

CHECKLIST FOR A CHRISTMAS TREE LOT

CHECK YOUR COMPETITION

- How many lots were (are) there in the area?
- Where are (were) those lots?
- How close to you?
- What types of trees were sold on these lots (species, size, quality, cost)
- Did they have a sales promotion, refreshments, giveaways, etc.?
- Is there room for another lot in your area?
- What is the potential sales estimate?

LOT LOCATION

- Access from major, well-traveled street or highway?
- Easy to reach and get in/out of?
- Good visibility from the street?
- Adequate parking?
- Safe parking so children do not cross a right of way?
- Good lighting, or can you enhance it?

SPACE CONSIDERATIONS

- Room to display trees to good advantage, preferably on or in stands?
- Room for customers to roam through the display?
- Space for storage and flocking of trees?
- Storage of additional trees?

FENCING

- What type would be best for you? Chain link, chicken wire, or something else?
- Can you rent or must you buy?
- How will it be put up? Posts, wire, nails, etc.?
- What will it cost?
- Do you have permission from landowner to do what you plan to do?

UTILITIES

- Access to electricity and water?
- How much will it cost to hook up?

How much lead time do you need?

Do you need a deposit, how much?

GROUND COVERING

Get permission to apply bark dust, gravel & landscape cloth, etc.

PERMITS

What do you need and what is the cost?

Business license?

Utility permits?

Sales tax?

Cleanup bond?

Liability insurance coverage?

Workers' comp?

BUYING TREES

What species do you want?

What sizes do you need?

What quality do you want?

How many do you want?

FINDING A GROWER

Will he/she give dependable service?

Quality trees with good selection?

What will be the type and method of payment? (up-front, halfway, or end of the season?)

Need for certified check?

Down payment?

PayPal?

TRANSPORTATION

Who will arrange trucking of the trees?

Payment of trucker?

How much lead time?

When will they be delivered?

ADVERTISING

- ___ Timing, quality, type?
- ___ What kind works best in your area? Radio, TV, billboards, newspapers, flyers, banners, internet?
- ___ How far in advance do you need to be ready?
- ___ What is the cost?
- ___ Check for free adverting, such as group mailers in bank statements and utility bills.
- SETTING UP THE LOT
 - ___ When will you open?
 - ___ What will the lot look like?
 - ___ How will you display the trees?
 - ___ Is there room for flocking?
 - ___ What kind of shelter is there for trees and employees?
 - ___ Do you need ground covering?
 - ___ Where will people park?
 - ___ How will you hook up to utilities?
 - ___ How will you secure the trees?

List from Clackamas Christmas Tree Marketing Association