



# GIVE YOUR PROFITS A WAKE-UP CALL

## GO GREEN AND CUT COSTS WITH ENERGY EFFICIENCY

### ENERGY TRUST CAN HELP WITH SOLUTIONS TO:

- Reduce operating costs
- Increase guest comfort
- Improve light and air quality
- Reduce maintenance and extend equipment life
- Help cool global warming and contribute to a more sustainable future
- Generate clean, renewable energy

The hospitality industry is highly energy intensive due to the variety of services and amenities provided around the clock. Nationally, hotels and motels spend an average of \$2,196 per available room each year on energy. With energy costs and industry competition both on the rise, hotels and motels find themselves squeezed between two competing goals: controlling overhead expenses and meeting heightened guest expectations for comfort and amenities such as air conditioning and heated pools.

For an existing property, improvements to your lighting, HVAC, water heating, pool and foodservice equipment can significantly cut your energy and water costs. Just a 10 percent reduction in energy costs is equivalent to increasing the Average Daily Rate by \$0.83 for limited service hotels and \$2.45 for full-service hotels. Owners of new properties are seeing the bottom line benefit from designing a green hotel and earning building certifications such as LEED®.

Energy efficiency and renewable energy can dramatically enhance guest satisfaction by making your accommodations brighter, more attractive and highly comfortable. These investments also may attract the growing number of guests who seek to patronize sustainable businesses.

Energy Trust of Oregon offers innovative solutions and cash incentives to help you go green and make room for greater profit.

### Earn cash incentives

Energy Trust pays cash incentives for qualifying energy-efficiency features, such as:

- HVAC equipment, including package terminal heat pumps and guest room occupancy controls
- High-efficiency water heaters and commercial washers, and low-flow showerheads
- Lighting improvements
- Insulation
- High-efficiency foodservice equipment
- Solar electric and solar water heating

Projects must meet energy savings requirements and other specifications. Most projects must be pre-approved. The maximum incentive per site is \$500,000 per year. Your project may also qualify for an Oregon Business Energy Tax Credit.

Energy Trust also offers custom incentives for a wide range of projects, including controls, energy management systems and heat recovery.

### Get a comprehensive energy assessment

Energy Trust pays for comprehensive energy assessments that identify energy-efficiency opportunities and analyze their energy impact and cost-effectiveness. Once you have a better understanding of your energy usage, Energy Trust can help you get started with cash incentives for upgrades to lighting, lighting controls, HVAC and more.

### Design new, high-performance lodging

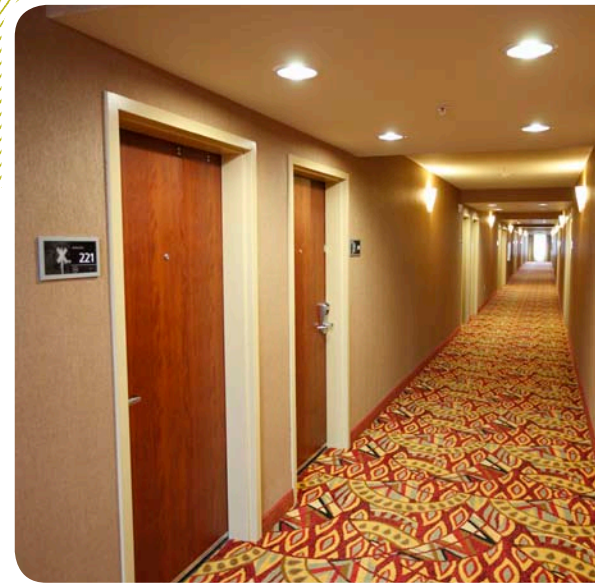
Designs for new high-performance lodging can deliver energy savings of up to 50 percent compared to traditional designs. If you're planning a new building, or a major renovation, let Energy Trust help you lower operating costs, optimize comfort and meet LEED and ENERGY STAR® requirements. In addition to cash incentives for energy efficiency, we offer up to \$25,000 for technical assistance and \$40,000 for commissioning.

### Reach to the sun

Tap into clean, renewable energy with a solar pool heating, solar water heating or solar electric system. Investing in solar energy lowers your energy costs further, while demonstrating your commitment to curb global warming. Energy Trust's cash incentives, combined with federal and state tax credits, can help you recover as much as 85 percent of your investment. Your upfront costs may be paid back in less than five years.

## GET STARTED NOW

To learn more about how we can help your business, contact Energy Trust at 1.866.368.7878 or visit [www.energytrust.org/lodging](http://www.energytrust.org/lodging).



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**We've cut operating costs and boosted employee pride—two things that really help in a tough economy.**

Scott Snyder, manager  
Phoenix Grand Hotel

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