



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



**CO₂e 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, the facility found itself 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 — it 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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