



Green Business Leaders: Success Stories

Shark's Surf Shop, Lawrence, KS

Impact of Recommended Actions:

- **\$830** yearly savings
- Payback time of 6 months
- **6,900 kWh**/year saved
- **6 metric tons CO_{2e}**/year reduced (equivalent to removing 1 average vehicle from the road).

Shark's Surf Shop was one of 12 businesses that participated in the first round of Green Business Leaders, a program of the City of Lawrence that provides educational programs and tools businesses can use to save energy and cut their operating costs.



Shark's Surf Shop is a retailer selling primarily shoes and clothing, with retail space on the first floor and basement. Through the Green Business Leaders program, an energy assessment was conducted of the building. The assessment identified lighting upgrades as the most effective efficiency measures. As a result of what they learned through the program, Shark's has replaced window display lighting and some fluorescent bulbs with more efficient bulbs, and had the air conditioning unit cleaned to improve efficiency. They are replacing ballasts for fluorescent fixtures with more efficient models as replacement is needed as part of general maintenance.

Green Business Leaders participants attended three monthly classes on energy efficiency solutions. These classes covered energy efficiency options related to building envelope, lighting, and heating and air conditioning, as well as available utility incentives and tax credits. In addition, businesses received a free energy assessment walk through conducted by an engineer at GBA Architects + Engineers and a representative of Westar Energy (the local electric utility). This building-specific data helped business owners prioritize the most cost-effective solutions for their buildings. Then, all participating businesses committed to moving forward to complete the cost-effective energy efficiency measures recommended by their building assessment.

Impact of Recommended Actions: All 12 Green Business Leaders

- **\$23,000** annual savings.
- **244,000 kWh**/year saved
- Average payback time of 2.5 yrs.
- **200 metric tons CO_{2e}** /year

www.lawrenceks.org/green-business-leaders



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