

PREPARED FOR

Inn on the Cliff

A permanent-lighting concept for the boutique hotel every person in the valley can see, rendered on the Inn's own photography.

For the attention of **Tom & Dorothy Heers**, Owners · August 2026

August 13, 2026

Tom & Dorothy Heers · Owners

Inn on the Cliff
511 S Tech Ridge Drive
St. George, Utah 84770

Re: Permanent architectural lighting — a concept for Inn on the Cliff

Dear Tom and Dorothy,

The Inn sits on the one piece of architecture every person in St. George can see after dark. Your guests photograph the valley from the bluff every night; permanent roofline lighting makes the Inn part of the valley's own view. The enclosed concept shows your building traced in light: programmable from warm white to full color, controlled from a phone, and nearly invisible by day.

We prepared this packet before ever contacting you. The renderings are built from the Inn's own published photography, and the measurements and budgetary figures come from public records and imagery. Nothing here required a minute of your team's time.

We propose starting where the Inn is seen: the bluff-facing roofline and the arrival. One clean warm-white line along the cliff edge, visible from the entire valley, photographed by every guest on the terrace and every diner at the Cliffside. The enclosed roadmap then grows the system on your schedule, with pricing that improves as the property commits. Phase One asks for one decision about one roofline.

Every system we install carries a lifetime limited warranty on all materials and a three-year workmanship warranty. If the concept earns interest, a twenty-minute site walk is the whole next step: we confirm measurements and return a firm proposal within forty-eight hours.

Halo is a St. George company, owner-led on every job. The people who founded it are the people on the ladder, our installations light homes and businesses across Washington County, and every system we hang carries a service program, so the property you light this year still looks this way every night after. Who we are, and the work itself, are on the pages that follow.

The Halo Team

Halo Permanent Lighting · St. George, Utah
(435) 531-0533 · (435) 319-0163
halopermanentlighting@gmail.com

Enclosed: about Halo · property profile · Phase One concept · execution plan · property roadmap · recent work · acceptance page

WHO YOU'D BE WORKING WITH

Owner-led, St. George born.

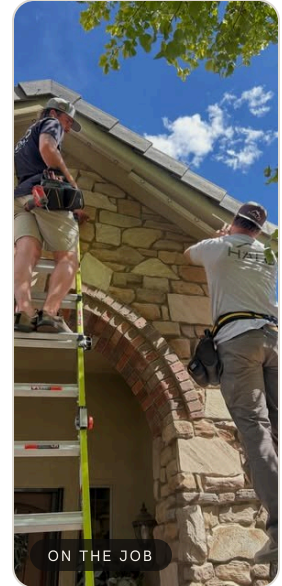
Halo Permanent Lighting was built in St. George by the people still on every install. There is no call center and no franchise playbook. When Halo quotes a property, the owners walk it; when Halo installs, the owners are on the ladder; and when something needs service, the person who answers the phone is the person who hung the track.

The company earned its base the slow way: home by home across Washington County, on referrals and reviews. That residential standard of clean lines, hidden-by-day hardware, and crews that leave a site cleaner than they found it is exactly what we bring to commercial rooflines. Same track, same controllers, same warranty. Bigger canvas.

We're a local company trying to win local work by being unreasonable about the details. The Inn would be a flagship for us, and we intend to treat it like one.



THE OWNERS



ON THE JOB

"I love that their lighting is on tracks that blend in with the home... and the price was great! I would recommend them to anyone."

Michele Randall

St. George, UT

"The owners were incredible to work with. They were so kind, patient, and amazing to communicate with."

Sadie Lane

Homeowner

"Speedy and efficient! No mess, no fuss, just beautiful lighting. Shad and crew are very kind, professional..."

Kathy Averett

Homeowner

St. George

OWNED & OPERATED

Utah & Nevada

SERVICE AREA

Lifetime

LIMITED MATERIALS WARRANTY

Reviews as published at halopermanentlighting.com.

Halo

St. George, Utah

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BEFORE WE EVER CALL, WE DO THE HOMEWORK

The property, on paper.



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BOUTIQUE GUEST ROOMS

Cliffside

RESTAURANT ON PROPERTY

Bluff edge

ABOVE THE ENTIRE VALLEY

Pool + spa

OVERLOOKING THE CITY LIGHTS

Travelers' Choice

TRIPADVISOR, MULTI-YEAR WINNER

~300 LF

BLUFF-FACING ROOFLINE, EST.
FROM IMAGERY

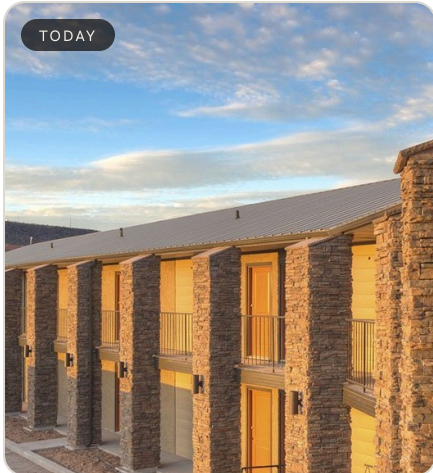
Why permanent lighting fits this property

- **The whole valley is your billboard.** No other building in St. George owns this sightline; one warm-white roofline on the bluff is a nightly landmark seen from every direction.
- **Guests already photograph the view.** Permanent lighting puts the Inn in the photo: terrace shots, review photos, and social posts all carry the roofline for free.
- **Holiday scenes without ladders.** A cliff-edge roofline is exactly the one nobody wants to string by hand; full December programs run from the app.
- **The Cliffside works both ways.** Diners see the city; with the roofline lit, the city sees the Cliffside. Every evening is an advertisement for dinner on the bluff.

