Fact Sheet – January 2025

Company Overview

- **Incorporated:** April 22, 2021
- **Headquarters:** Toronto, Ontario
- **Industry:** Arboriculture, Urban Forestry, Landscaping
- **Core Services:** Tree pruning, removal, planting, arborist reports, plant health care, and emergency tree services
- **Mission:** To provide ethical, science-based tree care while advocating for sustainable urban forestry and stronger industry standards.

Key Milestones

- **2021:** Company founded with a commitment to professional arboriculture and sustainability.
- **2022:** Became Ontario's first Living Wage Certified arborist company.
- **2022:** Awarded Jobber's "Career Builder Grant" for community impact and workforce development.
- **2023:** Overcame a devastating arson attack, rebuilding operations and recommitting to ethical business practices.
- **2023:** Sponsored the Masters' Climb for the Ontario Tree Climbing Championship
- **2024:** Achieved revenue growth of nearly three times pre-incident levels, reaching just under $1 million annually.

Certifications & Affiliations

- Certified Arborists (ISA and Provincial)
- Living Wage Certified Employer
- Active memberships: Landscape Ontario, Canadian National Landscape Association, Canadian Federation of Independent Business (CFIB), International Society of Arboriculture
- Humber College teaching assistants/instrutors for the Level 1 and 2 Arborist Apprenticeship Program

Leadership Team

- **Michael Kenins:** Co-owner, ISA Certified Arborist, advocate for industry reform, and leader in sustainability initiatives.
- **James May:** Co-owner, Ontario Qualifying Arborist, operations expert, and mentor to future arborists.

Community Impact

- Regularly educate homeowners on sustainable tree care practices through outreach and consultations.
- Sponsor youth sports teams to promote community engagement and activity 2021-2025
- Supported local initiatives, including donations to The Bluffs Food Bank, Community Family Services of Ontario, and beautification projects.

Advocacy for Industry Standards

- Calling for licensing requirements for tree care companies in Toronto to ensure safety, professionalism, and urban forest preservation.
- Advocating for stronger regulation in arboriculture to protect clients, workers, and the environment.

Contact Information

- **Website:** https://vistatree.ca
- **Email:** info@vistatree.ca
- **Phone:** 416-757-0505
- **Social Media:**
    - https://instagram.com/vista.tree.management
    - https://facebook.com/vistatreemanagement