

Milwaukee Brewers
and
Department
of
Natural Resources

Tree Planting Partnership

Proposal

February 17, 2011



Project Objectives

- Support the Milwaukee Brewers' position as a "green" professional baseball team.
- Motivate sports fans to plant trees through marketing and media venues associated with baseball games.
- Provide exposure to the state nursery's 100-year centennial "*Plant a Legacy*" campaign.
- Promote the Brewers' interest in local environmental issues by utilizing the adjacent Hank Aaron State Trail as the planting site for 2011.
- Lay ground work for future public land tree planting initiatives with local municipalities that interface with the state trail.
- Build multiple partnerships.

Project Scope

Brewers

- Donate funds to purchase and plant approximately 100 trees on the Hank Aaron State Trail in fall 2011.
- Identify a statistic, compatible with the number of trees to be planted, to accrue during the regular 2011 baseball season.
- Seek support from a baseball player to champion the tree planting initiative. (Note: Craig Counsell participated in the Hank Aaron State Trail ribbon cutting ceremony in November 2010 commemorating the new trail extension.)
- Develop a slogan for marketing purposes.
- Design and print tags to attach to seedling bags.
- Oversee press releases, media coverage and game day announcements.
- Use Brewers' ushers to distribute seedlings on game day.
- Invite Hank Aaron and/or a Brewers representative to plant a commemorative tree on the state trail in the fall to highlight accomplishments.

WDNR

- Donate three-year old white spruce seedlings for all kids attending a Brewers' *Green Week* baseball game.
- Develop educational messages for the jumbotron, announcer, bag tag and media use.
- Provide the "Tricia Tree" costume for use during the Sausage race or media events.
- Facilitate the tree bidding process with the Wisconsin Nursery Association by providing a list of trees to purchase and purchasing specifications.
- Oversee planting operations on the Hank Aaron State Trail.

Project Details

Date (tentative):

- Sunday, June 12th ; Brewers home game against the Cardinals, 1:10 pm
- Alternate date - June 26th, home game against the Twins

Slogan:

- The Brewers will develop a slogan for the event.
- Potential ideas may include:
 - “Play Ball; Plant a Legacy”
 - “Hit a Homer for the Hank”

Seedlings Distribution:

- Approximately 5,000 - 7,000 seedlings, grown by the WDNR state nurseries, will be individually bagged for distribution.
- Each seedling bag will have a tag attached, designed and printed by the Brewers, which includes an educational message.
- Seedlings will be delivered in large boxes to Miller Park on Friday, June 10th and will require cold storage (~34 degrees) until distribution.
- Brewers’ ushers will distribute seedlings to kids (ages 15 and under) upon entering the stadium

Tree Bag Tag:

- The Brewers’ will design, print and mail a two sided tag to the DNR for attachment to each tree bag.
- The project slogan, player photo (if appropriate), organization logos and educational facts related to tree benefits should be incorporated in the design.

Sausage Race:

- The “Tricia Tree” costume will be provided for the Brewers to use during the Sausage Race (see photo below).
- We hope Tricia wins the race to promote the benefits of trees and tree planting.

Announcer Messages:

- Various educational messages will be developed by the WDNR for potential use during game days or for radio programming (see below).

Jumbotron:

- Tree planting messages will be developed by WDNR for use before and during games (see below).
- The nursery centennial banner and nursery logo will be provided for use (see below).
- If available, short forestry video clips related to tree planting would be sought through sources outside the WDNR.

Media Outreach:

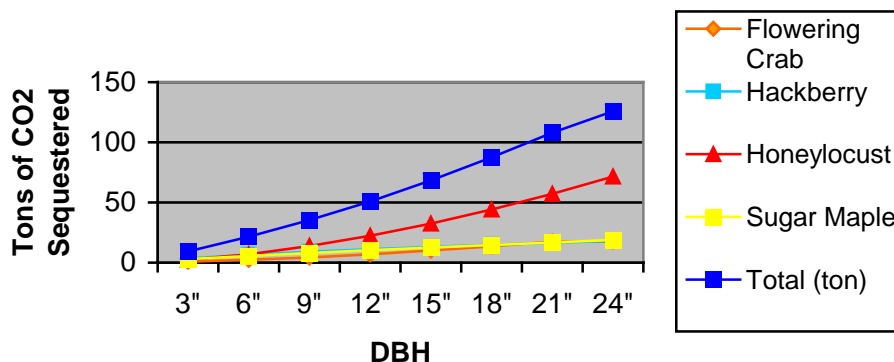
- The Brewers would take the primary lead with media for this initiative.
- WDNR would incorporate this project as part of their centennial event calendar and in associated news releases both internal and external.
- Press release quotes from DNR Secretary Cathy Stepp and/or Forestry Division Administrator Paul DeLong will be provided for the Brewers' use.
- An invitation would be extended by the Brewers to Hank Aaron to participate in the fall planting project (date to be determined).

