



NHSaves

Energy Efficiency Case Study

Arthur Murray Dance Studio Northampton, NH

Background

Arthur Murray Dance Center North Hampton – Seacoast is a franchise location of a business that prides itself on teaching the world to dance for more than 100 years. With classes and social events for singles and couples, this studio has built friendships and a close-knit community of people who look forward to spending time together.

The Challenge

Before opening the franchise location in June 2017, owner and professional dancer Amanda Deveau renovated the studio. While she knew the long operating hours of the studio meant lighting was a major cost, upgrading the lighting in addition to the other renovations needed was considered out of reach and put on hold.

The Eversource Solution

Shortly after the studio opened, a customer suggested Deveau contact Eversource to learn about lighting improvements and other energy efficiency solutions.

Through the Small Business Energy Solutions program, Arthur Murray Dance Center North Hampton received technical assistance including a free energy audit and a proposal detailing recommended energy improvements and available rebates.

Deveau took steps to update the lighting and worked with an Eversource-approved contractor to complete the work around the class schedule. In addition to receiving rebates to cover up to 50 percent of the cost for upgrades, the upgrades will save the studio money and energy right away.

Today visitors to the studio at 29 Lafayette Rd. in North Hampton have a lighter and brighter atmosphere to learn the latest steps, while the studio saves approximately \$4,000 in annual energy costs and advances its environmental responsibility.

“We’re in the business of changing people’s lives and are committed to building a community that is passionate about dancing. That also means our studio is open into the evenings and our lights are always on. The lighting upgrades were a no-brainer for us, and we are noticing the difference both in the studio and on our energy bill.”

Amanda Deveau, Owner, Arthur Murray Dance Center North Hampton - Seacoast

Results Summary

\$4,800 in annual energy savings

6,000 kilowatt-hours saved per year

\$43,000 in grants, rebates and financial incentives

About NHSaves:

NHSaves is a collaboration of New Hampshire’s electric and natural gas utilities working together to provide New Hampshire customers with information, incentives and support designed to save energy, reduce costs, and protect our environment statewide.

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