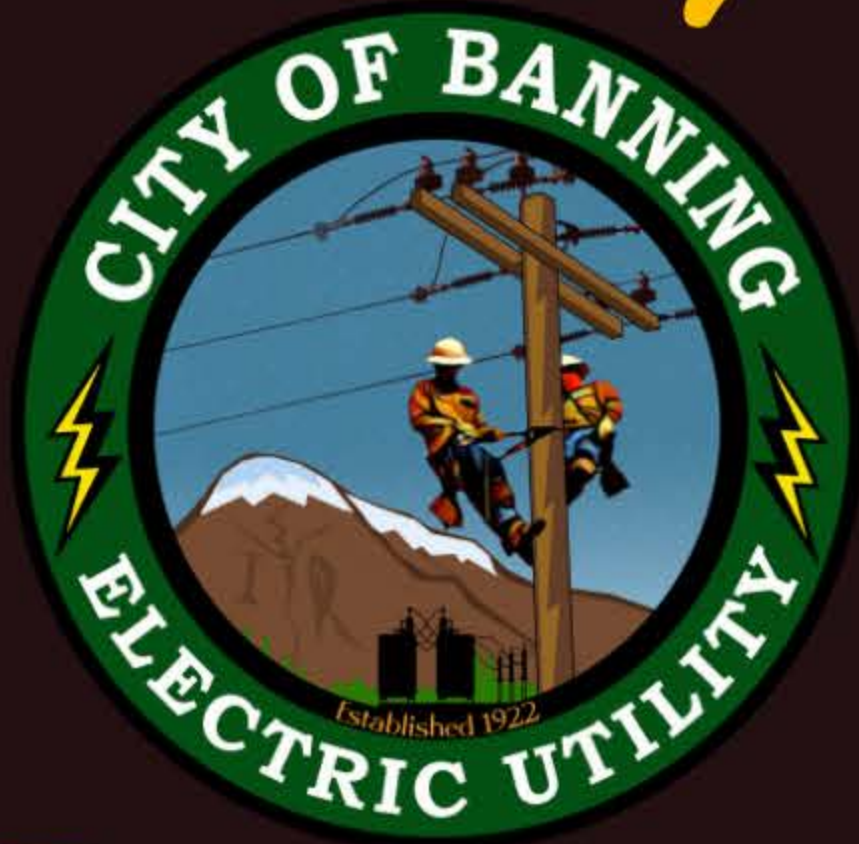


DIVE-IN MOVIES

KEEP YOUR KOOL

A COMMUNITY-DRIVEN
DEMAND RESPONSE PROGRAM (OF SORTS)

Brought to you by



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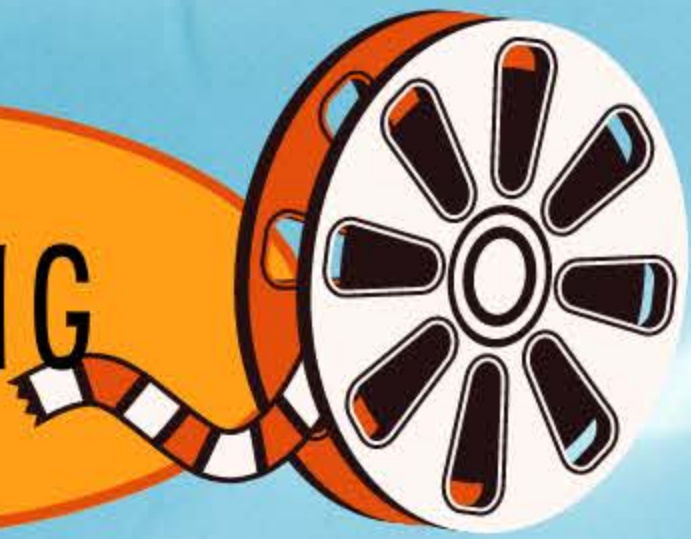


THEME

- SHAVE PEAK LOAD DURING THE SUMMER MONTHS FROM 4-9PM
- BRING FAMILIES TO THE POOL RATHER THAN USE A/C
- ENGAGE IN COMMUNITY OUTREACH



SETTING



- Our story takes place during summer of 2022
- Friday evenings at the City of Banning, Replier Park Aquatic Center
- Lines form along the perimeter of the pool entrance

CONFLICT



- Summer of 2022 was record high peak load for BEU.
- Needed a way to get families out of their homes from 4-9pm to reduce usage & shave peak load
- Prevent Flex Alerts and potential rate increases.



REPLIER AQUATIC CENTER



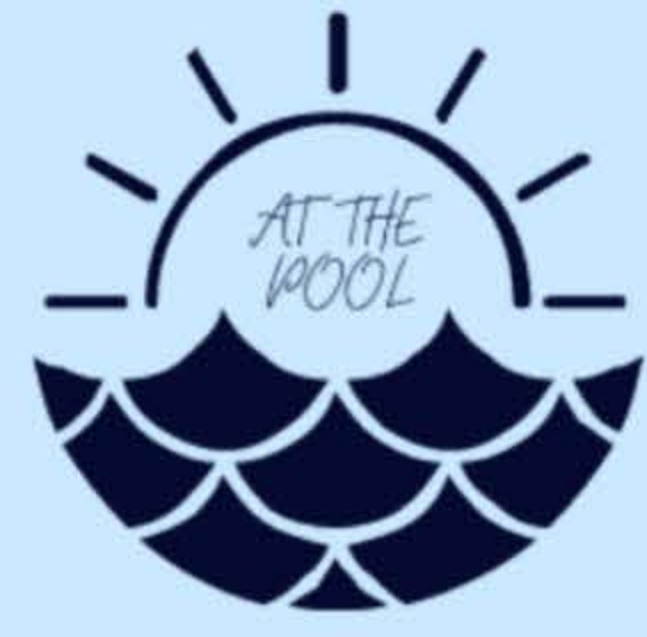
CHARACTERS



THE PLOT



- The BEU C.O.R.E. Team spends months preparing for the perfect Dive-In Movie experience
- Meticulously planning the perfect trifecta of movie selection, marketing, and movie-themed giveaways to draw in the crowds and keep them coming each Friday.
- Will the C.O.R.E. Team efforts pay off?
- Will each event be successful?
- Will we truly shave peak load and leave the patrons wanting more?



KEEP YOUR KOOL

Sponsored by
Banning Electric Utility



THE CLIMAX



- Over the course of 10 Friday evenings, approximately 544 households attended the Dive-in Movies and Friday Swim Sessions
- Savings of 2776 kWh (equating to the entire monthly usage of 3 households)
- Dive-in Movies had a 23% higher attendance over standard swim sessions.
- Lego movie, Nemo & Scoob had highest attendance and savings of 1498 kWh for just these 3 movies



Free Admission!

Replifier Aquatic Center
789 N San Geronio

DIVE-IN MOVIE
FRIDAY, JULY 8TH



REPLIFIER PARK
AQUATIC CENTER
789 N SAN GORGONIO AVE

RAFFLES
&
GIVEAWAYS

GATES OPEN @6PM



REPLIFIER PUBLIC BENEFITS DEPT C.O.R.E. Team Production

