

## Lighting Upgrade Energizes The Broadmoor

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Performance Consulting Group (PCG) based in Norman, Oklahoma, recently installed over 30,000 energy efficient lamps in the historic Broadmoor Hotel, proving luxury and efficiency can go hand in hand.

In the hotel facilities, the replacement of incandescent exterior and interior lighting with cold cathode lamps and LEDs, resulted in up to 80% energy savings.

Stephen Bartolin, Jr., President and CEO of The Broadmoor says, “We weren’t planning this. This was unplanned capital. But the case made by PCG for what they could provide for The Broadmoor had so many winning elements, that we made the decision to invest the capital dollars even though they were unbudgeted.”

Overall, the upgrade will pay back in 1.3 years with an annual energy reduction of over 4.9 million kWh. The project also qualified for an attractive incentive from the local utility company. PCG President Ron Murray says, “Working closely with Colorado Springs Utilities, we helped The Broadmoor qualify for over \$225,000 in business incentives.”

What is the environmental impact?

9,646 Barrels of crude oil and 2,519 tons of coal that will not be burned by electric power plants. It is also equivalent to eliminating the pollution from 750 cars per year or planting 1,554 trees per year.

Thanks to this lighting upgrade, The Broadmoor now sports an energy-efficient lighting system that helps the environment, enhances the overall performance of its properties, and improves their bottom line.

PCG (Performance Consulting Group), LLC, specializes in reducing energy consumption and building operating costs through optimal design, installation and maintenance of energy systems. PCG provides turnkey implementation of energy saving solutions to industrial and commercial facilities in the U.S. and Canada. PCG’s approach to energy-saving demonstrates a long term commitment to the environment and to the bottom line. For more information, please visit [www.pcgok.com](http://www.pcgok.com).

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