



Trees and Retail

“Green Retailing” is all the rage in the marketing world and nothing says “green” like a tree. Trees mean clean air and water, lower energy bills and higher property values, all in one convenient package. And trees mean “green” in more ways than one. Studies have found that tree-lined retail districts encourage more frequent visits, more time spent shopping and more spending by consumers (*Journal of Forestry, 2005*). MillionTreesNYC, a citywide campaign to plant and care for a million new trees by 2017, can help merchants harness the power of trees to improve the look and appeal of their stores and shopping districts.



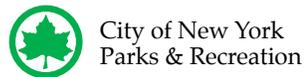
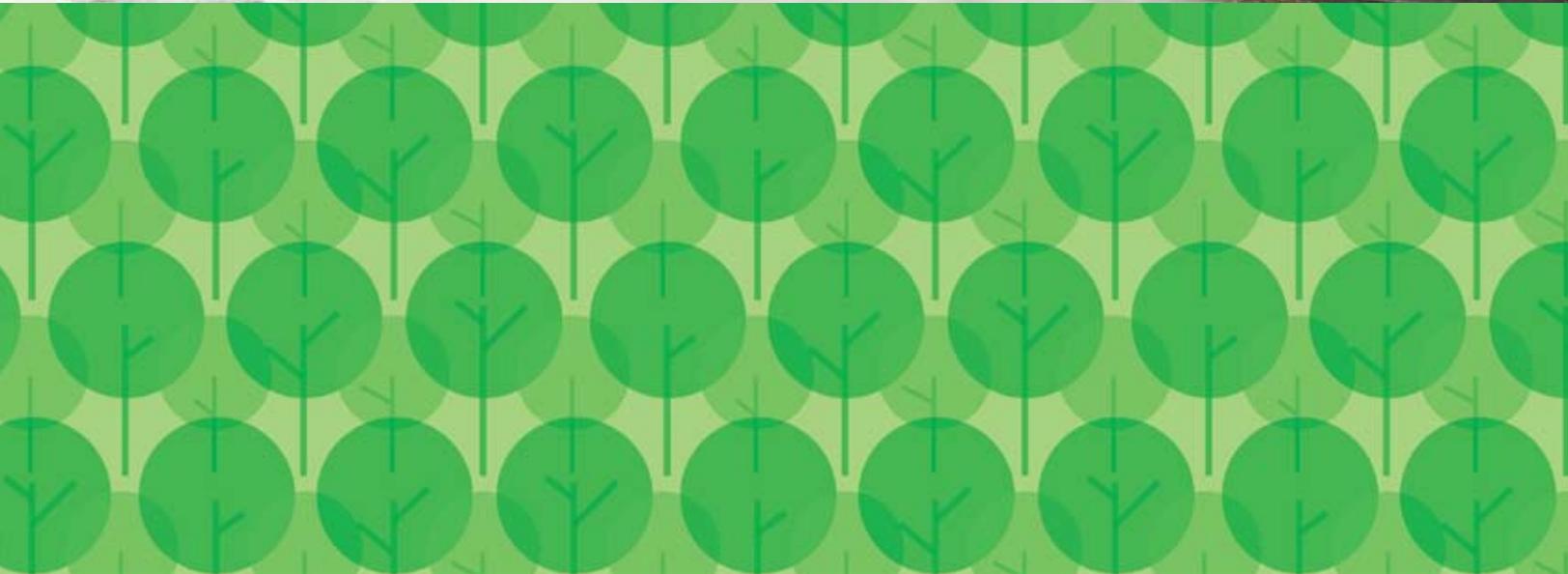
Growing Together

- Trees in commercial settings are attractive to shoppers.
- Flowers are beautiful additions to a tree bed that can distinguish your store or business district and enhance the shopping experience.
- Planting trees is a clear, green message to your customers, many of whom are drawn to businesses that give back to their community and are environmentally responsible.
- Caring for trees taps into the public’s growing commitment to sustainability and the environment.
- Shoppers give higher customer service ratings in districts with trees (*Center for Urban Horticulture, 1998*).



Join the Green Team

- Visit the MillionTreesNYC website, www.milliontreesnyc.org, for detailed information about tree planting, stewardship and Adopt-a-Tree opportunities.
- Play a leading role in supporting the health and vitality of your trees.
- Schedule a comprehensive “green block” consultation for your business improvement district or merchants association.
- Enlist in our Stewardship Corps and proudly display the “We Grow Together” decal to let your customers know you support MillionTreesNYC.



 Printed on paper containing 30% post-consumer material.



Trees and Retail Growing Together

milliontrees **NYC**
A PLAN NYC INITIATIVE WITH NYC PARKS AND NEW YORK RESTORATION PROJECT

