

The Flower Project

LOCAL FLOWERS
FOR THE
COMMUNITY

The Flower Project, started by husbands Michael Fraley and Brent Grant, is a passion project which blossomed into a business.

Fraley works for nonprofits, including a stint as the executive director of a food pantry in Commerce Township. One of his responsibilities was fundraising. Fraley thought it would be a great idea to combine fundraising with his passion for gardening. He talked to Grant and suggested they grow tulips and sell them to raise money for the food pantry.

Grant agreed, and they decided to personally invest by purchasing tulip bulbs. In addition, they registered **The Flower Project** as a Michigan business to ensure everything was handled legally. "It was really just going to be this one-time fundraiser. Do it and be done. But as we started selling the tulips people were

asking us are you going to have flowers all year? Will you do weddings? Mother's Day? Will you offer subscriptions?" Fraley said.

Grant and Fraley decided to take a leap and keep the business going after raising money for the food pantry and it worked! They sold about 20-25 bouquets a week, and did three weddings last year.

AFTER A WHILE, GRANT AND FRALEY REALIZED they had a good thing going, so the couple decided to expand. Luckily there was an empty lot right next door; which was originally part of the house property line but the land was sold before the house.

When they first moved into their home they were thinking about fencing the yard to separate their property from the empty lot. However, in October 2023 when they decided to expand, they purchased the empty lot. In order to prepare the lot for flowers, they removed four trees.

They started planting in the lot in November 2023. Since then they've planted around 20,000 flowers.

Grant works full time for The Flower Project. Fraley works from home full time for a nonprofit, so he gardens in the morning and after work. "We have to harvest, depending on the flower, sometimes three times a day." Fraley said.

They sell a variety of plants including:

tulips, fig trees, peony plants, daffodil bulbs, ranunculus, Iceland poppy, snapdragon, and more. They sell over 40 different subcategories within their flower categories. "We specialize in the unique, rare varieties. That's how the personal project garden started." Fraley said.

This coming Fall, the couple will bring in about 20,000 to 30,000 tulip bulbs. They have their annual bulb sale in Autumn and sell tulip bulbs for customers to plant themselves.

Fraley and Grant both have garden experience. Grant worked at a permaculture farm for about four years, and as a landscaper for three and a half years. Fraley has been gardening since he was two years

old. His mother, grandmother, **Great Aunt Ceile**, and **Great Aunt Jane** all taught him how to garden. "I was probably the only seven-year-old on the whole block who had his own garden." Fraley said. Fraley and Grant still have a personal garden on their property.

The Flower Project sells at the Royal Oak Farmers Market on Saturdays 7 A.M. - 1 P.M.; Grosse Pointe Farmers Market 9 A.M. - 1 P.M. and Berkley Farmers Market 9 A.M. - 3 P.M.
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