



TAKE CHARGE

Case Study: Comfort Inn Commercial & Industrial Program

\$14,944
Rebates
Paid

\$16,466
Estimated Annual
Savings

5 years
Payback Period
with Rebates

171,281
Annual kWh
Savings

The Opportunity

Sam Patel, owner and operator of the Comfort Inn, a 92-room hotel located near the Roanoke Civic Center downtown, is always on the lookout for new ways to lower his day-to-day overhead costs. Like many in the area, he is particularly interested in reducing his energy usage to reduce his bill, while also lowering the hotel's environmental impact.

The Project

After successfully saving an estimated \$11,085 annually and receiving over \$8,000 in incentives, or 30 percent of the total project costs, from the Non-Lighting Program, he was able to make improvements to his hotel. This included installing a complete guest room occupancy sensor system in every room. Eager to start his next efficiency improvements, Patel set his sights on replacing 50 outdated packaged terminal air conditioner (PTAC) units, which worked but were not energy efficient.

Patel then had the opportunity to upgrade his aging PTAC units. The program team was happy to see Patel return and assisted him with submitting a rebate application and verifying that the units he planned to purchase would qualify for a rebate.

The Results

Being able to make energy-saving improvements early, thanks to the incentives from Appalachian Power, has been a real win for the hotel during a particularly challenging year. When both efficiency projects were complete, Patel's hotel was set up to save over \$16,400 each year through lower energy use and received nearly \$15,000 worth of rebates to bring his estimated payback period down to just five years. The additional comfort provided to guests, especially in the summer months, is just the icing on the cake for the Roanoke hotel. "We're really living up to our name by keeping our guests comfortable all year," said Patel, "and that's what's most important."

Energy Savings Equal:

 **13.9**
Homes' energy use for
one year

 **4,574**
Incandescent lamps
switched to LEDs

 **132,659**
Pounds of coal burned

*Source: U.S. Environmental
Protection Agency*

“
Working with
Appalachian Power
was easy, and the
rebates made upgrading
affordable. I would do
it a third time!”
—Sam Patel
OM Management
”

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