

## Community Tree Planting Event

Each year, the city of Rochester organizes a tree planting event to build an urban forest. They do this one boulevard at a time. This year they planted 1000 trees in a North West neighborhood. Many local businesses and organizations came together to support this team effort. The following is a list of the sponsors and what they did for the project:

- ❖ Rochester Park and Recreation helped coordinate the event which included digging the holes and delivering the trees.
- ❖ Rochester Public Utilities helped with funding for the trees.
- ❖ Maier Forest and Tree helped with funding, equipment and staff.
- ❖ Quarry Hill Nature Center served as a planning partner, helped to recruit volunteers and Citizen Foresters, and assisted in planning the lunch.
- ❖ Panera Bread provided bagels for the early morning planters.
- ❖ Herring Ecologistics helped with the even coordination including digging holes and equipment.
- ❖ RNeighbors served as the coordinating entity for the planting.
- ❖ Rochester Service Co. donated funds for the tree-shirts they gave to volunteers.
- ❖ City Auto Glass donated funds for the tree-shirts they gave to volunteers.
- ❖ Saint Mary's University of Minnesota donated funds for the tree-shirts they gave to volunteers.
- ❖ Veolia Environmental Services provided the waste removal for the planting event, donated the safety vests that were numbered and each planting team leader wore and donated funds for the tree-shirts they gave to volunteers.
- ❖ Pepsi-Cola donated 20 pallets of soda and water for planters.
- ❖ PirkI Chiropractic donated funds for the tree-shirts they gave to volunteers.
- ❖ Roscoe's Barbeque donated lunch for hungry planters.
- ❖ Rochester Arborist Workshop donated funds for the tree-shirts they gave to volunteers.
- ❖ Canadian Honker provided their famous Bunnie's Coconut Cake sheet cakes for lunch.
- ❖ Great Harvest donated yummy oatmeal chocolate cookies for hungry planters.

On top of the many generous donations and support from these local businesses and organizations, there were also many volunteers who came out to the event to help plant trees.

At the event, breakfast and lunch were provided along with beverages. Each volunteer was given a “tree-shirt” and then were separated into groups to go plant the many trees. The event was a success and gave the neighborhood a new look with lasting benefits.

As our project, we gathered information to determine the cost benefits of planting all of these trees. We determined that if the City of Rochester would have done this on their own and paid for the trees, labor, and the stakes to hold the trees, it would’ve cost them roughly \$484,500. However, there was no cost for labor and the trees were priced at a discount, therefore, they only had to raise funds to cover \$74,500. The total savings of this project was an outstanding \$410,000 and all of the benefits these trees will provide for the community.

The event was a great way to give back to Mother Nature. The support of the community is unbelievable and the organization of this event was remarkable. The volunteers and donations saved the organization 5.5 times the cost of what it would’ve been full price. The cost savings, food and beverage made the event one to remember. The support from the community is certainly encouragement to plan for the next event.