

Cinemark Theatres

Category: Built Environment

Cinemark Theatres deeply cares about environmental sustainability and has made a strong effort in positively affecting the communities in which they serve. With 495 theatres in the U.S. and Latin America, Cinemark's program, Cinemark Cares, is committed to reducing their carbon footprint through implementing energy efficient measures, and by reducing waste through co-mingled recycling programs.

Over the years, Cinemark has been proactive in engaging several energy efficiency projects to ensure all new and existing theatres meet their energy goals. Cinemark constantly monitors, inspects and if need be, repairs/replaces equipment and upgrades buildings.

Energy Efficiency Initiatives

The following are energy efficiency projects Cinemark has completed or are currently in the process of completing.

Efficiency Projects: Energy Management System, Variable Frequency Drive, Lighting Retrofit, Waste, Recycling

Energy Management System - Since 2011 Cinemark's overall strategy has been supported through a big data solution platform delivered by Phoenix Energy Technologies' Enterprise Energy Management (EEM) technology. Big data coupled with EEM has helped and continues to help Cinemark maximize operational efficiency using real-time data and analytics.

Lighting Retrofit – This year Cinemark is completing the Sconce Retrofit: 68W down to 12W bulb. In 2004, they completed the Auditorium Entrance Retrofit: 50W down to 4W bulb. In 2002, Cinemark completed the Cola Cathode Retrofit: 11W down to 2W bulb and the Canopy Retrofit: 25W down to 4W bulb.

HVAC Retrofits – In 2001 Cinemark replaced inefficient HVAC units. The new units were far more energy efficient and better at controlling humidity. Extra savings was realized by downsizing the overall tonnage of the units while not losing any of the customer comfort requirements. Special care was taken for this project, as each retrofit project was designed with the individual location in mind, instead of one-size fits all approach.

Renewables: 11 Solar onsite Solar arrays, more in progress; Battery Storage at 2 locations; EV car chargers at a few locations

Solar Power - In 2014 Cinemark lit up the big screen with solar power at the Cinemark Tinseltown theatre in Rochester, N.Y. As part of a larger national rollout of Cinemark's solar installations this theatre has connected 315 kilowatts of solar power from a rooftop installation, an energy choice that allows Cinemark to provide moviegoers with a high-quality experience generated from cleaner energy. Due to the new solar installations, a significant portion of Cinemark's electrical consumption will be shifted to on-site, clean solar energy.

Measurement & Verification: LEED Certifications 1-Gold, 2 in progress; Energy Star Partner

Leadership in Energy & Environmental Design (LEED) - Cinemark is working to build more green theatres with the U.S. Green Building Council (USGBC) for Leadership in Energy and Environmental Design. In 2014, one of Cinemark's Theatres achieved LEED Silver. The building employed several integrated strategies to reduce its energy usage while providing for greater comfort level of occupants. Enhanced commissioning of the building's mechanical, domestic hot water, lighting fixtures and controls ensured that the new building is operating for maximum efficiency to further reduce energy use. Additionally, meters that track different energy uses will confirm that all systems are performing as designed and the building is tracking energy use as predicted.

Summary

Cinemark's efforts have saved **87,164,070 kWh** and more than **\$8.8 million** in cost through their capital asset and energy programs over the last three years. More recently, due to their continued passion for growing their program Cinemark saved **41,570,375 kWh** and had a cost reduction of **\$4,404,300** in the past 12 months (ending January 31, 2015). As they continue to be proactive and diligent with their environmental projects, Cinemark's kWh savings will continue to rise and their carbon footprint reduced.