

A FIR TO REMEMBER



FORMAT: Feature

PROJECTED RATING: PG

GENRE: Holiday Romantic Drama

TONE: Bittersweet, Hopeful, Warm, Reflective

LOGLINE: *After her father's sudden passing, NYU business student takes on her family's historic Christmas tree farm and faces the challenge of preserving their cherished traditions while grappling with the future of the business.*

STORY TYPE: Rites of Passage: Death Passage

WORLD: Rustic Americana Holiday – Modern Small-Town Legacy with Big-City Pressure

COMPS: *The Noel Diary* (2022) & *The Family Stone* (2005)

TREATMENT

“When love takes root, anything is possible.”

Panning through a dorm room adorned with Christmas decorations and family photos, LILLY GREENWOOD (late 20s), a bright and ambitious business student, zips up her suitcase and catches a flight to spend the holidays with her family nestled in the scenic countryside of Massachusetts. The Greenwood family are tightknit and own/operate a renowned Christmas tree farm titled *Greenwood Christmas Tree Farm* which houses the main attraction which people from all over come to see – the towering Balsam fir! Standing proudly at 70 feet tall and 40 feet wide, the Balsam fir is more than a breathtaking landmark... It is a living tribute to the Greenwood family legacy as the business has been passed down generation to generation. Since childhood, Lilly and her father, HENRY (late 50s), have placed a single ornament on the towering fir every Christmas Eve, a tradition she dreams of continuing with her own family one day. However, this Christmas will bring an unexpected tragedy.

Before Lilly arrives, Henry passes away. Devastated, she grieves with her mother, MARGRET (50s), only to be hit with another crushing blow – Margaret has decided to sell the farm. With declining sales, mounting debt, and dwindling interest in real Christmas trees from the public, she insists there is no other choice. Though Henry was a wonderful man who loved his family, Margaret admits her husband lacked the business skills to keep the farm afloat. An auction is set for the new year.

Enter JACK PEARSON (30s), a horticulturist from Rockefeller Center, to pay respect at the funeral. Margaret greets him with a hug and introduces him to Lilly as the man who has helped Henry sustain the farm for the last few months. Lilly and Jack share an immediate spark, but that is set aside when she learns Jack has come to collect the Balsam fir. He wants to use the Balsam fir for Rockefeller’s famous holiday display, but that means it would need to be cut down... Outraged by this, Lilly accuses Jack of trying to take away her father’s legacy and kicks him out.

Desperate to keep her father’s dream alive, Lilly makes a bold decision to drop out of school, uses her tuition money to support the farm and convinces her mother to give her one year to turn things around. If she fails, she will agree to sell the business and return to school on her own dime. Margaret reluctantly agrees and postpones the auction.

Lilly’s passion is strong, but the challenges of a dwindling business are overwhelming. The farm’s financial problems grow, employees who are seen as family are forced to leave due to lack of pay and most concerning – the trees begin to wither away for no apparent reason. With her spirits sinking, Lilly turns to the one person she swore she would never call – Jack.

Reluctantly, she agrees to a deal: if Jack can help her like he did Henry and save the farm by Christmas, Lilly will donate the Balsam fir to Rockefeller. Jack eagerly returns, sets up shop and works with Lilly every weekend to diagnose the farm’s issues. As they work side by side, an undeniable romance blossoms. Jack teaches Lilly about the delicate balance between nature and business – “got to get dirt under your nails.” During this partnership, Lilly opens about her father, her dreams, their Christmas traditions, and how connected she is to the farm. Jack learns her roots go deep.

Just as love is in the air, Jack’s efforts are not working and reveals a shocking truth to Lilly – Henry had already donated the Balsam fir to Rockefeller Center. He however delayed collecting the tree due to falling in love Lilly and realizing how much it meant to her. Jack then shares the bad news: the cause of the farm’s decline – the Balsam fir is absorbing all the water causing the trees to wither. If it remains, the rest of the entire farm will die by next season.

Heartbroken and betrayed, Lilly fires Jack and isolates herself. With Christmas approaching and the business worse off than it was before, Lilly packs her suitcase and finds a letter. It is from her father expressing his love and how the tree was his final gift to her – An act of love which he believed should be shared with the world.

Now faced with the hardest decision of her life, Lilly must choose between holding onto the past or honor her father’s final wish by allowing the tree to shine in Rockefeller Center. With a newfound understanding of sacrifice, love, and legacy, Lilly makes a heartfelt decision – she lets Jack take the Balsam fir.

After cutting down the Balsam fir, water is reallocated and the trees more central to the now giant stump begin to bloom. Additionally, as the fir is decorated for the winter holiday in the Big Apple, people recognize it from *Greenwood Christmas Tree Farm* and return to the farm in droves to buy a ‘real tree’ before Christmas. Seeing money flow in, Lilly realizes her worse fear was the key to her dream-come-true as she did not see the marketing potential of cutting down the tree.

But more importantly, will she forgive Jack at the lighting of the Balsam fir or will the two simply part ways after the business deal is done?