



CASE STUDY  
**Broadfording Church**

Financing Facts

**\$13,470**

Total financing

**0% / 12**  
months

Rate and term

**\$1,123**

Monthly payment

Savings by the Numbers

**\$134,835**

Total incentives

**139,996**

Annual kWh savings



**Lifetime CO<sub>2e</sub> Avoided: 223 Metric Tons**

These reductions represent long-term greenhouse gases that would have otherwise been released into the atmosphere, contributing to climate change. By lowering energy use, this project supports a cleaner, more resilient energy future while delivering lasting environmental and operational benefits.

**The Opportunity**

**Broadfording Church and Global Visual Christian School** is a faith-based private school serving students from pre-K through 12th grade, including international students from around the world. Located in Hagerstown, Maryland and serving 400+ students with bright futures, they found themselves in need of a lighting refresh that could keep up.

“We had these old lights that were just an eyesore,” said Jeremy Redding, School Operations Director. “And I knew they weren’t efficient just by looking at them.”

**The Project**

Broadfording Church wanted more than just an upgrade — they needed a comprehensive modernization of lighting across the entire campus. Potomac Edison’s Small Business Direct Install Program evaluated the facility and planned a road map for the lighting transformation.

The program’s financing options and incentives made the full scope of the project affordable, while the program team’s prompt communication and support helped streamline work on the bustling campus to make the project possible.



**ENERGY SAVINGS EQUIVALENT TO**



**314,219**

miles driven by the average gas-powered passenger vehicle



**21.2**

homes’ electricity use for one year



**18,028,830**

smartphones charged

## CASE STUDY **Broadfording Church**

### The Results

Once the project was completed, Broadfording Church saw more than just energy savings. The project delivered immediate aesthetic and functional improvements. A full LED retrofit was installed across the school and church buildings, including the gym, classrooms and exterior lighting, as well as new lighting controls based on room use and occupancy.

More than **\$100,000 in incentives** and **flexible financing** with a **0% interest rate** allowed for a lighting overhaul that boosts first impressions, classroom comfort, energy efficiency and operational flexibility across the Broadfording Church and Global Visual Christian School campus.



**“We’ve already seen  
a significant drop  
[in energy use].”**

**Jeremy Redding,**  
School Operations Director

### Explore Financing for Your Energy-Efficient Upgrades

Potomac Edison’s Energy Solutions for Business Program has partnered with Optimus to offer **low-interest financing options** ranging from 0%-2.99% and loan amounts up to \$250,000. Scan the code to learn more.



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