



# RISE X WEDDING FLORALS BY PATTY

## Patty Costlow's Transition from Home Business to Professional Studio at RISE Commercial District

Patty Costlow, a retired interior designer turned full-time wedding floral and decor business owner, faced a challenge as her growing business outgrew her home setup. She started offering wedding florals and decor part-time, doing a couple of events per year, but as her bookings increased, it became clear that a larger, more specialized space was essential. Patty joined RISE Commercial District, where she successfully expanded her operations to meet the demands of her flourishing business.

# CHALLENGES

Patty's journey into wedding florals began as a side hobby while raising her children. After deciding to transition into the wedding floral business full-time, she eventually outgrew her townhome space. Patty required a specialized environment that could accommodate both floral production (requiring water and proper air conditioning) and decor storage (which included everything from glassware to candlesticks). Additionally, Patty needed a space that allowed for safe deliveries and unloading without affecting her home life.

## Space Limitations

Operating from her home meant constant trips to wholesalers and logistical challenges with storing and organizing large quantities of decor. Patty also had to personally ensure that large shipments, such as flowers from Colombia, were safely received at her home, which was not always feasible.

## Safety Concerns

Having expensive floral arrangements and decor in her home posed a security risk, especially when shipments arrived and needed to be safely stored.

## Client Meetings

Patty was limited in the types of consultations she could hold with clients due to the space constraints of her home, preventing her from growing her customer base effectively.

# FINDING RISE

Patty Costlow discovered RISE Commercial District through a recommendation from a friend while she was on the lookout for a new commercial space. After learning about the facility, she conducted a quick online search, found RISE, and contacted Will, the District Manager. She visited the location the same day, and after touring the available units, she decided to lease a space that was equipped with water—an essential feature for her floral design business. This timely discovery allowed Patty to transition from working out of her home to a professional setting, providing her with the space and facilities needed to expand her growing business.

# TRANSITION TO RISE

Patty found the perfect solution at RISE Commercial District. The space provided her with the required amenities (such as water for florals, air conditioning, and surfaces for decoration work) and the security she needed for receiving deliveries.

Her units were located close to each other, offering her the convenience of having both her studio and workspace next door, without compromising her operational needs.

The access to large garage doors also improved the efficiency of unloading shipments, and she could now receive products directly at the facility instead of at her home. RISE's secure environment offered peace of mind for Patty and her team, knowing that deliveries could be safely stored before they arrived.

**Patty's story is a testament to how the right commercial space can support business growth and solve operational challenges. By moving into RISE Commercial District, she found not just a place to store her decor and produce floral arrangements, but also a secure and professional environment that allowed her to scale her business efficiently. With the added benefit of a supportive community of entrepreneurs, Patty feels more connected to others in similar business ventures, further enriching her entrepreneurial journey.**



## BUSINESS IMPACT

Since upgrading her space at RISE, Patty's business has continued to grow. She is a preferred vendor at several high-profile venues in the Indianapolis area and is consistently booked 12 to 18 months in advance. The business's scale increased as she expanded her offerings, including providing decor for large wedding parties.

Additionally, having the larger space allowed her to take on more clients and scale up her operations without the physical limitations of working from home.



"Finding RISE was a game-changer for my business. After years of working from home, I knew I needed a professional space to take my floral design business to the next level. When a friend recommended RISE, I quickly got in touch with Will and set up a tour. The moment I saw the space with all the right amenities, including water, I knew it was the perfect fit. It's been such a smooth transition, and having a dedicated space has made all the difference in how I operate my business."

**– Patty Costlow, Owner**

**Inspired by Patty's success story?  
Get in touch with us to start your journey.**



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