



## CHATEAU'S NEW LIGHTING ILLUMINATES OLD-WORLD CHARM

Old World charm greets you the moment you arrive at the Chateau, a full-service boutique hotel that could easily be mistaken for a misplaced castle. Located in Bloomington, Illinois, the hotel's elegant decor features antiques from around the world — treasures like the carved wooden confessional that once graced a German cathedral and now greets visitors in the hotel lobby.

"This is not a run-of-the-mill hotel — it's a very special property," says General Manager Jeremy Cruthis, who aims to season that historical flavor with thoroughly modern hospitality.

"That's my mission — for you to walk into the 'castle' and find every modern amenity."

And nothing is more modern than the lighting that illuminates every corner of the property.

In 2013, while celebrating its 25th year of hospitality, the hotel completed a massive \$180,000 lighting upgrade.

"We replaced every bulb in the entire facility," says Cruthis.

To lighten the load, the Ameren Illinois Energy Efficiency Program provided incentives that covered nearly 73% of project costs.

Thousands of new, high-efficiency bulbs now provide lighting inside and out. That includes 180 guest rooms, conference rooms, 12,000 square feet of banquet space, and the new Tony Roma's restaurant and kitchen.

Upgrades included replacing outdated T12 lighting with high-efficiency T8 lamps in the kitchen and ballroom. But by far, the belle of the ball — in the ballroom and beyond — is LED lighting.

"Aesthetically, the color is way better," says Cruthis. "The LEDs emit a nice light and the flood lights and chandeliers in the ballroom are dimmable so you can set the tone and mood."

The Chateau used about a half-dozen varieties of bright white LED bulbs, including a fancy flame-tipped candelabra bulb. You'll even find LED bulbs in the exit signs and wine display cases.

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### Lighting Drives Big Savings

The energy savings from the Chateau's new lighting are equivalent to greenhouse gas reductions of 536 metric tons. That's like taking 113 cars off the road for a year!



### Light Up the Savings

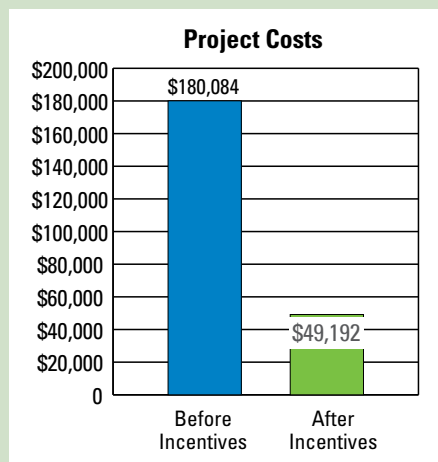
Lighting accounts for 20 to 50% of the average business' electricity consumption. On the bright side, that means simple lighting improvements can lead to significant savings. Ameren Illinois offers cash incentives for a variety of lighting projects, including:

- T8-to-T5 relamp and reballast
- LED exit signs
- Interior LED lighting
- LED case lighting
- Highbay lighting replacements
- Exterior lighting for canopies and garages
- Permanent lamp/fixture removal

# Put Your Reservations aside. Call Ameren Illinois today!

## The Bottom Line:

- Project Costs: **\$180,084**
- Incentives: **\$130,892**
- Annual Dollar Savings: **\$54,425**
- Annual energy savings: **777,505 kWh**



## ENERGY STAR®-Qualified LED Lighting:

- Uses at least 75% less energy than incandescent lighting.
- Lasts 35 to 50 times longer than incandescent lighting and about two to five times longer than fluorescent lighting.
- Produces very little heat, reducing cooling costs.
- Comes with a minimum three-year warranty — far beyond the industry standard.
- Is more durable — won't break like a bulb.
- Offers convenient features, such as dimming on some indoor models.

## Cash Incentives Available for the Hospitality Industry

As a 24/7 operation, the typical hotel will spend a significant portion of its operating budget on energy needs. Even when a room is rented, it's only occupied about 50% of the time — making guest room energy consumption an area ripe for savings. Ameren Illinois offers a number of attractive incentives for the hospitality industry, including:

- Pool pumps and covers
- Lighting upgrades
- Building control system upgrades
- LED exit signs
- High-efficiency water heaters

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The energy savings made possible by LED bulbs are, at times, astonishing. For example, the Chateau replaced a 1,000-watt metal halide bulb with a 70-watt LED bulb, which uses 93% less energy to provide outdoor security lighting. And the benefits go beyond that.



"LED lights last a lot longer than traditional bulbs and provide more light and a cleaner light," says John Beintema, Market Segment Coordinator for Ameren Illinois.

With an amazingly long life of 25,000 hours, the new LED bulbs last ten times longer than traditional incandescent bulbs. That means the Chateau will save on bulb replacement and maintenance costs for years to come.

"We used to have a maintenance guy spend 20 hours a week just changing bulbs," says Cruthis, who now keeps his workers busy with other projects.

To boost savings even more, the Chateau equipped each guest room with an occupancy sensor to make sure lights aren't left on in empty rooms.

"The sensor detects activity and will turn lights off if there is no movement in the room for a set period of time," says Beintema, who also recommends the devices for conference rooms, bathrooms and any room that is not continuously used. "By switching to occupancy sensors, the Chateau is saving 370 watts per room per day — that's huge."

And so are the savings on the hotel's monthly power bill — an estimated \$4,500 every month.

"The proof is in the pudding," says Cruthis, who is already planning his next project. Once a skeptic, today he has no reservations about recommending Ameren Illinois' energy efficiency program to other businesses.

"The Ameren Illinois Energy Efficiency Program is a simple way of saving money," says Cruthis. "Not only are you updating lighting, but your monthly power bill is going down and incentives help pay for the improvements. It's almost a no-brainer."

## READY TO BEGIN?

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