

Considerations for holiday lighting this season

America's fascination with outdoor holiday lighting first began in the 1950s after World War II.

"This is the first year since the war that there is enough electrical power and merchandise to really go all out ... I think we'll have brilliantly decorated towns for at least several Christmases," said Joseph H. Ward, the vice president of Noma Electric Co.

Fast-forward to the year 2016, and outdoor holiday lighting has become a phenomenon with homeowners, businesses and entertainment venues across the nation.

But many property managers still need to realize the immeasurable benefits of holiday lighting. The following are a few reasons why decorating your property for the holidays is a wise choice.

Holiday lighting will attract community attention. Back in 1882, Thomas Edison first displayed a live Christmas tree adorned with electrically



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lit bulbs. The tree sat in the home of his friend, Edward Johnson, and featured 80 red, white and blue lights – twinkling to the delight of Johnson's guests. It wasn't long before Johnson's tree garnered communitywide attention.

The overall landscape and hard-scape of your commercial property typically remains unchanged throughout the calendar year. However, once the Thanksgiving feast concludes, property managers are given an opportunity to capture some of Edison's magic – garnering communitywide attention with their own holiday lighting display.

This disruption to the everyday norm is your chance to positively



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focus public attention on your commercial location. This attention not

only supports your tenant's seasonal desire to attract more foot traffic, improves visibility and creates a memorable experience for guests, but also it lets them know how much you value the partnership, by providing a unique spirit to your location during the holiday season.

Holiday lighting is like installing additional signage on your property, without the hassle of permits and ordinances to abide by. Holiday lighting will provide your location with the advantage over other commercial locations in close proximity. It also allows you control over the overall holiday lighting design, rather than individual businesses and organizations adorning their windows with mismatched lighting lacking consistency.

This is the one time of year when you can brighten up the exterior of your building to the delight of tenants, patrons and passersby throughout the community. Don't let yourself be known as the only dark property on the block.

From dramatic columns and exciting architectural elements to expansive windows – all combine to create a blank canvas for your attention-getting holiday lighting display. And don't forget about the wonderful creations of Mother Nature – trees, which when properly lit, turn your property into a beacon of holiday spirit.

Holiday lighting shows tenants and patrons you care. Holiday lighting inspires emotion and can be infectious – spreading feelings of cheer and hope to everyone who sees the lights.

That spirit is celebrated in countless ways throughout communities across the nation – most notably signified by the holiday lights and decorations on homes and businesses, which capture our sense of sight. A well-done holiday display is an expression of our appreciation for humanity, resulting in a true sense of community.

Beyond simply increasing the morale of employees on staff, it solidifies the perception that you're not just another "scrooge" in the community – caring only about profits and little about your community.

Patrons to your building, as well as owners, tenants and local officials, will notice and appreciate the effort. Your name will be associated with "benevolence," and the word-of-mouth marketing you'll receive will help keep your location at the



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Hail

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choose a roofing company that has these contacts and is willing to front any expenses related to determining what the claim amount should be.

Independent public adjusters exclusively represent insured policyholders. They professionally document the loss scope and estimated costs, prepare the claim file, interpret a building owner's policy, meet with the insurer's adjusters, and negotiate and settle the property damage insurance claim in the policy on the owners' behalf. The use of an independent public

insurance adjuster often can help commercial building owners receive higher settlements. In the end, building owners should be responsible for paying only their insurance deductible as out-of-pocket expense.

If the roofing company comprehensively reviewed the roof and helped prepare a claim, it's less likely the claim will be turned down. If, by chance, it does happen, the roofing company may recommend asking for a re-inspection by a different adjuster within the same insurance company. The roofing company may choose to bring in additional experts to help them

make the case to the insurance company. Again, all of the time and expenses incurred usually are paid for by the roofing company, to be repaid only if and when the roof claim is approved and an insurance payment has been made.

So, in short, when Colorado rains down more golf-ball-sized hail on the properties you manage, remember that sooner is better and using roofing companies that operate like insurance claim adjusters will help maximize the claim for commercial building owners.▲

Holiday

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top of the list for businesses seeking new residency. It is a simple way to gain a strong sense of loyalty from customers, patrons and tenants.

Holiday lighting speaks to how you value your business. Walk through downtown New York City or any local city across the Front Range, and you'll notice the pride with which the holiday lighting displays are thoughtfully designed. Budgeting for holiday lighting speaks to the success of your business.

While every business cannot afford to decorate its property like Denver Botanic Gardens, a great holiday lighting design is only limited by your creative imagination. Hiring a professional designer will help to create a display worthy of your

prominence in the community.

Commercial-grade lights. When it's time to think about holiday lighting, many property managers will turn to their maintenance staff to deck-the-halls of their location. However, while they certainly are adept at their identified responsibilities, designing a professional holiday lighting display requires more skill and artistry than just hanging lights on a hook.

Moreover, it's critical to be familiar with the logistics and differences between what you buy at the local big-box store and what is called commercial grade. Here are a few things to consider:

- Many assume longer strands of lights will save time and money in the long run. But the longer the strand, the more prone is

it to failure (solder points, bulb issues, wire tangles).

- Commercial-grade lights strands typically are from 50 to 100 bulbs for optimum efficiency and functionality and feature 20-gauge wire and sealed bulbs to protect from the elements.

- LED light strands are up to 90 percent more efficient and last up to 10 times longer than traditional incandescent strands, according to energysavers.gov.

- LED lights reduce the risk of fire and personal injury, which is extremely important to the liability for your commercial property. LEDs have no moving parts, filaments or glass and give off considerably less heat than incandescent. Because of the reduced energy use, they are safer to connect end to end without overloading sockets, for ease of installation.▲

Highlight

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stands your mission and vision. Beacon, committed to transforming iconic spaces into ideal office destinations, and ESI Design, a design agency that specializes in creating spaces that engage people, have had successful collaborations in the past. The team also included the Wells Fargo property manager, Gina Guarascio, and Greg Forge, the building's director of operations.

• **Happy tenants mean happy investors.** Property management is not the end game

for Beacon – it is an element of the approach to revitalize and enhance the value of iconic properties. The focus is to create long-standing value. This strategy to attract a tenant roster replete with many of today's leading innovative and growth companies is important to investors. It is important to cities, too.

Ultimately, we measure our success with the Wells Fargo Center and other properties not only by the satisfaction and increasing demand of our tenant

roster, but also by how and if we have brought improvement and engagement to the larger community. By teaming up to transform office buildings and creating more distinctive workplaces in Denver, we have helped attract leading companies and high-end jobs to the city. Our experience has proven that by transforming office properties, especially through innovative design and art, we can help contribute to the vitality and energy that makes Denver such a special place.▲

Industrial

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things instead of lowering the set-point.

3. Establish systems that include equipment settings and that track opportunities from identification through implementation. Last year, I worked at a production facility that maintained a workbook tracking mechanism with hundreds of opportunities considered and either adopted, rejected or awaiting funding. This was strategic in helping the facility achieve its energy-

reduction goals. Report successes and build on lessons learned.

4. Develop a road map to achieve goals. Energy, carbon, water and renewable energy goals result in different prioritization. Start with baseline consumption. Then establish target consumption based on goals and rank projects needed to achieve those goals. I recently worked with a chemical manufacturing client to establish a road map for decreasing energy con-

sumption and increasing on-site electric generation in pursuit of net zero objectives.

In summary, personnel retirements, aging infrastructure, financing and corporate initiatives represent potential challenges for any site. Each company culture and the unique history of each site mean specific solutions will vary. Being aware of and addressing the challenges together increases the probability of success.▲