



# Holiday Inn PROFILE

Business Energy Audits • Project Design Assistance • Conservation Rebates • Grants

## Holiday Inn, Duluth— Energy Savings Are Here to Stay

A warm, welcoming environment is very important in the hotel industry. Cozy rooms, well-lit public spaces and comfortable indoor temperatures help guests feel at home and make them want to return. Operators of the Holiday Inn Hotel & Suites Downtown Waterfront in Duluth, Minn. considered these and other factors when upgrading to energy-efficient lighting, heating and cooling systems. The benefits they now enjoy leave no room for doubt that energy conservation improvements are good for business.

The Holiday Inn complex covers nearly an entire city block, with 345 guest rooms, three restaurants, a shopping center and an attached parking structure. It takes a lot of power to operate, and Chief Engineer Todd C. Krollman continually looks for ways to conserve electricity, improve energy efficiency and lower costs—while enhancing the hotel experience for guests. He works closely with Minnesota Power staff and energy consultants to identify conservation projects, review plans, calculate savings and determine if proposed upgrades make sense.

Over the past four years, the hotel has converted many areas to compact fluorescent light (CFL) bulbs and fixtures, upgraded heat pumps to more energy efficient models, installed individual thermostat controls in guest rooms, and improved the cooling tower performance by installing NEMA premium efficient motors with variable frequency drives (VFDs). These combined changes are reducing the hotel's electric demand by 141.7 kW per month and saving 639,329 kWh of electricity per year.

They also are improving customer satisfaction. For example, the guest room heat pumps and thermostats allow people to adjust the temperature for their personal comfort, but periodically return to a preprogrammed setting so the units don't run as high when the rooms are unoccupied. The long-

*“These energy projects save money and benefit guests at the same time.”*

Todd C. Krollman  
Chief Engineer, Holiday Inn



The Holiday Inn Hotel & Suites has converted to energy-efficient lighting in all public spaces and begun integrating CFLs into guest rooms.

Learn more about **POWER Grant**.

Minnesota Power's Conservation Improvement Program  
218-722-5642 or toll-free at 800-228-4966, ext. 2909

[www.mnpower.com/powergrant/](http://www.mnpower.com/powergrant/)



# POWER *Grants*

## “Energizing Our Region” through Conservation Improvement

Minnesota Power’s Conservation Improvement Program (CIP) works with local leaders, businesses, community groups, other energy providers and government entities to help customers reap the economic and environmental benefits of sustainable energy savings. Minnesota Power and its partners accomplish this through research, education, evaluation and direct impact initiatives.

### Find out how *POWER Grant* can help you

Minnesota Power awards grants to commercial/industrial customers who use innovative technologies, improve manufacturing processes, undertake renewable electric energy projects, or who need project design assistance. *POWER Grant* is available for a wide variety of projects employing diverse technologies.

Here are some examples of activities or products that could qualify for Minnesota Power funding under the *POWER Grant* Program:

- New electro-technologies that lower energy costs per unit of production in a manufacturing process
- Innovative technologies that are new and underutilized in our regional marketplace
- Inclusion of energy-efficient options in the design phase of a project

Maximum annual grants are determined by a customer’s average billing demand:

Customer Demand	Maximum Grant
Less than 100 kW	\$10,000
100 to 300 kW	\$25,000
Over 300 kW	\$50,000

Minnesota Power may consider higher rebate levels.

### Other Minnesota Power Products and Services

In addition to *POWER Grants*, Minnesota Power CIP offers commercial, industrial and agricultural customers other energy efficiency products and services. These include energy audits, rebates, dual fuel, storage/off-peak services, outdoor and area lighting, and economic development assistance.



In-room thermostats and NEMA premium motors with VFDs in the hotel’s cooling tower help Chief Engineer Todd C. Krollman keep energy costs down at the Holiday Inn.

lasting CFLs in public areas and guest room entries and bathrooms provide warm, bright light and don’t burn out as quickly as incandescent bulbs. That translates to fewer customer complaints and lower maintenance costs.

“Hospitality is a very competitive industry, and every dollar we save can be redirected into improving the property and its amenities,” Krollman said. “These energy projects save money and benefit guests at the same time.”

Another incentive is that many energy-efficiency upgrades qualify for *POWER Grant* rebates from Minnesota Power. *POWER Grant* is the utility’s commercial, industrial and agricultural electric energy conservation program. The Holiday Inn’s lighting, heating and cooling projects resulted in rebates of more than \$33,000. Calling Minnesota Power at the beginning of a project usually results in the highest energy savings and rebates.

“Knowing the estimated energy savings and potential rebates can help sell a project to hotel owners,” Krollman said. “Minnesota Power is a good resource when it is time to replace equipment or make improvements. Projects have to be done anyway, but *POWER Grant* rebates make it easier to consider energy efficiency.”

It looks like energy savings are here to stay at the Holiday Inn & Suites Downtown Waterfront in Duluth.