

A+ GREENHOUSE

Why Open a Greenhouse for the HCA EiA Program?

HCA is uniquely positioned to develop the A+ Greenhouse for an Education in Action program.

Leadership

Educators with a desire to help students develop life skills who exemplify exceptional creativity, leadership and communication skills.

Freedom and Flexibility

to launch alternative educational programming

43

Acres of available land

Mission

Helping each student become an integral contributor to the workforce

The A+ Greenhouse EiA program provides a forum where students are trained and supported for their next step toward college or trade schools through an opportunity to participate in a goal-driven team.



Introducing the A+ Greenhouse

An Education in Action Program from Heritage Christian Academy

HCA is recommending a multi-step approach to launching the A+ Greenhouse.

1) Set-Up

Don Klooster and Klooster's Greenhouse are active advisors in constructing the A+ Greenhouse.

- **Location:** Centrally placed within the HCA campus for maximum natural light
- **Infrastructure:** Electric and gas utilities are available
- **Structure:** Concrete foundation and modular facility
- **Materials:** Pots and planters sourced from art classes
- **Planting:** Hanging baskets/Fall mums

2) Classroom Experience

Jade Wolfe will manage the A+ Greenhouse. Jade is an engineer-educator and an avid hobby gardener who desires to inspire innovation in agriculture. She is passionate about hands-on learning, supporting students in research, and community outreach.

Students will

- Grow flowers, succulents, and mums
- Manage brand development for the greenhouse
- Connect with potential consumer, wholesale, and retail customers to explain A+ Greenhouse offerings, then accept and fulfill orders

3) Brand Development

Student-led activities to build awareness of the greenhouse include:

- Promoting the A+ Greenhouse through local advertising channels
- Adding information to the HCA Website
- Offering online sales through social media channels
- Marketing plant availability during HCA events such as Grandparent's Day, the Fall Gala, PreK/K Info Night, the Musical, and the Spring Auction
- Exploring participation with floats in community events such as local fair parades hosted by Allegan and Kalamazoo or the tractor parade in Schoolcraft

Building	Investment
Concrete Floor 32x72 Floor with fibermesh reinforcement	\$12,100
Greenhouse - 32x72 Decloet gutter connected greenhouse	\$42,135
Ridge vent - 72' Framed ridge vent W/8MM (2pcs)	\$ 6,934
Coverings, Hardware, Equipment	
Sheets of Poly Carb	\$ 8,435
Hardware/Equipment	\$ 4,970
Controls and Drivers	\$10,210
Benching	\$24,910
Total Investment	\$124,235

Revenue		Expenses	
Spring	\$40,000	Spring Plant Expense	\$12,000
2,000 hanging baskets @\$20		Fall Plant Expense	\$4,000
2 sq ft per basket/air + bench		Heating, Salary, Insurance	\$35,000
Fall	\$20,000	Unanticipated Expense	\$4,000
2,000 large mums @\$10			
Total	\$60,000	Total	\$55,000