



# CMP's Lighting Connection

Bright ideas to improve your bottom line

Central Maine Power Company, 83 Edison Drive, Augusta, Maine 04336

- Route to:
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## Boost business with better lighting

### New business is the catch of the day in Boothbay

What's worse than watching customers walk by your business? Having them pass you by because they don't know you're open! That was the daytime dilemma at The Daily Catch in Boothbay Harbor. This eat in/take out restaurant is a popular spot at night thanks in part to the carriage lights on either side of the building. These lights act like a beacon, drawing diners in.

"We had our doubts that something as simple as putting a few lights in the window would help, but to our surprise it far exceeded our expectations. CMP offered a set of different and knowledgeable eyes that made all the difference in the world."

Bill Clifford, owner  
The Daily Catch, Boothbay Harbor

Daytime was a different story, though, and owners Luanne and Bill Clifford knew they needed to make their restaurant say "come in." But there were limits to what they could do.



Luanne and Bill Clifford, owners  
The Daily Catch, Boothbay Harbor

Boothbay Harbor, like many picturesque Maine towns, has ordinances that limit signage and lighting. The Cliffords called CMP for some help.

### Lighting works for night and day!

Knowing the effectiveness of the carriage lamps after dark, the Cliffords asked our lighting experts to see if there were ways lighting could help encourage day-

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### Get noticed — with lighting!

When you're walking to work or in the parking lot or at the local store, do you notice the architectural details of the buildings you pass? A building can often be a major attraction for the business it houses, but only if people notice the features that make the building special.

Paul Hood, head of the C&C Corp. and owner of The Inn at St. John Street in Portland, is well aware of architectural potential. When he started a major three-year



Newly-installed façade lighting provides a touch of class to the Inn

renovation of the inn, he had three critical goals: to attract more business, show all the beautiful architecture of the building, and create a European atmosphere to draw guests in.

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Win up to \$1,000 worth of electricity! See enclosed Lighting Survey for details!

### The Daily Catch...

time business. Our first suggestion was to install brighter lamps in the carriage lights and leave them on during the day. This was not for light output, but to encourage people walking by to notice the fixtures and realize that the restaurant was open. "I didn't think anything would happen when we called CMP, being a big company, but we got great help in short order and it was right on," says Bill Clifford.

### New lighting says we re open!

Another lighting-as-advertising opportunity was in the large front window at The Daily Catch. When the sun was shining onto this window, the reflections made it



*Window lights can attract more customers and increase daytime business*

tough for people to tell whether or not the restaurant was open. The Cliffords installed hanging light fixtures with brightly-colored shades and 100-watt lamps. Whether skies are blue or the fog rolls in, these window fixtures send a message out to the street: "Come eat at The Daily Catch!"

### Affordable lighting changes really pay off!

Each of these changes was small and inexpensive, but with a big payoff! Despite the cool, damp start to the summer and the slower economy, business at The Daily Catch has increased tremendously. "Our customers can now tell we're open, and all have enjoyed the new light from the inside. We have increased business substantially at a very low cost with a few expert suggestions." A little light, a little creativity — it goes a long way.❖



### Inn on St. John Street...

### Call the CMP lighting experts

Paul is a regular reader of *CMP's Lighting Connection*. He had seen previous articles about the role light can play in a successful business and he gave us a call to get some lighting ideas. Paul was clear in his desire to create a European experience, such as you might have at a country inn in France or a villa in Italy. CMP's lighting experts were able to translate Paul's vision into a practical lighting scheme that would assist him in accomplishing his goal. We made suggestions for lighting the exterior to showcase the architectural detail and make the building stand out. We also worked with Paul to suggest lighting alternatives for the interior public areas and guest rooms. The aim was to add ambience and enhance the visitor experience.

"The fact that I got a newsletter, made a call and got a quick response from CMP with excellent suggestions and phenomenal results, made this a very pleasant experience."

Paul Hood, owner  
The Inn at St. John Street, Portland

### Lighting project is a huge success

The entire project has exceeded Paul's expectations. He tells us that the lighting has made a major contribution to the overall success. Neighbors, visitors, and paying guests all comment on the wonderful atmosphere and old-world charm of the Inn. The Inn is attracting the business Paul wants, and he plans to do even more creative lighting. Look for 13 spotlighted flags to ring the front of the roofline sometime next year.

We're glad to have made this strong "connection" through our newsletter. And we appreciate Paul's testimonial to our lighting team's response. He says, "The fact that I got a newsletter, made a call and got a quick response from CMP with excellent suggestions and phenomenal results, made this a very pleasant experience."

Paul, it was our pleasure to help!❖



# Business Lighting Survey



You are among a select group of customers who receive *CMP's Lighting Connection* quarterly newsletter. We hope you won't mind taking a few minutes to let us know your thoughts about the newsletter and about your organization's lighting plans. And because we appreciate and value your input, we will enter you in a drawing for several prizes.\*

Upon receipt of your completed survey, we will enter your organization in a drawing to win one of three prizes: a **\$1,000, \$750, or \$500 credit on your CMP business account.**

**There are just 2 things you need to do:**

- ☛ Review your organization's mailing information located on the back of this form and note any needed changes
- ☛ Return your completed survey to CMP by **November 15, 2003** OR **complete the survey online at [www.cmpco.com/lightingsurvey.html](http://www.cmpco.com/lightingsurvey.html)**

We hope you take the time to participate — your response is extremely important to the service we offer you. Please know that the information you provide will be kept confidential. If you have any questions about this survey, please call **Cherilyn Almeida** (CMP's Research Department) at **1-800-565-0121**, ext. **3025**.

**1. Which best describes how many issues of *CMP's Lighting Connection* you have read this year?**

- All 4 issues
- 3 issues
- 2 issues
- 1 issue
- None

**2. Have you made any changes to the indoor or outdoor lighting of your business this year?**

- Yes
- No
- Not Sure

**3. If 'Yes' to #2, what changes have you made?**

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**4. By the end of 2003, do you plan on making any changes to the indoor or outdoor lighting of your business?**

- Yes (Go to Question 5)
- No (Go to Question 6)
- Not Sure (Go to Question 6)

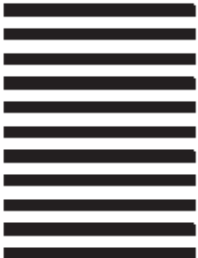
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# Business Lighting Survey - page 2

5. If 'Yes' to #4, what changes do you plan on making?

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6. If "No" or "Not Sure" to #4, what keeps you from making changes?

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7. Thinking about the changes you have made to your business's lighting or changes you may make in the future, how much influence would you say the information contained in *CMP's Lighting Connection* had or will have on your decision to make these changes?

- A lot of influence
- Some influence
- No influence
- Didn't make any changes/none planned
- Not Sure

8. Would you say *CMP's Lighting Connection* has all, some or none of the information you need to make the right lighting decisions for your business?

- All
- Some
- None
- Not sure what information I need
- Not interested in lighting information

9. What you have to say is important to us. Please use the space below to tell us what improvements could be made to *CMP's Lighting Connection* to increase its usefulness to you and/or what you would like to see in future issues.

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**Thank you for completing and returning this survey by November 15, 2003!**

\* Winners will be selected randomly from all completed entries received by **November 15, 2003**. Must be 18 years old or older to participate.

**Win \$1000 of electric delivery service — See Details Inside!**

FORWARDING SERVICE REQUESTED

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