



CUSTOMER STORY

Fulton Powers a Sustainable Future at Rock Lititz

CHALLENGE:

Financing a solar project can be costly and complex, particularly if you're the largest rehearsal facility in the world, where performers like U2, Beyonce, Metallica, and Justin Bieber prepare for their next tour. Rock Lititz, an affiliate of entertainment technology industry leader Clair Global, wanted to rebound from the pandemic bigger, better, and more sustainable than ever.

Rock Lititz decided to build a second rehearsal studio and install solar panels across four buildings to supply all the electricity needed for the 100+-acre campus, which is home to dozens of businesses and hundreds of employees supporting the live entertainment industry.

SOLUTION:

From construction costs to panel installation expenses, Rock Litz's solar initiative would require significant financing. When it was time to explore financing for the entire 5-megawatt project, Rock Litz consulted Fulton Bank, its trusted banking partner for more than two decades. Fulton was well versed in the solar lending space and was ready to support the ambitious venture.

The project gained momentum as Rock Litz, and the entertainment industry as a whole started to experience rapid post-pandemic growth. The venue needed a flexible funding solution that could adapt over time as construction progressed and incentives became available from the state and local utility.

Fulton Bank's flexible lending structure and experience with financing requirements and sustainability criteria enabled Rock Litz to meet its accelerated project timeline.

OUTCOME:

The Rock Litz project is the largest solar installation Fulton Bank has financed. In all, it consists of 10,556 solar panels providing 6,322 MWh of power annually to the campus. The work, which began during the summer of 2022, is expected to continue through 2024 and is fully financed by Fulton Bank.

"At Fulton, we believe that a large part of our success is serving as good stewards of our natural resources," said Mike Strigel, director of middle market banking at Fulton Bank. "Our partnership with Rock Litz is a great example of how we help companies reduce their carbon footprint and increase sustainability."

"From the ease of their partnership to their commitment to the community, Fulton Bank has been a trusted partner of ours for more than 20 years,"

said Matt Clair, Chief Information Officer of Clair Global. "They know how we operate, understand our goals and share our vision for a sustainable future, and we look forward to building that future with them."



ABOUT ROCK LITITZ:

Rock Lititz is a one-of-a-kind production community that supports innovative creativity within the live event industry. With resources ranging from design, engineering and manufacturing through rehearsals and beyond, Rock Lititz is a one-stop shop to collaborate on any live experience. The 108-acre Rock Lititz Campus brings together the top production-based vendors and resources in the live event industry to enhance collaboration, innovation and creative partnership. Only a short drive from New York, Baltimore, Washington, D.C., and Philadelphia, the state-of-the-art production campus is located in beautiful Lititz, PA.

Learn more at rocklititz.com/home

ABOUT FULTON BANK:

Headquartered in Lancaster, PA, Fulton Bank is a premier community bank in the mid-Atlantic region. As a subsidiary of Fulton Financial Corporation, a \$27 billion financial services holding company, Fulton Bank offers a broad array of products and services at more than 200 financial centers across Pennsylvania, New Jersey, Maryland, Delaware and Virginia. At Fulton Bank, we seek to change lives for the better by building strong customer relationships, providing significant community support and empowering more than 3,300 employees to do the same. Through the Fulton Forward® initiative, we're helping build vibrant communities.

[Learn more at fultonbank.com](https://fultonbank.com)