



Planning & Economic Development

1 S. Main St., 7th Floor, Mount Clemens, Michigan 48043

Phone: 586-469-5285 • Fax 586-469-6787

www.macombgov.org/planning



March 27, 2015

Dear Business Owner,

Based on a successful first year, we are please to announce the continuation of an initiative designed to:

- Create greater awareness of the businesses near the Macomb Orchard Trail
- Drive more customers to your door
- Support the cost of printing trail map guides, ongoing maintenance and other trail amenities

Our department has been involved in supporting the Macomb Orchard Trail since its inception. We designed the logo; created the trail guide map; and helped to create and maintain the website www.macombgov.org/macomborchardtrail.

Each year, we reprint a minimum of 5,000 of the trail guide maps. These are distributed at public events, communities along the trail and stocked in the trail guide display boxes along the trail. Each of these permanent fixtures are located in 14 prominent locations along the trail. They feature a weather-resistant map under plexi-glass as well as a supply of portable maps for visitors to take.

Last year 16 businesses helped support the trail through advertising (see 2nd page for list). Options for this year include:

- 🍎 Place an advertisement (several sizes available) within the permanent display box for a year (May 1, 2015 - May 1, 2016)
- 🍎 Have your business listed on the trail guide map for a year (May 1, 2015 - May 1, 2016)

Aside from your ad, we'll also acknowledge your company on the MOT website on a special page.

As I am sure you are aware, thousands of people use the trail each week. Many of them are local residents but we also know that people from near and far are coming to Macomb County to enjoy our beautiful linear park. We hope that you'll agree that this is a great way to reach a very targeted market.

Please be aware that to be listed on the trail guide map your check of (\$50.00) must be received by **May 12, 2015** in order to be included in this season's printing. Advertising space within the display boxes is available on a first-come, first-served basis.

Please contact me if you have any questions or would like assistance designing your advertisement at 586-493-5737 or email me at Rachael.Lisecki@Macombgov.org.

