

## THE STRAND THEATER

### Direct Install Sets the Stage for Energy Efficiency

#### Highlights

NJCEP Direct Install Incentives: \$166,515

#### Technology

- High-efficiency Heating, Cooling units
- High-efficiency Heating and Domestic Boilers
- High-efficiency, LED lighting

Direct Install Paid 80% of Upgrades

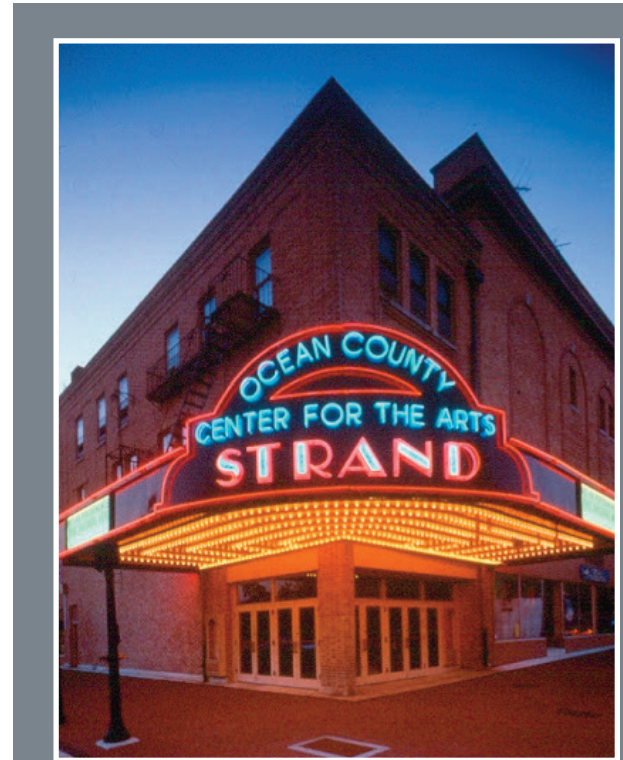
Project Payback: 1.86 years

Estimated Annual Savings:

- \$24,700
- 106,478 kWh
- 12,022 therms
- Reduction of carbon footprint - 138.9 Metric Tons

THE STRAND, owned by and based in Lakewood Township, is an entertainment venue offering a wide variety of live entertainment acts to the Jersey Shore community, from musical concerts to dinner shows to plays. The building is regarded as one of the best acoustical theaters in the nation due to its exemplary architecture. Throughout the years, THE STRAND has undergone several renovations to maintain its great reputation and high standard for aesthetics.

When THE STRAND's outdated mechanical system needed to be replaced, the theater contacted New Jersey Natural Gas, who referred them to Hutchinson. No stranger to their services, Lakewood Township is a long-term client of Hutchinson that has tapped into energy efficiency upgrades for several projects through Direct Install from New Jersey's Clean Energy Program.



"Through Direct Install and Smart Start, we were able to afford high-efficiency energy improvements with no out-of-pocket cost."

Steve Reinman  
Director, Economic & Industrial Development, Township of Lakewood

**INCENTIVES | SAVINGS | R.O.I.**

#### Lights, HVAC, Action...

Hutchinson went onsite and conducted an energy assessment and determined eligibility for Direct Install upgrades.

Hutchinson installed a new high-efficiency condensing boiler and upgraded the 20-year-old HVAC units with four new gas-fired rooftop units. Hutchinson also replaced the theater's fluorescent lighting with new LED lighting. The LED lighting not only reduces maintenance and energy costs, but also provides a superior lighting output for a venue that relies heavily on lighting as part of the entertainment experience.

Direct Install paid 80% of the project and the balance was picked up by New Jersey Natural Gas with 0% on-bill financing.

# HUTCHINSON™

Expertly better.

MECHANICAL SERVICES • ENERGY SERVICES • DESIGN & CONSTRUCTION

888-777-4501 • [hutchbiz.com](http://hutchbiz.com)

William A. Hutchinson Jr, LMP, Plumbing Lic. #5041.  
Edward P. Hutchinson, Master HVAC Contractor Lic. #22700. Hutchinson HIC Reg. #13VH01747500.