



AMERICAN LIGHTING  
BRIGHT IDEAS • INNOVATIVE PRODUCTS

Expected annual operating costs savings: \$12,220  
Estimated Annual Energy Savings: \$9520  
Estimated Annual Maintenance savings: \$2700

### **Increasing Traffic and Ambiance by Creating the Perfect Main Street Winter Park, Colorado**

Nestled in the towering Rocky Mountains of Colorado, Winter Park isn't short on classic ski-village charm. However, despite its natural charisma as a mountain ski resort, the small town knew it needed to warm-up its ambiance in order to draw more visitors to its quaint village base.

To create a more engaging atmosphere, Winter Park Village Company contracted American Lighting of Denver to give the cozy village a complete lighting makeover in October 2009. American Lighting installed 4,150 strings of commercial grade warm white LED lights that were not only visually appealing, but use 93 percent less energy than traditional incandescent lights. And, better yet, the LED lights have provided Winter Park with more than \$12,000 in estimated annual operating cost savings.

Situated only 90 minutes northwest of Denver at nearly 9,000 feet, Winter Park is a favorite getaway for many, from Coloradans to international visitors. The village in Winter Park is a mixed-use development that is made up of restaurants, retail shops, offices and luxury residential condominiums and is primarily trafficked in the winter months during ski season, as well as during the summer. Based on the lack of décor in the village, (only a few trees were adorned with incandescent lights) Winter Park decided the perfect way to enhance the festive atmosphere of the village was to enrich the lighting. Since tourism is the main source of industry in this area, creating the perfect ambiance was key to ensuring the comfort, delight and return of visitors.

According to Village manager Nancy Bjerken, they chose American Lighting based on past positive experiences, its expertise in LED lights, and the fact that they wouldn't have to deal with a third-party provider – American Lighting would do it all. In lieu of incandescent mini lights, Winter Park decided to install commercial grade, warm white LED lights for long-term energy and maintenance cost savings. In addition because of the energy and maintenance savings it would have less impact on the environment. Being situated deep within the cherished mountains of Colorado, environmental impact is a top priority for Winter Park.

"We initially chose American Lighting because we had a prior relationship with them, and they provide a cost-effective, reliable solution. During this project, they became a true partner in creating the new feeling in Winter Park," said Bjerken. "The lights have exceeded our expectations already and we've experienced increased traffic and have received positive feedback from guests."

American Lighting was also pleased with the partnership and end result of the project. Because they are focused on the "green" approach to lighting, the challenge of working in such a pristine environment was a welcomed one for Director of Sales, Richard Lyford and his team.

"We pride ourselves on our LED and energy efficient lighting technologies and we are constantly working to push those technologies further to benefit our customers and the environment," Lyford said. "It was a pleasure to work with Winter Park and we couldn't be more pleased with the final product – we have helped to create the perfect ambiance for visitors to enjoy this incredible gem in Colorado."