



“Trees Mean Business” Program Guidelines

PURPOSE

The purpose of Keep Denton Beautiful’s “Trees Mean Business” Tree Planting Program is to provide Denton businesses, non-profits, government organizations, and churches with the information and resources to plant trees on their property, and help them thrive. Through this program, KDB will provide tree planting education and up to 5 trees per commercial planting site, per program year, to selected applicants in the Denton city limits. Free tree delivery and planting are included as part of the program. The Trees Mean Business Program is made possible through the Denton Tree Initiative, a partnership campaign between Keep Denton Beautiful and the City of Denton to plant 12,000 trees by 2019.

ELIGIBILITY

Applications will be accepted from businesses and 501(c)(3) non-profit organizations. To be eligible, applicants must meet the following criteria:

- Applicants must represent an existing business or non-profit entity;
- The proposed planting site must be on a property that has a commercial use or is located in a commercially zoned district within the City of Denton;
- Each applicant must have staff available to work on the project by making arrangements to prep the sites, help plant the trees, provide ongoing maintenance, and submit a follow-up report to KDB;
- Applicants must meet a KDB representative on site to discuss plans for planting locations;
- Applicants must include a plan for how trees will be watered and cared for after they are planted;
- Each applicant may request a minimum of 2 and a maximum of 5 trees per business planting site;
- Applications will stay open year-round, but will have seasonal deadlines for submissions.

PROJECT PLANNING

- Take a walk around your business location with coworkers, or by yourself, and identify tree-needy areas. Identify planting locations and areas in need of shade.
- Visit with fellow employees, partners, and coworkers and spread the word about your project idea.
- Attend your weekly staff meeting and share your planting idea.
- Form a group or committee to help you plan for the tree planting.
- Involve other nearby businesses, schools, organizations, and/or community groups in the project.

PARTICIPANT REQUIREMENTS

If your application is selected, you must comply with the following guidelines:

- Tree plantings must take place in the season trees are awarded;
- Trees must be planted in a publicly viewed area;
- At least one group representative must attend a KDB Tree Planting Class *before trees are planted*;
- A follow-up Project Report is due to Keep Denton Beautiful six months after planting.

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