



Please be our guest at a forum on:

Friday May 6th from 8:30–10:00am
Meade Room, the Union League,
Broad & Sansom Streets, Center City Philadelphia
(continental breakfast 8:15 am; program starts 8:30 am)

to discuss energy management, cost reduction and revenue generating opportunities that are now available in Center City through the coordinated application of new technologies. Speakers include:

Audrey Zibelman, President & CEO of Viridity Energy

And two early adopters of Smart Grid technologies:

Ron Bowlan, Vice President and Chief Facilities Officer at Thomas Jefferson University

Brad A. Molotsky, Executive Vice President and General Counsel, Brandywine Property Trust.

Background: The new world of electricity deregulation formally began in Pennsylvania in January 2011, ushering in an era when prices are set by the market, not the state. PECO still performs critical wire and service business, but has ceased to be the only supplier of electricity and is now a distribution company. Owners and managers now must become knowledgeable about the competitive energy marketplace and are being besieged by firms offering supply options, technological solutions and new energy regulating systems to reduce demand. Some of you are assessing your entire property inventory and making investments to reduce building consumption. Others are still considering different supply options. But choosing a supplier is only part of the equation. Proactive demand side energy management in large buildings can produce substantial economic savings for owners by reducing consumption and cost.

Benefits of Aggregation: We believe that the Center City District can play an expanded role coordinating the individual efficiency and renewable energy investments that are currently being made in downtown buildings by aggregating them through Smart Grid technology in a way that can achieve even lower consumption in individual buildings. By acting in a coordinated manner, building owners can reduce energy costs in a greater amount than you might be able to achieve on your own. Further, new technologies not only can reduce your consumption, they can create the potential for participating building owners to generate new income by selling your unused consumption back into the grid. Finally, new federal, state and local financing tools intended to foster energy savings and reduced carbon output from buildings are now available to support implementation of retrofit strategies.

To advance this effort, the CCD has entered into a partnership with Viridity Energy, a local Smart Grid technology company (you can find out more by visiting their website: <http://viridityenergy.com>) to create what we are terming an *Energy Conservation & Development Zone*. Viridity is neither an energy supply company, nor a distributor of any particular technology, rather they use technology to help building owners maximize economic and environmental benefits through dynamically optimized integration and management of their load, storage and supply resources so they can convert existing energy investments into lucrative new revenue streams through virtual power generation.

The preliminary goals of the Center City *Energy Conservation & Development Zone* are to:

- Leverage the density of downtown buildings and the coordinating framework of the Center City District to create economic benefits for buildings owners and tenants that they could not achieve on their own;
- Provide a competitive advantage for businesses and residents who choose to locate in Center City Philadelphia by providing them services that reduce their energy costs;
- Engage as many building owners as possible in proactive demand response and innovative energy management strategies (including incorporating renewable energy) that reduce energy costs and provide new revenues to individual building owners;
- Increase reliability by reducing demand, helping to defer the need for expensive distribution upgrades; and
- Position and brand downtown Philadelphia as an energy innovator in order to attract and retain more tenants and residents.

Please let us know if you are interested in attending by either calling or emailing Carol Raffa at the CCD at 215-440-5500 or crafta@centercityphila.org.

Sincerely,



Paul R. Levy



Audrey Zibelman