

CASE STUDY: **LIGHTING RETROFIT**

Brighton Tower replaced all T-12 fluorescent lighting in the common areas, service lobbies, storage areas and maintenance rooms while incorporating motion sensors in the majority of these areas.

2015 Brighton Tower Results

Overall lighting cost: \$41,057

Santee Cooper rebate:.....\$3,980

kWh savings: 115,751

Return on investment: <6 months



A Grand Strand flagship of energy efficiency, Brighton Tower also installed a Variable Frequency Drive (VFD) pool filter pump — and the monthly savings started rolling in steadily.

Overall VFD cost: \$2,500

Santee Cooper Rebate:\$900

kWh savings: 16,830

SAVINGS FOR A **BRIGHTER FUTURE**

Located in the heart of Myrtle Beach, Brighton Tower is a desirable, 21-story high-rise of individually owned condominiums with common, maintenance and storage areas. Together with Santee Cooper, Brighton Tower pursues energy efficiency opportunities to help the owners save individually, and collectively - a win-win situation for all.

Since joining forces with the Reduce the Use program in 2014, Brighton Tower has received over \$23,000 in rebates — with a kWh savings total of 250,000 (and counting!) and a drop in electrical costs for 2015 alone of over \$64,000. The truth is in the numbers — and the Brighton Tower Board members and homeowners are now true believers in Santee Cooper and its Reduce the Use program.

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As Board President for the Brighton Tower at Kingston Plantation, I could not be more pleased with the partnership that has blossomed with Santee Cooper through the incorporation of the Reduce the Use program. Participating in their lighting measure for common-area upgrades and pool lighting has improved not only the appearance and ambiance in and around the building, but has resulted in increased safety and profitability for our homeowners. This, in addition to participating in domestic water pump (DWP) upgrades, and other measures resulted in the Brighton Tower showing a savings of over \$64,000 in electrical usage in 2015, with ROIs less than three years for most of the measures, and paid rebates of over \$23,000. And the savings continue to grow in 2016! With numbers like these, why would anyone not take advantage of this wonderful program?

Satisfied beyond belief where seeing is believing,

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– Mike Kelly, Board President

YOUR NEXT STEPS WITH SANTEE COOPER

To learn how Santee Cooper can help your business manage energy consumption and reduce costs, contact a Santee Cooper Energy Advisor via email at energy.advisor@santeecooper.com or by phone at 843-347-3399 ext. 3910 in Horry/Georgetown counties or 843-761-8000 ext. 3910 in Berkeley County.

For information on all of our Business Rebates, visit www.REDUCETHEUSE.com/SEP.

CASE STUDY:

Because of the initial project's success, Brighton Tower moved forward with additional upgrades, including: a new, 3-ton high-efficiency water source heat pump that serves a lobby restroom area, the addition of VFD domestic water pumps, LED pool lighting, LED pool pole lighting and recently installed regenerative elevator drives. So far, the upgrades have resulted in an additional total of 115,053 kWh in savings, and counting! That's over 250,000 kWh per year with the lighting measure.

WHY REDUCE THE USE?

Why would a company like Santee Cooper want its customers to use less of the power it produces?

By using less electricity, you can reduce the need for power plants and help us keep the cost of power down. This conserves energy resources and, ultimately, can save you money on your electric bills.

THE BOTTOM LINE

With quick payback and significant long-term energy savings, upgrading your business's lighting system to energy-efficient lighting fixtures and controls can deliver an attractive return on your investment. Upgrading can cut your lighting electrical usage significantly — possibly in half — and your rebates can narrow the time it takes to recover the costs of retrofitting. Start saving today by taking advantage of Santee Cooper's rebates for the following projects, along with many more:



- Converting T-12 fluorescent lamps with magnetic ballasts to energy-efficient LED technology
- Installing occupancy sensors in areas with infrequent use
- Taking advantage of natural sunlight with daylight sensors
- Replacing outdated high bay lighting with more energy-efficient options
- Replacing spot/track lighting with qualified LEDs

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