



Ball Park Floral:

A Neighborhood Staple of 100 years

About Ball Park Floral

As the second oldest floral shop in the Grand Rapids, Ball Park Floral & Gifts takes great pride in serving the west side community for generations. This family-owned and operated, full-service professional florist has a legacy of being a good neighbor and a staple of the west side charm.

BEFORE

This particular building was built more than 50 years ago as an uninsulated cinderblock building with a flat roof. Upon purchase in 2016, the building had been enhanced with a pointed roof and garage doors; and the sale included an adjacent residentially zoned property as well. The owners have been upgrading the building ever since, including changing LED light bulbs, replacing the furnace and even arranging the floor plan to maximize natural light exposure from the west and south facing windows.

THE AUDIT

Energy Conservation Measures (ECMs) Chosen for year 1 and 2			
ECMs	Annual Savings	Rebates Available	Payback
Roof Insulation +R 14	\$320	\$990	4.7
Program Thermostat	\$135	NA	Instant
LED Replacements	\$630	\$376	10.1

The GR 2030 Districts Energy Assistance Program sponsored an ASHRAE Level “1.5” audit performed by Foresight Management, which uncovered great savings opportunities for Ball Park Floral. The energy conservation measures covered building envelope, mechanics, space use, lighting, a utility analysis and an EnergyStar Portfolio Manager account. The chart shows what Ball Park Floral have undergone to date. Notable Energy Conservation Measures (ECMs) include creative thinking such as maximizing use of space by condensing the three large walk-in coolers, best practices such as EnergyStar Appliances, as well as no-cost fixes such as cleaning the coils of the condenser unit.



AFTER

Ball Park Floral has seen more than \$1000 savings in just 7 months. They even went as far as to compare the average monthly temperatures between this year to conclude if a temperature difference contributed to their savings. Nevertheless, their recently installed furnace, programmed thermostat, additional insulation to the roof deck and walls, and lighting changes have made a notable difference in their budget and occupancy comfort. The 3-4” winter ice dams have disappeared, making the walkway and parking lot safer for patrons. The brighter light of the LEDs adds to the appeal of the retail space without adding extra heat in the summers. The insulation has curbed the temperature fluctuation of the storage spaces and garage, which is very appreciated by staff members. They have plans to make botanical aesthetic use of the plot next door to continue to steward the well-being of their community.



To Put This into Perspective

For Ball Park Floral, the energy audit has been “eye opening”, turning a perceived nonnegotiable expense into a managed metric. A previously overlooked opportunity is now being reinvested in impactful ways. The team is contemplating reallocated these savings towards next energy improvements, their facilities expansion vision or investing in their landscaping dreams. “From a business perspective, utilities don't get much attention,” a team member comments, “I never dreamt it would save this much so quickly.” Ball Park Floral is a leading example of a local business which stewards their communities, even through energy management.