling system automatically so that it operates only when needed.
8. Replace incandescent exit signs with LED exit signs. These newer technology exit signs save enough energy to pay for themselves in less than one year and will last for at least ten years without any lamp replacement.
9. In commercial kitchens, install high efficiency exhaust hoods, make-up air systems and refrigeration equipment. They offer many opportunities for dramatic energy savings.
10. Energy hungry ice-makers vary greatly in their energy use. Upgrading to an energy efficient ice-maker can result in significant savings over the life of the machine.

cases study

Colonial Valley Motel, Farmington

## FOLLOW THE LIGHT Colonial Valley Motel:

FARMINGTON — Jonathan Luce, owner of the Colonial Valley Motel, recently switched to CFLs and, while it hasn't been long enough to track the energy savings, he has had them long enough to know he is pleased with their performance.



*"We are using CFLs in our 30 guest rooms and in common areas. They also line our canopy which runs about one-tenth of a mile. We are accustomed to a fair number of burned out bulbs, but we have not had any since switching to CFLs. With the CFLs, we have fewer bulbs to buy and we are saving on maintenance costs," commented Jonathan Luce.*

