

## Exterior LED Lighting

### Harrah's Council Bluffs Casino & Hotel Case Study



LEADING THE FUTURE OF  
**LIGHTING + TECHNOLOGY**

# Harrah's Council Bluffs Casino & Hotel Case Study

Luxurious accommodations, over 650 slots, table games, fabulous dining and live entertainment make Harrah's Council Bluffs Casino & Hotel a destination for the Omaha area. Committed to providing top rate hospitality, the entertainment destination also recognizes their role within their local community and the impact its operations have on the environment.

## Project Details

Annual Energy Savings

363,600+ kWh

Incentives Project Savings

15%+

Payback

3.8 years

“At Harrah's, our top priority is ensuring an exceptional experience for our guests. In prioritizing their safety, we turned to EMC for turnkey expertise. Working within our existing lighting infrastructure, they achieved the aesthetics and energy efficiency we desired.”

- Thomas Roberts, Senior Vice President and General Manager

### The Project

Seeking energy efficiency improvements that also provided an on-brand first impression and enhanced safety for guests, Harrah's sought a lighting upgrade to the exteriors surrounding their main hotel building, gaming facilities, surface lots, parking garages and river lots.

For this complex project that introduced LED lighting to the property, Harrah's turned to a turnkey expert who could guide the audit, design and incentives processes and work with local labor partners for the installation.

### The Solution

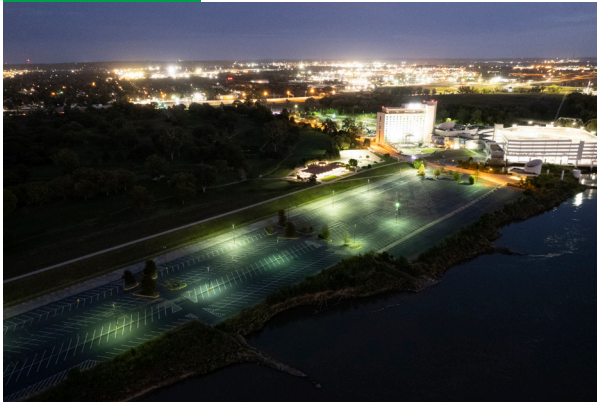
EMC's team of dedicated auditors completed a comprehensive site survey in two days, informing a plan that maximized both light levels and energy efficiency. In total the upgrade eliminated 40% of existing pole mounted fixtures and four flood fixtures. The project also replaced 43 bollards, 32 pendants, 96 recessed cans, 18 wall packs, 24 floods and 8 wall mounted lights with newer, more efficient LED fixtures or kits.

### The Results

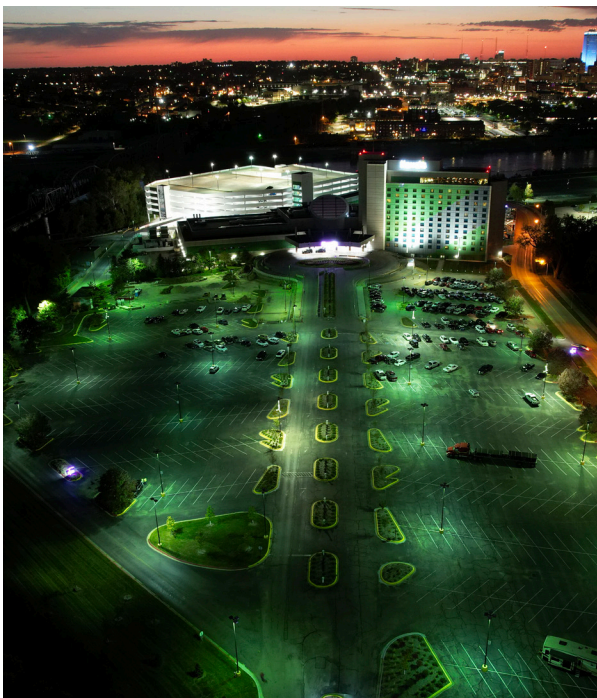
The new exterior LED lighting enhances the welcome Harrah's Council Bluffs provides guests. On arrival the consistent new light levels showcase new landscaping and upgraded marquee and directional signage improvements. The property is expected to save more than 363,600 kWh annually from the project. By working directly with the local utility, EMC delivered incentives that reduced

project costs by more than 15% and with reduced maintenance costs, Harrah's Council Bluffs can expect a 3.8-year return on investment. With the new LED solutions having a rated life of 100,000+ hours—five times that of the previous fixtures—Harrah's Council Bluffs can expect a reduction in maintenance calls for lighting related issues for years to come.

Before



After



## Annual Environmental Impact



**258**  
pounds of CO<sub>2</sub>



**28,995**  
gallons of gasoline



**288,638**  
pounds of coal

## MAXXimize Your Lighting

EMC's turnkey project management approach, EnergyMAXX®, helps customers maximize the results of each project phase—from multisite energy audits to maximizing utility savings with energy rebates and incentives—bringing an immediate and positive impact to their bottom line.



The EnergyMAXX® Process ensures your lighting retrofit's success by maximizing results in each project phase:

### **Prioritize**

Formulate an effective lighting + controls strategy for your business

### **Audit**

Ensure accurate baseline to develop an effective solution and executable proposal

### **Design**

Select the best fit and performance for your existing equipment and application

### **Logistics**

Coordinate turnkey services to support daily business and project needs

### **Installation**

Complete on time with a comprehensive and clear scope

### **Service**

Maintain long-term safety, value and effectiveness of your new disinfection solution



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