

# Shinola Hotel



The world's first Shinola Hotel is Located in the heart of Detroit's historic Woodward shopping district, a 129 room boutique hotel that offers a completely original hospitality experience.

Shinola Hotel embodies the pride and ingenuity of Detroit with unparalleled design, on site dining and shopping. Shinola Hotel's accommodations are thoughtfully designed marrying two restored buildings – the old T.B. Rayl & Co. sporting goods and hardware store and a former Singer sewing machine store – with three brand new buildings modeled after downtown Detroit's historic architecture.

## Case study

With quality craftsmanship as its foundation, Shinola Hotel is a partnership between Shinola, a Detroit-based watch and leather goods manufacturer, and Bedrock, Detroit's premier multiservice real estate firm. Also, with this restoration, energy efficiency was a key priority throughout the design and build process.

During the renovation, Bedrock invested in many energy efficiency upgrades that affected all aspects of the building from lighting and HVAC to water heating, and even energy efficient cooking equipment.

Working closely with the DTE Energy Efficiency Program for Business team during the construction and renovation project, Shinola Hotel received all eligible rebates.

In total, the retrofit project is saving 485 MCF and 176,000 kWh with an annual energy cost savings of \$20,025. They also received \$24,355 in instant food service equipment rebates.

**"Bedrock is committed to providing properties that are energy efficient and sustainable. The program was fast, easy and efficient, making it well worth the time and effort invested."**

**-Jay Robins, Project Manager at Bedrock.**

# DTE

Energy Efficiency Program for Business



# Energy savings summary

The energy savings results of these measures are summarized as follows:

Quantity	Natural gas measure description	Annual energy savings	Unit	Estimated annual cost savings
3	16,000 SCFM Energy recovery ventilation, sensible heat recovery, 70% effectiveness	70	MCF	\$350.00
4	High-efficiency boilers, 95% thermal efficiency	295	MCF	\$1,475.00
4	Gas storage water heaters, 96% thermal efficiency	120	MCF	\$600.00
Quantity	Electric measure description	Annual energy savings	Unit	Estimated annual cost savings
64	Lighting power density (64KW, 4,425 fixtures)	170,000	KWH	\$17,000.00
109	Water source heat pumps >12.3 EER	6,000	KWH	\$600.00
Quantity	Cooking/food service equipment measure description	Annual energy savings	Unit	Estimated annual cost savings
7	Dishwasher	84.7	MCF	\$423.50
2	Convection oven	61.2	MCF	\$306.00
4	Refrigeration	1,065	KWH	\$106.50
3	Pasta cooker	420.6	MCF	\$2,103.00
1	Ice machine	1,525	KWH	\$152.50
4	Hot holding cabinet	21,112	KWH	\$2,111.20
6	Combi oven	241.8	MCF	\$1,209.00
2	IR salamander broiler	68.2	MCF	\$341.00
7	Pre-rinse spray valve	42	MCF	\$210.00

## About our program

The DTE Energy Efficiency Program for Business offers a comprehensive set of incentives for both electric and natural gas users designed to help you invest in energy efficient technologies. Here are three ways to save:

### Prescriptive

Prescriptive incentives are available for many common energy efficiency measures and typically average 20% to 50% of the incremental cost of the equipment or services provided. Incentives are based on predetermined energy savings.

### Custom

Custom incentives are offered for capital investment projects that are not eligible for a prescriptive incentive. Incentives are determined on a case-by-case basis and are paid per unit energy saved. Custom incentives are capped at 50% of project costs.

### New construction

New construction/major renovation incentives are available for new facilities, the renovation of existing facilities or a change of use project, such as converting a warehouse into an office complex. Incentives also are available for adding load.

\*Funds will be awarded on a first-come, first-served basis; program based on availability of funding and may end at any time; certain other conditions apply

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