



DEL MAR FAIRGROUNDS & RACETRACK

Del Mar, California



\$260K

Verified Annual Savings

4,201 MMBTU

Verified Annual Energy Savings

2.3MM GAL.

Annual Water Savings

At a glance

CEG Solutions partnered with the California Department of Food & Agriculture to modernize the Del Mar Fairgrounds & Racetrack, cutting energy and water use, reducing peak demand penalties, and strengthening sustainability.

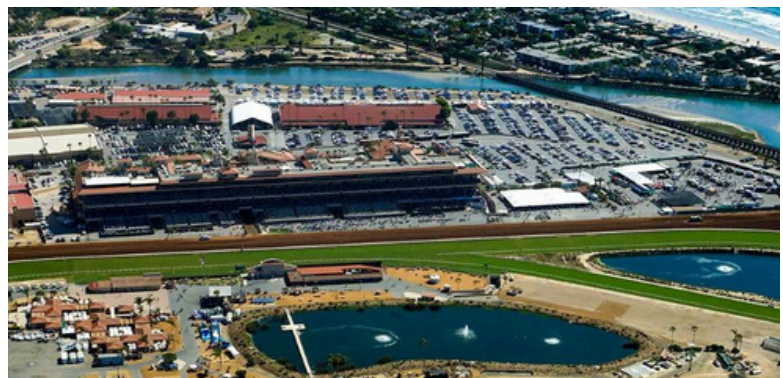
Project Highlights

- \$12M ESPC at 350-acre fairgrounds
- \$260K verified annual savings
- 4,201 MMBtu annual energy savings
- 2.3M gallons of water savings annually
- 1.2MW reduction in peak demand (25%)
- 7-month construction compressed into 10 weeks

OVERVIEW



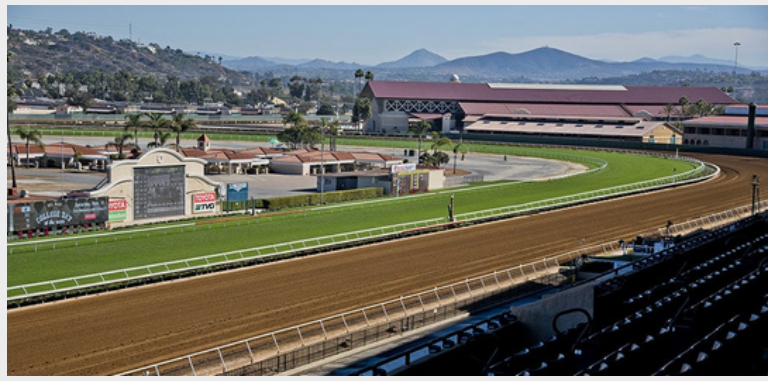
In 2017, CEG was selected to design and implement energy and water efficiency measures across the Del Mar Fairgrounds. Construction began in 2019, with CEG compressing a 7-month schedule into just 10 weeks to ensure completion before the annual San Diego County Fair. With over 450 vendors and more than 1.5M annual visitors, the fairgrounds faced steep peak-demand penalties, accounting for one-third of electricity costs. CEG's solution combined traditional ECMs with innovative behavioral engagement strategies.



STRATEGIES



Electrification & Carbon Reduction, Energy & Operational Efficiency, Performance Contracting, Education



Awards

2021 AEE Region V Energy Project of the Year

Energy Conservation Measures

- 14,000 interior & exterior lighting upgrades
- 400 domestic water fixture upgrades
- Mechanical system upgrades
- Advanced kitchen ventilation controls
- Building envelope improvements
- Vendor engagement & incentive program to reduce peak demand

SOLUTIONS



CEG implemented 14,000+ lighting upgrades, 400 water fixture retrofits, mechanical improvements, state-of-the-art kitchen ventilation controls, and building envelope upgrades. To curb peak electricity demand, CEG created a vendor engagement program offering incentives, discounted LED products, and onsite energy consultations. With 85% initial participation, and later expansion to major vendors, the program reduced peak load by 1.2MW (25%), slashing costly demand penalties and supporting sustainable operations.

RESULTS



The project delivers \$260K in verified annual savings, reduces energy use by 4,201 MMBtu, saves 1.5M kWh of electricity, and cuts water consumption by 2.3M gallons each year. Demand-side engagement reduced peak power by 1.2MW, significantly lowering penalties and improving cost control. The project demonstrates how pairing efficiency upgrades with occupant engagement can yield transformative results.

