

# Proctor's Theatre Marquee



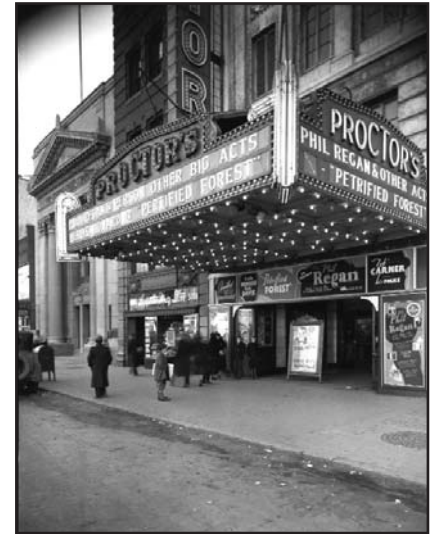
*"Proctor's Theatre would not have been able to do this energy savings project without the help of NYSERDA. This has been an extraordinary project and the new LED lights in our marquees are spectacular!"*

- Philip Morris, CEO,  
Proctor's Theatre

## HISTORIC PROCTOR'S THEATRE, Schenectady, New York

### Background

Proctor's Theatre, listed on the National Register of Historic Places, opened its doors in 1926 and has offered the residents of New York's Capital Region the very best in entertainment. Built as a vaudeville house by theatre magnate Frederick Francis Proctor, the theatre is witness to the history of the region and the nation. Each decade the entertainment offered reflected the time and mood of the American public. The theatre was home to vaudeville, silent movies, "talkies," classical productions, and on May 22, 1930 was the site of the first public demonstration of television. Proctor's, saved from destruction by a group of concerned citizens in the 1970's, now offers a diversified, year-round calendar of live entertainment.



### Assistance and Recommendations

As part of a multi-million dollar expansion plan in 2004, the Board of Directors of Proctor's Theatre contacted the New York State Energy Research and Development Authority (NYSERDA) in an effort to make the theatre as energy-efficient as possible. Through participation in the **New York Energy \$mart<sup>SM</sup>** New Construction Program, a technical assistance study was performed by Science Applications International Corporation (SAIC), a NYSERDA technical consultant. One of the energy efficiency measures the study recommended applied to the theatre's front and back marquees.

### Results

Once again, reflecting the needs of the current times, Proctor's Theatre will become energy-efficient and will mark this era with the lighting of its new energy-efficient marquee on the front of the building on May 23, 2005. The marquees will save the theatre nearly \$9,000 in annual energy savings, reduce emissions of more than 34 tons of CO<sub>2</sub> annually, and will have an annual energy reduction of more than 76,000 kilowatt hours.

### New York Energy \$mart<sup>SM</sup>

All **New York Energy \$mart<sup>SM</sup>** programs are funded by a System Benefits Charge (SBC) paid by electric distribution customers of Central Hudson, Con Edison, NYSEG, Niagara Mohawk, Orange and Rockland, and Rochester Gas and Electric. NYSERDA, a public benefit corporation established by law in 1975, administers SBC funds and programs under an agreement with the Public Service Commission.

**New York Energy \$mart<sup>SM</sup>** programs are designed to lower electricity costs by encouraging energy efficiency as the State's electric utilities move to competition. The programs are available to electric distribution customers (residential, commercial, institutional, and industrial) who pay into the SBC.

For more information about these services, contact NYSERDA  
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