Compiled from public records and the Inn's published materials. No property access was required to prepare this document.

START WHERE THE WHOLE VALLEY LOOKS

Phase One: the bluff face.



PHASE ONE — BUDGETARY ESTIMATE, INSTALLED

\$9,000

Bluff-facing roofline, arrival & entry · $\approx$ 300 roofline LF at \$28-30 per foot, estimated from imagery · firm number returned within 48 hours of a twenty-minute site walk

Includes color-matched track, commercial-grade LEDs and controllers, app control with saved scenes (nightly warm white, holiday programs, event colors), electrical connection, and installation by Halo crews. **Lifetime limited warranty on all materials. Three-year workmanship warranty.** Final figure follows a twenty-minute site walk.

- **One roofline, seen by everyone.** Phase One lights the single edge the entire valley looks at, and nothing else. Smallest possible scope, largest possible audience.
- **Guest experience first.** Light aims outward and down; rooms and the terrace stay glare-free, warm white by default, dimmed or off at whatever hour you set.
- **Holiday scenes without ladders.** The December view above is the same hardware on a saved scene: zero lift rentals, zero seasonal crews, zero takedown in January.

WHAT HAPPENS WHEN YOU SAY YES

From walk to lights-on.

STEP 1 · DAY 0

The site walk

Twenty minutes at the arrival. We confirm the roofline measurement and power locations.

STEP 2 · 48 HRS

Firm proposal

Exact footage, exact price, and exact schedule, in writing, within two days of the walk.

STEP 3 · WEEKS 1-4

Design review

Where city or HOA design review applies, we prepare and submit the full package (drawings, cut sheets, photometric notes) and track it to approval. Zero staff time.

STEP 4 · UP TO 4 DAYS

Installation

Bluff face and arrival only, staged around check-in and dinner hours; most layouts finish faster. No guest disruption.

STEP 5 · 1 EVENING

Programming night

Scenes saved, curfew schedule set in writing, staff trained on the app, warranty docs handed over.

WHAT'S INCLUDED

- Color-matched aluminum track, commercial-grade LEDs & controllers
- Licensed electrical connection to existing circuits
- Controller and app run on the property's existing Wi-Fi, or standalone over Bluetooth. No new network build required
- App setup, saved scenes, and resident-curfew scheduling in writing
- Staff training, as-built documentation, and warranty registration

WHAT'S EXCLUDED

- Electrical panel upgrades beyond existing capacity (quoted separately if ever needed)
- Repairs to existing fascia or stucco, documented and flagged if found
- Ground and landscape lighting, quotable as its own scope
- Mounting detail is chosen against your roofing manufacturer's requirements and **documented in writing**

COMMERCIAL TERMS

- Half down at signing, balance on completion at the final walkthrough
- Invoice terms available on request
- W-9 and vendor onboarding completed at acceptance, on whatever platform your compliance team uses
- Certificates of insurance naming the property and manager as additional insured, delivered before mobilization; coverage aligned to your vendor requirements

YOUR ROOF & YOUR POWER BILL

Roof warranty, handled. Mounting fasteners are sealed and fully concealed beneath the track. Where the property's roofing warranty calls for a zero-penetration detail, a surface-mount alternative is available. We align the final method with your roofing manufacturer's requirements at the walk and document it for the property's roofing file.

Power: pocket change. The track draws 0.72 watts per foot at full brightness, so Phase One's ≈300 feet totals about 215 watts. Call it under \$10 a month at typical utility rates, and LED trim uses up to 80% less energy than conventional lighting.

WHERE IT CAN GO

The whole property, on your schedule.



PHASE	SCOPE	RATE TIER
Phase One	Bluff-facing roofline, arrival & entry	\$28-30 / ft
Phase Two	Full perimeter & pool terrace	\$25-28 / ft
Phase Three	Cliffside pavilion, monument & landscape accents	\$22-25 / ft

