

One Business

Energy Conservation Program



Miller Hill Mall

Winter 2019

"Working with Minnesota Power is like hitting the 'Easy' button. It frees our staff to focus on other things and speeds up our timelines."

Dave Danielsen, Operations Director
Miller Hill Mall

Mall managers, tenants and shoppers are sold on LEDs

One basic rule of retail is to display products in the best possible light. Simon Property Group is doing this on multiple levels at Miller Hill Mall in Duluth, where an ongoing transformation to LED lighting is a major selling point for shoppers and tenant businesses alike.

Simon is a global leader in commercial real estate with premier shopping, dining and entertainment properties across North America, Europe and Asia. Miller Hill Mall alone boasts roughly one million square feet and more than 100 stores that offer everything from distinctive apparel and fine jewelry to sporting goods and casual dining. This regional shopping hub draws visitors from across northern Minnesota, Wisconsin and Michigan as well as parts of Canada.

Keeping the property fresh and appealing is important to Dave Danielsen, operations director at Miller Hill Mall. He joined Simon Property Group in 2014 with extensive experience in commercial facilities and conservation technologies. Since then, he has led the conversion to bright, energy-efficient LED lighting and completed numerous other energy-saving upgrades, working closely with Minnesota Power's Power of One® Business conservation improvement program (CIP).

"Dave has a background in energy efficiency, so he understands the importance and is a strong advocate at the mall," said Chad Trebilcock, a senior customer programs and services representative for Minnesota Power. "Energy efficiency is always at the back of his mind. It is fun to work with people like that."

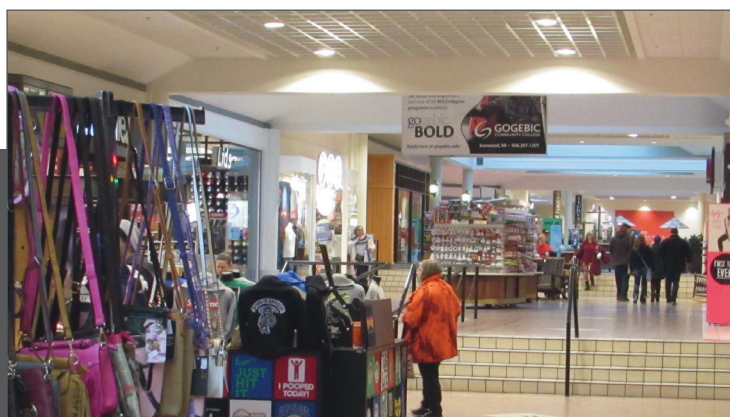
Projects completed in 2018 included replacement of more than 1,000 outdated metal halide, fluorescent and incandescent fixtures with state-of-the-art LEDs, installation of lighting controls, and a switch to low flow water faucets in restrooms and kitchen sinks. Minnesota Power provided lighting samples and calculated potential savings and rebates for projects to aid with decisions.

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"Energy efficiency is a big investment, and we want customers to be happy with the choices they make," Trebilcock said. "We often bring in lighting samples so

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Chad Trebilcock, Senior Customer Programs
and Services Representative
Minnesota Power



commercial customers like Miller Hill Mall can test them out, and we run the numbers so they get solutions that make sense for their operations.”

The numbers can be very compelling. Recent upgrades at Miller Hill Mall are expected to save more than 900,000 kWh



New LED lighting and other energy conservation upgrades enhance the experience for shoppers and retailers while saving Miller Hill Mall around 900,000 kWh and \$55,000 per year.

per year (approximately 873,000 kWh from lighting, 29,000 kWh from cooling as a result of using LEDs, and 700 kWh for low flow aerators). In addition, these choices will reduce monthly demand by nearly 200 kW and result in an estimated \$55,000 in annual cost savings. Completed projects qualified for over \$43,000 in rebates from Minnesota Power, making the improvements even more attractive.

“LEDs really hit on numerous levels for us,” said Danielsen, noting that (as of Nov. 2018) 100 percent of exterior and 75 percent of interior lighting had been converted to LEDs and there were plans to upgrade the remainder. “The payback is phenomenal, right around three years for our last two projects, so, financially, it makes a lot of sense. Beyond that, we have a much brighter mall that provides a safer, more pleasant experience for guests and retailers.”

Tenant businesses also are sold on energy efficiency. The mall has a main electric meter and submeters tenants for their individual usage. As businesses build out or remodel

space, plans must meet the approval of Simon Property Group and help achieve corporate conservation goals.

“We simply forward plans to Minnesota Power,” said Danielsen. “Again, we hit the ‘Easy’ button. They look over the plans and identify energy-saving opportunities,



which we strongly recommend that tenants choose to incorporate. It saves tenants money, it is right from an environmental standpoint, and it is a free and easy system for us.”

Being environmentally conscious and maintaining strong, mutually beneficial relationships are part of Simon Property Group’s core value of responsible citizenship. Its partnership with Minnesota Power’s CIP team dates back to 2005. Combined lighting, heating, ventilation, air conditioning and energy management improvements are saving more than 4 million kWh per year.

“Miller Hill Mall is a large facility with a lot of different systems in place,” Danielsen said. “Minnesota Power is a real resource provider, getting us to think critically about our building and what we could be doing better from an energy standpoint.”

Another commercial customer sold on energy efficiency!



(From left) Dave Danielsen, Miller Hill Mall, and Chad Trebilcock, Minnesota Power, collaborate to reduce energy usage and demand.

For more information:

Take the first steps toward managing energy use and costs at your business. Get started by filling out our free online pre-application at www.mnpower.com/BusinessPreApp

Learn more about Power of One® Business, Minnesota Power’s commercial, agricultural and industrial energy conservation program by calling **218-355-2909** or visiting www.mnpower.com/OneBusiness