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A Program of the Maine Public Utilities Commission

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134 Year Old Resort ‘Flips the Switch’ on Energy Efficient Lighting

Electricity Costs Expected to Drop by \$33,000 Annually

Ogunquit, ME (July 2006) – Becoming more energy efficient can be as easy as changing a light bulb. And being more efficient can translate to significant savings. At The Cliff House Resort & Spa in Ogunquit, using electricity more efficiently may lower the electric bills by as much as \$33,885 per year.

Last spring, facing another season of heavy travel bookings and high energy costs, The Cliff House worked with Efficiency Maine to install energy efficient lighting at the 194-room resort.

Efficiency Maine is a statewide effort promoting the more efficient use of electricity to help reduce energy costs and improve Maine’s environment. Free assistance and cash incentives are available to businesses for upgrading lighting and other equipment.

Richard Motyka, maintenance manager at The Cliff House, decided to research the benefits of working with Efficiency Maine after receiving information in the mail. “We really wanted to cut costs and conserve energy this season,” said Motyka. “The Efficiency Maine team helped us do that and offered assistance during the entire project.”

Most of the lighting upgrades were made in the Resort’s Cliffscape building, from ceiling lights and recessed lighting to table lamps. Traditional light bulbs were replaced with compact fluorescent lights, which use one fourth as much energy for the same amount of light, last up to 10 times longer and generate 70 percent less heat.

“Efficiency Maine was created to help reduce energy costs for Maine businesses, and we were delighted to help The Cliff House with their improvements,” explained David Kyle, program manager for Efficiency Maine.

During the installation, Motyka worked closely with local electrician Ralph Pill Electric, an Efficiency Maine ‘Program Ally.’ Program Allies include more than 400 wholesalers, manufacturers, retailers and contractors throughout the state who are available to help businesses install energy efficient electric equipment and meet program guidelines. “It was great to have that kind of support for the project,” said Motyka.

Following the changeover, The Cliff House received an incentive check of \$3,684 from Efficiency Maine. “It was effortless,” added Motyka. “Our Program Ally even took care of the incentives paperwork for us.”

Efficiency Maine offers free advice and cash incentives to businesses for the installation of qualified energy efficient electric equipment. For more information, call toll free 1-866 376 2463 or visit the website at www.energymaine.com. Efficiency Maine is funded by electricity consumers and administered by the Maine Public Utilities Commission.