

CAPITOL CHRISTMAS TREE Event Stop Guide



PRE-EVENT PREP

Prior to committing as a Capitol Christmas tree event stop it is necessary to gauge support from local municipalities that will be effected by the event itself. Below is a list of suggested potential partners that would need to be agreeable to this type of event. Setting up a pre-event meeting is a good pre-cursor to the capabilities and willingness of the event partners.

1. City officials
2. City Government / Mayor
3. Streets Department
4. Local police department
5. Sheriff's Office
6. Fire Department
7. Local school partner
8. Local media (newspaper, social media partners, radio, television)



EVENT PREP

LOCAL LAW ENFORCEMENT

- Contact local Police Department & County Sheriff's Office
 - Work on traffic patterns and road closures as needed to transport tree through town
 - Notification for security that may be needed while the tree is parked at the hotel accommodations.
 - Additional security or police escort may be needed while tree is in the area. This could include "wide load" escort while on large interstates or to monitor traffic streams / disruptions while transporting tree through city streets
 - ****NOTE THAT FOR SECURITY REASONS TREE REQUIRES 24 HOUR SECURITY**

LOCAL LEGISLATORS

- Mayor's office
 - Notification of event and request for formal City "Proclamation"
 - Assistance with relationship with police / law enforcement
 - Set up Capitol Tree event stop (coordinate with Mayor's office / Law enforcement)
 - *Potential to coordinate with city Christmas Tree lighting events*
- County Commissioners / State Representatives
 - Request appearance at event stop

ACCOMMODATIONS

- Determine the number of persons in the entourage that will be arriving with the Capitol Christmas Tree
- Contact hotel and request room(s) donation in exchange for mention in all marketing & promotion of event while in the area.
- Inquire if hotel has meeting space to set up meal or refreshments for entourage upon arrival. Make sure hotel allows for outside refreshments to be brought in.
- ****ENSURE HOTEL HAS SECURE SPACE FOR TREE TO PARK OVERNIGHT**

REFRESHMENTS

- Contact local restaurant, request donation of meal for entourage in exchange for mention in all marketing & promotion of event while in the area.
- Focusing on local restaurant and giving the national entourage a "taste of [your location]" could be a way to approach the request.
- Encourage restaurant to provide a takeaway for the national entourage to take with them. Good opportunity for branding and promotion of area.

{SAMPLE 1: Event Announcement Presentation}

This sample presentation could be used to announce the event stop at local community meetings, chamber of commerce events, event partners, etc.

EVENT PREP

COMMUNITY PARTNERS

- Local schools
 - Set up with local school as a Event stop. Students will be given the opportunity to enjoy viewing the tree and signing the event banner.
 - Work with school to provide historical perspective and/or lessons in conjunction with tree event visit.
 - Tie into other events (Santa visits, performance days, etc) to minimize disruption to students regular school days.
 - Opportunity to engage and share the National Christmas Ornament for that year. Students can be given coloring pages with ornament design and shared with area businesses to support event. **{SAMPLE 6: Coloring Activity}**
 - Inquire if schools have risers or other elevated platforms for students to use to view the tree and sign banner
- Downtown / Main Street organizations
 - ****OPPORTUNITY TO APPROACH BUSINESSES TO DONATE REFRESHMENTS FOR PUBLIC VISITORS DURING STOP**
- Local entertainment during event (ex. School choirs, high school bands, special dance teams, student led performers...)
- Local business or city mascots (ex. Fire department, local university, churches, etc.)

MARKETING & PROMOTION

- Press Release sent to local radio, television, print media **{SAMPLE 2: Press Release}**
- Request live radio / print / television interviews prior to event.
- Live remote potential
- Information to Community Calendars (online / print) **{SAMPLE 3: Community Calendar}**
- Chamber of Commerce notifications / mentions at area meetings **{SAMPLE 1: event annmt}**
- Canvas area businesses with hard copy flyers **{SAMPLE 5: Community itinerary}**
- Paid advertising if possible (print ads, radio commercials, announcements)

