

FLOWER POWER

Outline Of Need: Main Street Floral, LLC is a floral and gift shop located in Superior, Nebraska. The store offers a wide variety of floral arrangements and home décor items to their small rural community. The floral shop operates 10 hours a day, five days a week, equating to approximately 2,600 hours of operation per year. The estimated annual energy usage is 42,698,669 BTU's. Main Street Floral wanted to complete energy improvements to increase the store's efficiency. The building was in need of a new front door and energy efficient front windows and lighting in order to make the building more energy efficient.



How Rural Development

Helped: USDA Rural Development provided a \$5,094 grant from the Rural Energy for America Program-- section 9007-- to offset the equipment and installation expenses of the project.

The Results: Owner Camie Kroeger made the much needed improvements that fashioned a new look for the store, inside and out. The store will save 48 percent of its original energy usage and will reduce their BTU consumption by 20,333,312. The store will save approximately \$379 annually in energy costs. The store employs four people. The new façade of the store, along with the energy savings, have been a benefit to Main Street Floral and the Superior Business District.



“Our new store front windows have made a huge improvement with our business. People have stopped just to say how great it looks and how it added to the improvements of our main street business district. We look forward to seeing the savings in our winter utility bill from the new lighting and insulated windows.” Camie Kroeger, Owner of Main Street Floral