



January, 2009

Successful Green Initiative with a Tenant Relations Bonus

We at Midgard had an interesting challenge during 2008. We were tasked with implementing green policies at our 1980's era, 435,000 square foot Corporate Headquarters, Crown Center, located in Ft. Lauderdale consisting of six low-rise buildings situated on 22 acres. After doing our homework and carefully selecting which programs to implement, we have effectively lowered our operating expenses by over \$50,000 annually - with little capital investment.

Our green initiatives included a total recycling program; changing to green cleaning; landscaping and pest control; and plumbing and electrical modifications. We also "dug deep" to find inexpensive, small modifications that made a big difference, such as adding rain gauges to the irrigation system; installing light sensors in our stairwells and restrooms and placing LED light bulbs in all of our exit and emergency lighting and in our elevators. We also took this opportunity to upgrade our lobby plants and replace our lobby mats with USGBC certified green water hog mats.

More importantly, we involved our tenants every step of the way which improved our visibility and communication with our tenants. We first rolled out our recycling program which involved training not only with our janitorial vendor but with our tenants as well. I am pleased to say, that we have not had one incident of cross contamination with this program, and it is a huge success at this campus. We then installed aerators on the restroom faucets and changed to all recycled paper products and a green hand soap product. Typically, this results in a number of tenant complaints, but we had not one. Again, I believe this is because our staff took the time to properly communicate these changes to our tenants and more importantly, sell our green initiative.

As we proceeded with more enhancements to our program, our tenants became more involved and excited. We ended the year with the lobby upgrades and the placement of automatic hand sanitizers in the restrooms. As we are benchmarking our buildings for an Energy Star Rating, we ended the year with a documented savings of over \$50,000 annually which has more than offset any costs we have incurred in bringing these modifications to Crown Center.

We are continuing our commitment to our green initiatives through 2009 and will be undertaking a number of projects during the year. I am pleased to say that through the dedication and innovation of the Midgard Management staff, we were able to creatively and effectively implement a successful green policies and procedures program that had the added benefit of boosting our tenant relations efforts.

1475 W. Cypress Creek Road, Suite 202
Fort Lauderdale, FL. 33309
954-771-6714