EVENT PREP

1-2 DAYS PRIOR

- Confirm entourage count & arrival time
- Confirm hotel accommodations and share information with entourage
- Confirm refreshments / delivery
- Confirm arrival details with law enforcement
- Provide brief agenda / schedule of events to local businesses, others effected by traffic closures / event stops
- ****PLAN TO HAVE DINNER / MEAL FOR ENTOURAGE UPON ARRIVAL.**

DAY OF EVENT

- Coordinate briefing session with local law enforcement, tree entourage, local sponsors & event stop staff to discuss schedule for day of event
- Review details on timing, schedule of traffic patterns / road closures, event stops
- Provide everyone with copy of detailed agenda / schedule of events along with contact information **{SAMPLE 4: Detailed Event Agenda}**
- Social media posts (develop #event title and encourage local social media sites to share and post)

POST EVENT

- Thank you notes—Include picture(s) from event if available. **{SAMPLE 7: Post event thank you}**
 - Local law enforcement (police, sheriff, streets dept)
 - Community partners (entertainment, school representatives)
 - Event stop leaders
 - Local legislators (mayor, city leadership, county leadership, state reps)
 - Business donors (restaurant, hotel, media, etc.)
- Print / Radio paid thank you **{SAMPLE 8: Post event print ad}**
- Share Social media thank you and pictures of event

POST BRIEF: LESSONS LEARNED

- Downtown location stop planned for 30 minutes which included brief leadership presentations, dedication and speakers. Based on the community interest, additional time would have been useful at this stop. Potentially expand to 45—60 minutes.
- Local school stop planned for 75 minutes which was set to allow for all students to view tree and sign banner. The school had planned additional activities and events to coincide with the Tree Stop, additional time would have been better to allow students a better chance to view, ask questions, participate in events.
- Event promotion should have been extended the DAY OF the event to include local video shoot of tree stops as well as live broadcasts to increase community participation during stops. This could have been an opportunity to encourage more support from downtown businesses.
- Increase awareness of trucking industry involvement utilizing any available media outlets in your local community.

SAMPLE 1: EVENT ANNOUNCEMENT PRESENTATION TO PARTNER GROUPS

(Potential audience to include Office of City Mayor, City Police, County Sheriff, Area Fire Dept, City Streets Dept, Local School Officials, In-Kind donors, Local Media)

Capital Christmas Tree coming to Flag City USA!



Meeting to discuss logistics
October 13th
9:00-10:00am
Findlay Municipal Bldg.
3rd Floor

Agenda
History of the Journey
Sherri Garner Brumbaugh
Arrival in Findlay 2015
Sherri Garner Brumbaugh
Logistics while in Findlay
Group discussion



Harvesting the Tree



Capital Christmas Tree Program is sponsored by:



2015 Capital Christmas Tree



SAMPLE 2: PRESS RELEASE

****Template provided by Capitol Christmas Tree**

Media Contact:
Jenny Schaub, Marketing Coordinator
Garner Trucking, Inc.
jschaub@garnertrucking.com
419-427-3941

U.S. Capitol [Christmas Tree](#) to Visit Findlay, OH During 2015 Tour
"People's Tree" To Make Historic Journey from Alaska to Washington D.C.

Findlay, OH (Nov 9, 2015)–For more than 50 years, a tree has graced the West Lawn of the U.S. Capitol for the holiday season. The Chugach National Forest in partnership with nonprofit Choose Outdoors will bring this special gift from Alaska to Washington, D.C. for the 2015 season, involving more than 15 communities along the way, including an appearance in **Findlay on November 16th from 9:00 a.m. – 9:30 a.m. in front of the Hancock County Courthouse, 300 South Main Street**

The tree was cut on Oct. 27 near Seward, Alaska and prepared for the 4,000-mile expedition by land and sea. With great fanfare, the tree left the Chugach National Forest followed by a caravan of caretakers for the journey to the U.S. Capitol. 15 community celebrations are being planned throughout the tour, culminating with the official tree lighting in early December. Smaller companion trees also will be provided by the Pacific Northwest Christmas Tree Association to decorate offices inside of the U.S. Capitol building and other sites throughout Washington, D.C., along with 4,000 ornaments designed and created by artists and schoolchildren across Alaska.