\$2.50 a night

PHASE ONE, OVER A TEN-YEAR
HORIZON

4-6 Decembers

TEMPORARY-INSTALL SPEND IT
REPLACES

\$18-35 / ft

NATIONAL BRANDS' COMMERCIAL
BAND

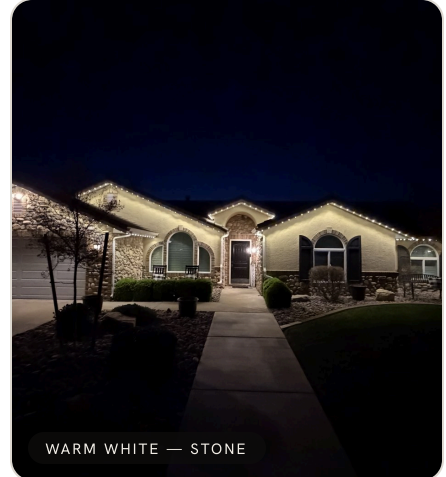
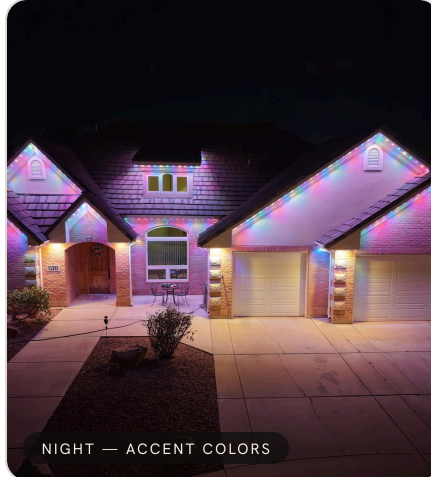
Temporary commercial installs run \$2.50-\$7 per foot every season, plus removal — and a cliff-edge roofline is the one nobody should be stringing by hand. The roadmap turns that recurring expense into a standing asset. Completed in phases, the full property (≈800 LF) prices at roughly **\$19,500-\$21,500**, about **\$6 per night across ten years**, versus \$22,500-\$24,000 bought piece by piece. Committing a phase locks the next tier's rate; **Phases Two and Three are priced firm at commitment**, and the tiers above are today's rate card, inside the national commercial band, with a lifetime materials warranty behind them.

Designed around the guest experience

- **Shielded, downward-aimed channel** at the parapet. Light traces the architecture, not the windows.
- **Zones per area**, so the bluff face, arrival, and pool terrace each run on their own controls.
- **Scene scheduling in writing**. Warm white nightly, event colors when you choose, dimmed or off at whatever hour suits the guest experience.
- **Guest rooms stay dark inside**. Light traces the roofline outward and down; balconies and windows keep their view of the valley, not of a fixture.

PROOF, NOT PROMISES

Washington County, after dark.



Every photo on this page is a Halo installation in Washington County: our crews, our county, unretouched. The daytime frame is the point most people miss: color-matched track sits flush under the roofline and disappears until dark. **Recently completed commercial: Station 2 Bar by Zion Brewery and the Dixie Elks Lodge No. 1743** — the restored 1918 firehouse on Main Street and Utah's largest Elks lodge, both traced in permanent light. Client references are available at the site walk, and we're glad to arrange an evening drive-by list.

The Inn would carry the same hardware, the same controllers, and the same warranty as every install above, engineered for the most visible roofline in St. George.

TWO WAYS TO SAY YES

Schedule the walk — or authorize Phase One today.

OPTION A — THE TWENTY-MINUTE WALK

No cost, no commitment.

Text or call **(435) 531-0533** and we'll meet you on the bluff. We confirm the measurement, answer the hard questions, and return a firm proposal within forty-eight hours.

Mornings before the leasing office opens work well; the walk is over before your day starts.

OPTION B — AUTHORIZE PHASE ONE NOW

Authorization is capped at the **\$9,000** budgetary figure. We still walk the site first: if the firm number comes in at or under the cap, work is scheduled; if it comes in over, you approve the difference first, or cancel at no cost.

Signing costs nothing until the number is confirmed. It simply holds your place in the install calendar.

Phase One authorization — Inn on the Cliff

Bluff-face & arrival permanent lighting · budgetary cap \$9,000 · firm figure subject to site-walk confirmation as described above · lifetime limited materials warranty · three-year workmanship warranty

FOR INN ON THE CLIFF — SIGNATURE & NAME

DATE

FOR HALO PERMANENT LIGHTING — SIGNATURE & NAME

DATE

Prefer to keep this off the capital budget? Ask about monthly service billing at the walk. One text starts everything: **(435) 531-0533**

APPENDIX · BEYOND LIGHTING

The same crews, the rest of the property.

Separate from the lighting proposal, included so you know the company you'd be working with. Halo's facility services division supports multifamily and commercial properties across Southern Utah with vetted, insured local crews: one point of contact, one consolidated invoice, response times in writing.

MAKE-READY TURN CLEANING

Flat per-unit rates, a 48-hour turn SLA from key receipt, a photo log for every unit, and a two-deep crew bench.

QUARTERLY HVAC PM + FILTERS

Property-wide filter changes with coil and condensate service, and a written condition report every round.

COMMON-AREA & OFFICE CLEANING

Leasing office, models, and clubhouse kept tour-ready on a fixed schedule.

LANDSCAPING & GROUNDS

Year-round grounds care built for the desert, and the natural counter-season to lighting installs.

EXTERIOR CARE

Pressure washing, day porter service, and punch and make-ready handyman work on call.

How engagements start

Every service begins the same way as the lighting concept in this packet: a short walk, a written scope, and a 90-day pilot you can cancel anytime. Certificates of insurance are on file before anyone sets foot on the property.