



# BUILDING COMMUNITY AND SAVINGS

VILLAS MARKET COOLS DOWN THE UTILITY BILL WHILE PROVIDING HOT FOOD OPTIONS

## PROJECT-AT-A-GLANCE

### Equipment installed

- Two, half size electric hot food cabinets
- LED lighting upgrades

### Financial analysis

- \$8,200 cash incentives
- \$5,100 estimated annual utility bill savings

### Estimated annual energy savings

- 64,900 kWh

### Benefits

- Reduced energy usage and overhead costs
- Maintains food health and safety guidelines
- Decreased out-of-pocket expenses
- Improved lighting efficiency

### Energy Trust of Oregon

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For 13 years, Villas Market, a family-owned Hispanic grocery store and market has been sharing food and culture with neighboring communities. From starting as a small store in Vancouver, Washington selling prepaid services, to expanding into a 12,000-square-foot storefront in Happy Valley, Oregon, Villas Market has become an integral part of the Hispanic community. According to Medardo Villanueva, owner of Villas Market, he has “clients who used to bring their kids. Now, some of those kids are parents!”

After moving to a larger building, Villanueva noticed increased energy use and associated costs. “The first electricity bill that arrived scared me. It was more than I paid in rent at the previous location,” said Villanueva.

Knowing he had to do something to reduce energy costs, he contacted other business owners and learned about Energy Trust of Oregon’s cash incentives for energy-efficient upgrades. With help from Energy Trust, Villanueva completed the first project at Villas Market replacing existing lighting with more energy-efficient LED lighting. After the first month, Villas Market saw a significant decrease in energy consumption.

Shortly after installing new lighting, Villas Market opened a kitchen with takeaway food options which introduced a new

challenge, keeping food warm to maintain food quality and safety. While shopping for equipment to meet the market’s needs, Villanueva learned Energy Trust could once again help him with a cash incentive to purchase energy-efficient hot food holding cabinets. He received \$900 in cash incentives to install two new, energy-efficient hot food holding cabinets, reducing his out-of-pocket expense by 45%.



**In the first month after replacement, my utility bill savings were huge! I couldn’t believe it.**



Medardo Villanueva, owner,  
Villas Market



Learn more about available cash incentives by visiting [www.energytrust.org/existingbuildings](http://www.energytrust.org/existingbuildings).

Email [existingbuildings@energytrust.org](mailto:existingbuildings@energytrust.org) or call **1.866.605.1676** to get in touch with a team member today.