Festivities being held while the tree is in Findlay will include; a formal Proclamation by Findlay City Mayor Lydia Mihalik, brief introductions by Hancock County Commissioners and Ohio Congressman Bob Latta and the opportunities to view the truck and sign the official Capitol Christmas tree banner. Activities are open to the public and free for all to enjoy.

Associated costs are paid for in part by the U.S. Forest Service, while costs for the tree's transportation and special events are covered by in-kind services, donations and overall support both locally and nationwide, including major 2015 supporters Shell, Alaska Airlines, SkyBitz, Alaska Railroad, Alaska Crane, Granite Construction Company, Lynden Transport, ReThink Wood, Truckload Carriers Association, TOTE Maritime Alaska, Hale Trailer, Kenworth Truck Company and more.

Findlay's tour stop is sponsored by Garner Transportation Group. For more information on Findlay's tour stop contact Jenny Schaub at 419-427.3941 or jschaub@garnertrucking.com. For related news, events and tour information, and to track the tree cross-country, visit www.capitolchristmastree.com and on Facebook @USCapitolChristmasTree(#chugach2015 and #capitolchristmastree).

About Chugach National Forest

Established in 1907, the Chugach National Forest is the northernmost national forest. The Forest's 5.4 million acres form a great arc around Prince William Sound and the Gulf of Alaska that stretches more than 200 miles from the Kenai Peninsula past the remote and wild Copper River Delta. Just 50 miles south of Anchorage, the Chugach National Forest serves as the backyard to more than half of Alaska's population.

About the U.S. Forest Service

The mission of the U.S. Forest Service is to sustain the health, diversity and productivity of the nation's forests and grasslands to meet the needs of present and future generations. The agency manages 193 million acres of public land; provides assistance to state and private landowners; and maintains the largest forestry research organization in the world. Public lands the Forest Service manages contribute more than \$13 billion to the economy each year through visitor spending alone. Those same lands provide 20 percent of the nation's clean water supply, a value estimated at \$7.2 billion per year. For more information, see www.fs.fed.us.

About Choose Outdoors:

Choose Outdoors is a coalition for outdoor recreation comprised of people and organizations who are passionate about outdoor recreation, support public lands, waters, and the agencies charged with their care. www.chooseoutdoors.org.

About Garner Trucking, Inc:

Garner Transportation Group, Inc. is a family-owned and operated business started in 1960 by Vernon E. Garner and Regina R. Garner under the name Garner Trucking, Inc. With Sherri Garner Brumbaugh as President since 2008, Garner Transportation Group, Inc. continues to be a top rated regional carrier. www.garnertrucking.com.

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SAMPLE 3: COMMUNITY CALENDAR

*****Template provided by Capitol Christmas Tree***

Calendar listings are typically limited to 300-500 words.

Header: U.S. Capitol Christmas Tree to Visit Findlay, Ohio During 2015 Tour

Text:

Celebrate the spirit of the season and our nation's natural resources when the U.S. Capitol Christmas tree comes to **Findlay on Monday November 16th from 9:00am – 9:30 am in front of the Hancock County Courthouse, 300 S Main**. The Chugach National Forest in partnership with nonprofit Choose Outdoors will bring this special gift from Alaska to the West Lawn of the U.S. Capitol in Washington, D.C. Festivities being held while the tree is in Findlay will include; a formal Proclamation by Findlay City Mayor Lydia Mihalik, brief introductions by Hancock County Commissioners and Ohio Congressman Bob Latta and the opportunities to view the truck and sign the official Capitol Christmas tree banner. Activities are open to the public and free for all to enjoy.

For related news, events and tour information, and to track the tree cross-country, visit www.trackthetree.com AND www.capitolchristmastree.com and on Facebook @USCapitolChristmasTree (#chugach2015 and #capitolchristmastree).

