

Wisconsin Focus on Energy Inn Serendipity Demonstration Grant Final Report

APPLICANT INFORMATION

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DESCRIPTION OF PROJECT

The demonstration grant is to provide materials that will help inform the public about how a diversity of renewable energy systems operate at a combined farmstead, home-based business and primary residence. This demonstration grant application is for the funding of the research, development and printing of educational materials to be featured in a 20-page self-guided tour booklet with detailed information on the systems in use. Information will also be excerpted for display materials to accompany each system and for use on the Inn Serendipity website.

ACCOMPLISHMENTS

Three interrelated tasks were completed that created educational materials to serve the largest possible audience:

(1) A 20-page educational booklet was developed and printed containing information about the many renewable energy systems on the farm. This information will be distributed during farm tours, open houses, to B&B guests, and at other venues (including presentations made at the Green Living Expo in Minnesota in May, 2004 and the MREA Renewable Energy & Sustainable Living Fair in June, 2004) as well as during the National Tour of Solar Homes in October, 2004, and other venues.

(2) Descriptive signage for each renewable energy system (PV, wind turbine, domestic solar hot water, solar thermal for greenhouse, woodstove, "energy conservation" was created, laminated and placed adjacent to each system.

(3) A website reflecting each renewable energy system component, including costs, output, etc. for the system on the farm was created which also features for downloading as a PDF file the entire 20-page self-guided booklet.

As a result of undertaking this demonstration project, the following two goals were met:

- clear, easy-to-understand information is available about the renewable energy systems utilized at the Inn Serendipity farmstead.
- practical resources for others interested in incorporating renewable energy systems into their home, business or farm were offered through the self-guided booklet.

RECOMMENDATIONS FOR ENHANCING THE BENEFITS OF THE PROJECT

Besides welcoming public relations or other media outreach opportunities, Inn Serendipity suggests that a overview "case study" be created on the FOE website and then interlinked to the Inn Serendipity website containing the detailed information and downloadable 20-page self-guided booklet (as a PDF file).

Windustry has also expressed an interest in featuring Inn Serendipity as a demonstration site and making available the 20-page booklet for downloading on their website. Given the positive response to the booklet to date, other websites and/or organizations will be invited to feature the booklet as a part of a case study/demonstration. With particularly strong interest in the booklet, there might exist an opportunity to reprint quantities to meet on-going demand in the future. With additional funds, a coated stock paper could be used for the cover which would improve the overall look and feel of the booklet.