

CASE STUDY

Balancing growth with environmental responsibility

In cities with vibrant tourism industries, energy efficiency plays a key role in supporting long-term growth, sustainability and resilience. New Orleans & Company is the official destination sales and marketing organization for New Orleans' tourism industry, whose mission is to inspire, promote and encourage travel to the city for the economic, social and community benefit of New Orleans and its people.

**NEW
ORLEANS
& COMPANY**

This mission makes it essential to adopt smart energy practices that reduce strain on local resources while minimizing environmental impact. By prioritizing energy efficiency, tourism-driven cities like New Orleans can enhance operational performance, meet evolving sustainability standards and set a strong example for responsible urban development.

Leading by example in sustainable energy use

During a recent facility renovation, New Orleans & Company saw an opportunity to deepen their environmental stewardship by joining Entergy New Orleans' Energy Smart Automated Demand Response Program to reduce peak load energy use and support the stability of the city's power grid.

A commitment to energy efficiency

In 2022, New Orleans & Company launched a comprehensive initiative to enhance the sustainability of its operations, beginning with a significant renovation of its headquarters. The project incorporated key energy-efficient upgrades, including retrofitted lighting, high-performance windows that maximize natural daylight within the interior and a new custom metal rainscreen system that clads the building exterior and ensures a watertight enclosure.

To build on these efforts, they enrolled in the Energy Smart Automated Demand Response Program. The program offered a valuable opportunity to align environmental goals with financial incentives for participation that met defined peak load reduction criteria, making it a natural extension of their broader sustainability strategy.



TOTAL INCENTIVES EARNED
\$18,795

A flexible energy solution

The Energy Smart Automated Demand Response Program offered exactly what New Orleans & Company needed: a no-cost, automated, low-impact solution that helped meet their sustainability goals without disrupting daily operations. The program provides financial incentives to businesses that reduce energy usage during grid stress events, and participants may opt out at any time.

Program flexibility has proven especially valuable. Since the facility does not operate 24/7, most events occur during off hours when energy demand is already winding down. Even when events take place during business hours, employees have reported no impact. For nonprofit events hosted in the evenings, advance notifications allow staff to coordinate with guests and adjust plans if needed.

Tangible savings and strategic reinvestment

Since joining the Energy Smart Automated Demand Response Program in 2022, New Orleans & Company has received \$18,795 in incentives, funds they have reinvested to offset electricity costs. This financial relief allows them to support the tourism economy, foster job creation and drive economic growth in New Orleans. Combined with their building renovations and participation in smart energy initiatives, their energy consumption has decreased by up to 25%.

A model for civic and environmental leadership

New Orleans & Company exemplifies how mission-driven organizations can lead by example, advancing sustainability, supporting grid reliability and reinvesting savings into the communities they serve. Their participation in the Automated Demand Response Program demonstrates how smart, strategic energy decisions can deliver meaningful environmental benefits while strengthening the local economy.

“We’ve really enjoyed working with Entergy and are glad they offer this program. It fits perfectly with our company’s sustainability initiatives. We also encourage other businesses in the community to check out the program and do their part to ease energy demand in New Orleans so we can continue to make sure our city remains the most remarkable, unique and welcoming city in the world.”

— PAUL WISLER, JR.
Facility Manager,
New Orleans & Company



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