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SAMPLE 4: DETAILED EVENT AGENDA

CAPITOL CHRISTMAS TREE FINDLAY EVENT STOP AGENDA

SUNDAY NOVEMBER 15TH

***Hancock County Sheriff and Findlay Police Department will be coordinate escorting entourage at county and city lines to hotel and assist with travel through town and overnight parking*

7:30pm Entourage to arrive in Findlay (traveling from Fort Wayne)
Country Inn & Suites
903 Interstate Drive
Findlay, OH 45840
419.422.4200

8:00pm Dinner provided at hotel, generously provided by :
Tony's Restaurant—10280 US 224—Findlay
Tonysrestaurantfindlay.com
Dietsch Brothers Chocolate and Ice Cream—400 W Main Cross—Findlay
Dietschs.com

MONDAY NOVEMBER 16TH

8:30am Debrief with local law enforcement

8:50am Tree and entourage move downtown
Trenton Avenue to Main Street

9:00am Stop at Hancock County Courthouse
1—Proclamation from Mayor Lydia Mihalik
2—Welcome from Hancock County Commissioners
3—Welcome from US Representative Bob Latta
4—Capitol Tree open to public for viewing and banner signing

9:30am Leave Court House and head to Chamberlin Hill Elementary School
Route (Main Street—Lima Avenue—Western Avenue)

9:45am Stop at Chamberlin Hill Elementary
600 West Yates—Findlay, OH
***Road closure barricades set up by Garner on Western Avenue*
School will provide risers near truck for students
Capitol Christmas Tree parked on Western Avenue
Children will be dismissed in groups to view tree and sign

11:00am Tree and entourage to leave school for next destination

CONTACT INFORMATION

Garner Trucking	Sherri Brumbaugh	419-306-0121
Capitol Tree	Jodi Petrick	612-868-7541
Findlay Police	Lt. Ryan Doe	419-424-7153 (ofc)
Hancock County Sheriff	Sgt. Matt Kinsinger	567-208-7095
Country Inn & Suites	Paul Whitson	419-422-4200
Chamberlin Hill School	Denise Sheehe	419-425-8328



SAMPLE 5: COMMUNITY ITINERARY

CAPITOL CHRISTMAS TREE

**Findlay Event Stop
Monday November 16, 2015**



8:50am Tree & entourage to leave hotel location
Country Inn & Suites
903 Interstate Drive—Findlay
Trenton Ave, South down Main Street

