

February 5, 2026

Hello Peter,

Attached is our final report of the 2025 SP-CE Tree sale. The bottom line is that we made a profit of approximately \$38,000. This amount is a bit shy of our anticipated profit. We feel that this does not represent a lack of advertising ( we have a loyal customer base) or an increase in local competition (the cape tree farm is maxed out at 1000 trees annually and no significant new lots have operated on a scale that is even closely competitive). Our prices have remained unchanged for the past three years and we have had a surplus of trees for the same period. We have concluded that the market for real trees has shrunken. We still believe that our tree sale is a reliable and tested fund raising activity and in a way is a key part of our identity in the community. In the future we should forecast a less robust budgetary goal from this event. Despite the weather and a few other curve balls we have thoroughly enjoyed overseeing this event. It is indeed both heart warming and reassuring that the membership continues to step up to the bat and pitch in both with their time and good humor when interacting with our neighbors at Mill Creek Park.


We do have some suggestions for you and the board to discern regarding the 2026 Tree Sale.

- #1. An individual or individuals needs to be identified to lead the 2026 event, we remain committed to the sale and will advise/assist the 2026 leadership.
- #2 Decrease the total tree order from 2000 to 1700.
- #3 Increase wreath order to 400.
- #4 The club needs to decide how many trees it wants to donate and establish a mechanism on how to do so prior to the start of the sale. For example, contact local agencies that work with the indigent and state we have X amount of trees we want to donate. The agency could then provide a voucher to the individuals they have identified.
- #5 We need to ensure that we have four younger adults available to unload the tree trailers on delivery days. We cannot have members who are Medicare eligible on top of trucks.
- #6 The Christmas tree lead(s) need to have a budget in hand prior to August. Placing a down deposit for the trees should come from the tree sale budget. It also makes no sense for the daily opening cash to be fronted from a different account. We then pay back the general account. Similar historical accounting practices make it both time consuming and difficult to assess the tree sale's bottom line.

Peter, we thank you for being a very easy club officer to work with and we are grateful for your presence on the lot for every extra needed work detail.

Sincerely,

Mike & Kathy

 Copy of Final 2025 Report- Tree Salentitled document.docx

**SPCE Rotary Club  
2025 Christmas Tree Sale  
Report to the President**

**A. Committee members and supportive members and their function:**

Kathy C, Mike T - co-chairs

Tom M, - Infrastructure

Aдриene M & Anne S- Customer experience

John L - Pricing

Scott I & Bill L - IT support, square management, scheduling

Jim B - PR

Tony W - Tony of all trades, Interact liaison

Matt M - Wreath Transportation

Aaron F - Transportation, SP youth Group liaison

The collective membership and friends who manned the +240 shifts

**B. 2025 Sale Time Line**

**March.**

- Meet with the previous year's tree sale chair.

**April**

- Form and invite tree sale committee membership

**May**

- Contact tree supplier request invoice with pricing
  - Tammy Jordan G & S tree farms, LL
  - Cell phone number 207-852-3795

**June**

- By late month should have invoice and pricing from tree vendor

**July**

- Pay down payment and return signed contract (\$15,000)

**September**

- Contact Wreath Company
  - Christmas Tree Ranch
  - 207 610-9016 Lee, 207 409-6488 Mike
- Contact SP City Hall regarding Vendor Application

**October**

- Line up sport teams, coaches, Interactors for lot set up, tree deliveries 1 & 2, lot take down
- Purchase ribbons for decorating bows
- Determine tree and wreath pricing, correct signage if needed.
- Request club assembly date to discuss sale and education of lot operation for sometime in November

### **2025 pricing**

- Tabletop trees \$35
- 4 to 6 foot trees \$55
- 6 to 8 foot tree \$70
- 8+ foot tree is \$125
- Undecorated wreaths \$23
- Decorated wreaths \$25

### **November**

- Develop lot hours of operation and schedule
- Call CMP turn on power at Mill Creek  
800-750-4000  
Meter number G051740054  
Club EIN: 06-6141464  
Previous account number 3001- 7206-357
- Stop into bath savings introduce yourself to branch manager provide a list of club members request \$225 for daily cash to open lot with the exception of Sundays
- Purchase hand warmers, twine, facial tissue, candycanes
- Hold club assembly review lot procedures, especially concentrate on iPad transactions, and safety, etc.
- Contact South Portland public works discuss snow fence parameters
- Contact Tamaro trucking for use of a vehicle for lot set up and take down
- Arrange and purchase treats for workers on those work days
- Solicit donations of coffee from Starbucks remember to send thank you letter
- Arrange wreath pick up from vendor
- Arrange dates for lot set up and first tree delivery

### **December**

- Arrange secondary delivery, date and workers
- Arrange for lot takedown

### **January**

- Repair final report
- Cancel CMP account

### **C. 2025 Lot Operation**

- Set up lot date, November 22
- Tree delivery number one November 28
- Tree delivery number two, December 6
- Days of Operation
  - Manned days of operation, November 28 through December 21, December 22 through December 24 honor system
- Lot was closed for two days for safety reasons, including 50 mph winds, snow and rain.
- Hours of operation
  - Monday through Thursday 3 PM to 7 PM
  - Fridays 3 PM to eight
  - Saturday and Sunday 10 AM to 8 PM
- Staffing
  - Monday through Thursdays 2 members for each shift total of 48 shifts
  - Fridays, 2 members first shift, 3 members for second shift total of 20 shifts
  - Saturdays and Sundays 10 to 12 - 4 members
  - 12 to 2 - 6 members
  - 2 to 4. - 6 members
  - 4 to 6. - 6 members
  - 6 to 8. - 3 members
  - total of 200 shifts
- Total shifts approximately 270 during the days of man lot operation
- Attached is a separate document entitled tree lot manual 2025. This includes information on opening and closing lot, how to use the music system iPad operation, miscellaneous and safety information.

### **C. Budget Statement**

#### **Expenses**

- Gnomes \$181
- Candy canes \$79
- Coffee & sweets \$145
- Hardware store expenses \$116

- Kleenex \$ 6
- Twine \$58
- Handwarmers \$45
- Ribbons. \$292
- Wreaths \$5,100
- Three 10+ Trees \$120
- Trees. \$58,173
- Taxes. \$6,242
- Opening Cash \$4,050
- Square Fees \$2,668
- CMP \$309
- Tech fees \$126
- Scarborough Rotary Club wreaths \$252
- Tip for driver \$100

Total \$78,062

### **Income**

- Sales(including donations). \$116,676
  - Cash \$ 21,654
  - Checks \$ 1,776
  - Square. \$ 93,246
- Sales by week
  - Nov 27-29 \$17,729
  - Nov 30- Dec 6. \$41,689
  - Dec 7 - Dec 13. \$40,462
  - Dec14 - Dec 20. \$13,716
  - Dec 21- Dec 25. \$3,080

Total net \$38,614