Hank Aaron State Trail Planting Project:

Financial contributions from the Milwaukee Brewers would purchase and plant nursery stock.

- Approximately 100 trees are needed to revegetate the state trail.
- Trees would be planted at the conclusion of the regular baseball season (October 2011).
- The vendor would be responsible to deliver, plant and mulch the trees; limited WDNR park staff/volunteers will be available to assist with out-planting.
- Trees would be purchased in cooperation with the Wisconsin Nursery Association from a licensed private nursery grower(s) who can comply with the ANSI standards and preferably a business working in the Milwaukee area.
- Tree Purchase and Planting Specification for Bids would be utilized and are available at <http://dnr.wi.gov/forestry/uf/resources/PlantingGuide2007.pdf>
- Only native species which have been locally grown may be purchased and planted; varieties and cultivators are acceptable.
- To ensure diversity, a species list, and associated quantity, to purchase will be provided by the WDNR. No ash may be purchased or planted. Maples may not exceed 10% of the total quantity planted.
- Nursery stock must be a minimum of 1 ¼ "caliper, bare root trees. If some requested species would not be suitable for fall planting as bare root stock, then small containerized or balled and burlapped *may* be considered as substitutes.
- Trees must be planted in accordance with current industry standards (ANSI A300).
- Future care and maintenance will be the responsibility of the Hank Aaron State Trail.

Tons of CO2 Sequestered by Tree Species & DBH



Information source: Center for Urban Forest Research Tree Carbon Calculator
Illustrative purposes only, may not represent the species actually planted in this project.

Estimated Project Costs

The Hank Aaron State Trail has indicated a need for **100** landscape trees to plant in 2011. This need parallels exceptionally well with the state nursery's 100-year centennial celebration. Cost estimates were acquired from a Milwaukee area private nursery and are dependent on the final species selected for the project.

Option 1 **\$ 7,500 – \$ 12,500**

The Brewers would contribute funds to purchase and have planted **100** landscape sized trees, acquired from private nurseries, on the Hank Aaron State Trail at the conclusion of the regular baseball season.

Purchasing costs	\$ 50 - \$ 75 per tree @ 100	\$ 5,000 - \$7,500
Planting costs	\$ 25 - \$ 50 per tree @ 100	\$ 2,500 - \$5,000

(Note: the nursery indicated a reasonable average cost, inclusive of the bare root stock, delivery, planting and mulch would be \$100/tree or \$10,000 for 100 trees.)

Option 2 **\$ 5,635 - \$ 9,375**

The Brewers would contribute funds to purchase and have planted **75** landscape sized trees, acquired from private nurseries, on the Hank Aaron State Trail at the conclusion of the regular baseball season.

Purchasing costs	\$ 50 - \$ 75 per tree @ 75	\$ 3,760 - \$ 5,625
Planting costs	\$ 25 - \$ 50 per tree @ 75	\$ 1,875 - \$ 3,750

(Note: the nursery indicated a reasonable average cost, inclusive of the bare root stock, delivery, planting and mulch would be \$100/tree or \$7,500 for 75 trees.)

The remaining 25 trees would be provided through the Department of Natural Resources' state nursery "park stock" program and would be planted by WDNR staff or volunteers *prior* to the end of the baseball season while seasonal staff is available. These trees, however, would be tallied as part of the 100 tree goal.

