



Rural Development • Rural Business & Cooperative Development • Rural Energy for America Program

## Full-Service Advertising Agency Makes Energy Efficient Improvements

TDG is a South Dakota based full-service advertising agency, specializing in branding, public relations, creative media placement, interactive marketing, video, and web development based in Deadwood. This small marketing firm made energy efficient improvements by installing LED lighting in an office building with the assistance of a \$1,689 Rural Energy for America Program (REAP) grant provided through USDA Rural Development.

“We're thrilled we were able to partner with the USDA on our energy-efficient lighting upgrade,” said Dustin Floyd, TDG’s managing partner. "From an economic development perspective, it's exciting to see new LED lights and a rooftop solar array on a building constructed back in the 1880s. It shows how historic buildings - and we have a lot of those in Deadwood, of course - can be redeveloped and re-purposed in new ways."



Pictured left to right are Dustin Floyd, TDG’s Managing Partner; Monte Amende, Partner and Creative Director at TDG; and USDA Rural Development Rural Business and Cooperative Programs Director Dana Kleinsasser.

Since the installation of the new LED lighting, TDG’s energy usage was 24% less than it was the year before for the month of June; translating to about a \$48 savings for the month.

Rural small businesses, and farmers and ranchers are eligible to apply for REAP. Projects the grant can fund are either for renewable energy systems like solar, hydro and wind power, or for those that increase energy efficiency-such as variable speed drives for well pumps or new energy efficient lighting, heating or air conditioning systems. For more information on this program in South Dakota, contact Energy Coordinator Jolene Pravecek, [jolene.pravecek@sd.usda.gov](mailto:jolene.pravecek@sd.usda.gov); (605) 665-2662, Ext. 116.

**Obligation Amount:** \$1,689 REAP

**Date of Obligation:** 12/18/2015

**Congressional District:** At Large, Senator Thune, Senator Rounds, and Congresswoman Noem

**Partners:** TDG and USDA Rural Development

**Demographics:** Deadwood, SD

**Impact:** Overall energy usage was 24% less than it was the year before for the month of June; translating to about a \$48 savings for the month.