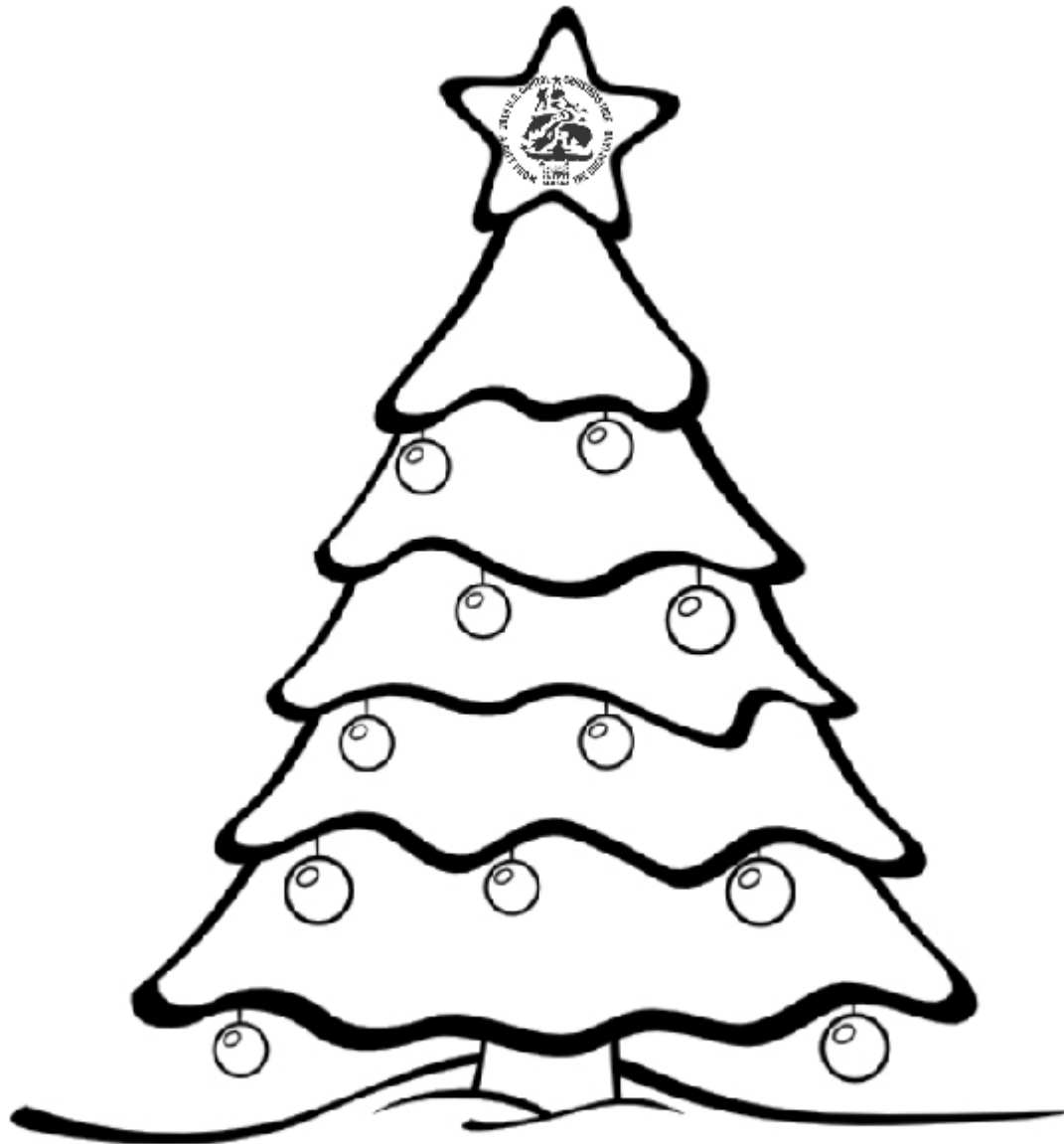
9:00am Tree to arrive at Hancock County Courthouse
300 South Main

- Proclamation by Mayor Lydia Mihalik
- Welcome by Hancock County Commissioners
- Welcome by US Representative Bob Latta
- Capitol tree open to public for viewing and banner signing

9:30am Tree & entourage to leave Courthouse
South on Main St. to Lima Ave to Western Ave



Christmas Tree



CAPITOL CHRISTMAS TREE

www.trackthetree.com

www.capitolchristmastree.com

Garner
TRUCKING, INC.
www.garnertrucking.com

SAMPLE 7: POST EVENT THANK YOU



November 23, 2015

City of Findlay Mayor's Office
318 Dorney Plaza
Findlay, OH 45840

Mayor Mihalik:

Thank you for helping to make the Findlay Capitol Christmas Tree stop a wonderful event. The support of the Mayor's Office enabled us to create a truly great stop for the National Capitol Christmas Tree tour. We heard nothing but good things from the entourage about the kindness and spirit of our community.

It's a great feeling being a part of bringing something exciting like this to our community and continuing to spread the word about the greatness of Findlay.

Happy holidays!

Sherri Garner Brumbaugh
President



The 2015 Capitol Christmas Tree event tour organized by:



SAMPLE 8: POST EVENT THANK YOU PRINT AD



Thank YOU Findlay

Special Thanks to:

- City of Findlay Mayor's office
- Findlay Police Department
- Findlay Fire Department
- Hancock County Sheriff's Department
- Ohio State Highway Patrol
- Chamberlin Hill Elementary School
- State Representative Bob Latta
- Hancock County Commissioners
- Country Inn & Suites
- Tony's Restaurant
- Dietsch's Ice Cream
- Kaleidoscope Farms
- Pantasia









This document was prepared by Garner Trucking, Inc. located in Findlay, Ohio. Garner is a regional trucking carrier operating in the Southeast and Northeast US. In 2015 the Capitol Christmas Tree made a stop in the town of Findlay. Through the efforts of many community partners, the event stop was successful. We've put together a quick guideline of tools that were used to communicate the event as well as help to make Findlay a successful partner.

For more details contact

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