Option 3 **Value to be selected by the Brewers**

The Brewers would contribute funds to purchase and have planted a **number of trees based on the team's or a player's statistic**. This option may generate more, or less, than the 100 stems needed. All stock would be purchased from private nurseries and would be planted at the conclusion of the Brewers regular baseball season. Using 2010 statistics and an average purchase/planting cost of \$100/tree estimates may be:

- Team home runs for the season 172 @ \$ 100/tree **\$ 17,200**
- # of games Counsell* played 102 @ \$ 100/tree **\$ 10,200**
- The Brewers will match each hit
 Counsell* makes 51 x 2 @ \$100/tree **\$ 10,200**

* used for illustration purposes only

Option 4

Value to be selected by the Brewers

The Brewers would contribute a **pre-determined dollar value**, regardless of planting needs or baseball statistic. The specific number of trees to be ordered and planted would be calculated based on this amount. Stock would be ordered and planted utilizing private nurseries and would be done at the conclusion of the regular baseball season.

Option 5

\$ 5,000 - \$7,500

The Brewers would contribute funds to purchase **100** landscape sized trees, acquired from private nurseries, on the Hank Aaron State Trail at the conclusion of the regular baseball season. Planting costs would need to be identified and provided through another funding source which is unknown at this time. The Hank Aaron State Trail does not have staff or funds to complete the planting. This is the least favored option.

Purchasing costs \$ 50 - \$ 75 per tree @ 100 \$ 5,000 - \$7,500

Potential Tree Tag Messages

- Trees:
 - Remove carbon dioxide from the air
 - Provide shade and save energy
 - Reduce storm water run-off
 - Attract birds and other wildlife
 - Clean our water
 - Add beauty to the landscape
 - Increase property values
 - Stimulate business in communities
 - Offer heal -----
 - Can be planted by anyone!
- When you plant this white spruce seedling, you will reduce atmospheric carbon by 2 pounds this year.
- Planting a 1½” sugar maple (state tree) will reduce atmospheric carbon by 25 pounds this year. (Source: <http://www.treebenefits.com/calculator>)
- This white spruce seedling was provided by the Wisconsin Department of Natural Resources Nursery Program in honor of their 100-year centennial celebration.
- “Plant a Legacy” (WDNR nursery centennial slogan)
- To learn more about tree planting visit: <http://dnr.wi.gov/forestry/Nursery/> or <http://dnr.wi.gov/forestry/publications/newtreeplanting.pdf>

Potential Announcements for Games

- (June 12th only) The white spruce seedling handed out to kids today is provided by the Wisconsin Department of Natural Resources Nursery Program in honor of their 100-year centennial celebration.
- (June 12th only) Remember to plant your seedling from the Department of Natural Resources when you get home today.
- (June 12th only) Keep your tree seedling in a cool, shaded place while you are at the game today so the roots don't dry out.
- (June 12th only – Sausage Race) Welcome Tricia Tree! Tricia is here today to remind us of the value of trees to the environment and to encourage everyone to plant a tree!
- When you plant a tree, you *Plant a Legacy*.
- Trees offer many environmental benefits including shade which helps save energy costs.
- Trees remove carbon dioxide from the atmosphere and improve our air quality.
- Storm water run-off is reduced in Milwaukee thanks to the trees planted in our communities and neighborhoods.
- Trees provide multiple benefits including:
 - Remove carbon dioxide from the air
 - Reduce storm water run-off in our cities
 - Attract birds and wildlife
 - Clean our water
 - Add beauty to the landscape
 - Increase property values
- Plant a tree for your health, for your home and for your world.

Note: additional announcements could be suggested, including those specifically related to the Hank Aaron State Trail.

Jumbotron Quiz Questions

(Underlining indicates correct response)

- How many tree seedlings have the state nurseries distributed since 1911?
 - 10 million
 - 45 billion
 - 1.6 billion

- Name Wisconsin's state tree.
 - Oak
 - Sugar maple
 - Red pine

- What benefits do trees provide?
 - Shade
 - Wildlife habitat
 - Prevent soil erosion
 - Cleaner air

- What year did the first state tree nursery open?
 - 1911
 - 1950
 - 1980

- Who is responsible for planting trees in Wisconsin?
 - Forest industry
 - Homeowners
 - Government
 - Everyone!

- What items used at a baseball game come from trees?
 - Outfield turf
 - Player uniforms
 - Baseball bats
 - Game program

Note: additional quiz questions could be suggested, including those specifically related to the Hank Aaron State Trail.

Tricia Tree Costume

(Best suited for a small statured individual)



Jumbrotron/Publicity Tools



Nursery Centennial Banner



WDNR Nursery Logo



White spruce seedling for distribution



Sample of shipping boxes (storage requirements)