Thank you for your consideration,

Rachael Lisecki
Graphics Technician



LEGEND

M 14 - Map Display locations - advertising in display

9" x 12" = \$200.00 or

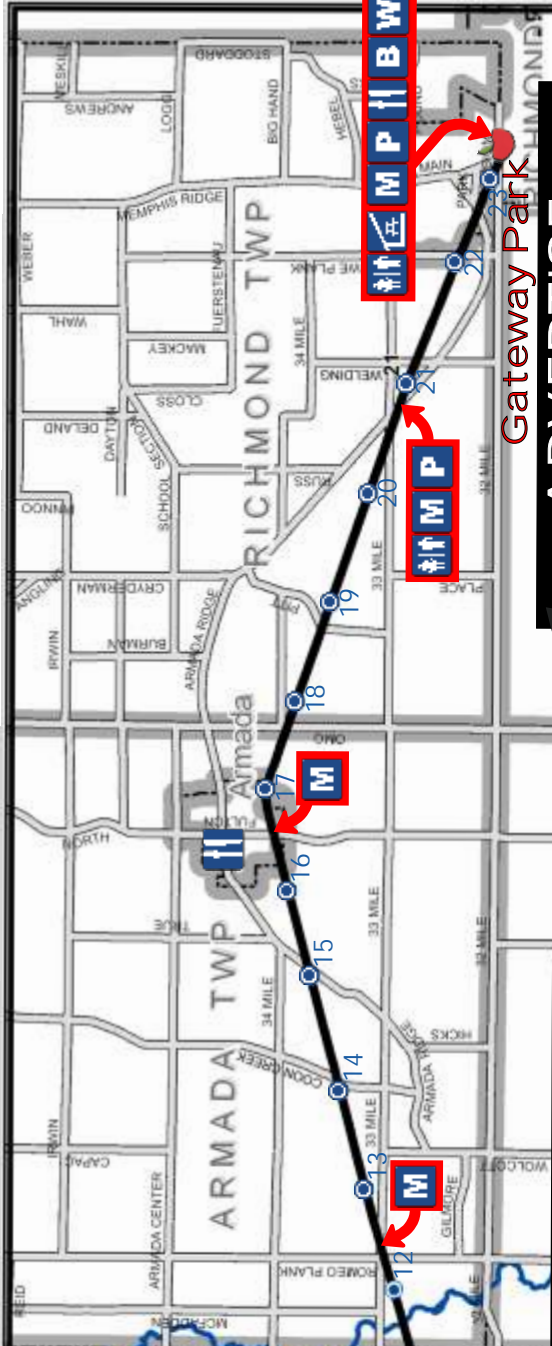
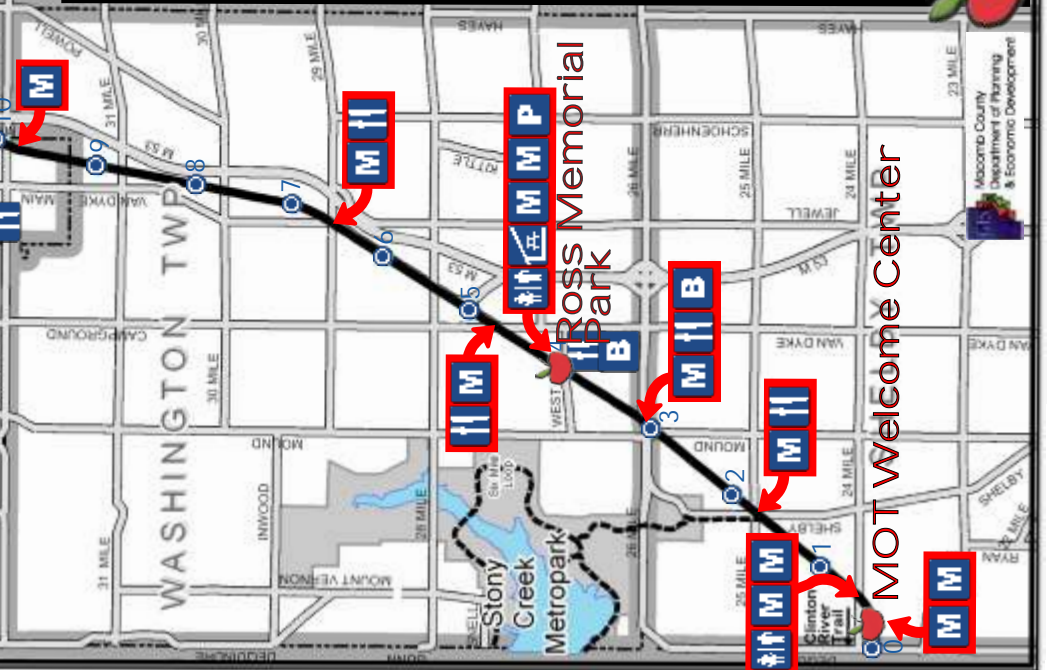
9" x 6" = \$100.00

M M 3 - Map Display locations - advertising in display

20" x 32" = \$400.00 or

20" x 16" = \$200.00

Romeo Trailside Park



ADVERTISE BUSINESS HERE

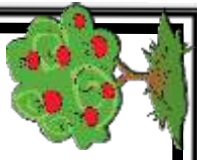
Does your customer base include health conscious adults of all ages? Energetic families on the go? Outdoor enthusiasts? Are you looking for a new way to reach them? Consider advertising on the Macomb Orchard Trail!

For the first time ever, the Macomb Orchard Trail Commission will allot space for advertisers in 14 different locations along the trail either in map displays or on the MOT Guide Map, which are placed in the map boxes, used by communities & at Macomb County events. They are also posted on the MOT website at very reasonable prices.

"For the price and exposure this will offer to the customers I serve, I couldn't say no," says Billy Koresky of Able Demolition located in Shelby Township. Other early adopters include: Achatz Handmade Pies.

All money that is raised for advertising on the MOT will be used to keep this trail beautiful and for needed amenities.

For more information, contact Rachael Lisecki at 586-493-5737 or email her at Rachael.Lisecki@Macombgov.org.



Macomb County
Department of Planning
& Economic Development

Buy space in the permanent display cases



14-locations

1. 24 Mile & Dequindre
2. 24 Mile bet. Deq. & Shelby
3. 25 Mile & Shelby
4. 26 Mile & Mound
5. West Rd. bet. Md. & Van Dyke
6. Campground bet. 27 & 28 Mile
7. 29 Mile & Van Dyke
8. 32 Mile & Van Dyke
9. 32 Mile & Clinton St.
10. Powell bet. 32 Mile & 33 Mile
11. 33 Mile & Romeo Plank
12. Fulton Rd. S. of Armada Ridge
13. 33 Mile & Armada Ridge
14. 32 Mile & Main Street

Buy space in the permanent display cases

20"

Advertise Your Business Here

20" x 16" = \$200.00

20" x 32" = \$400.00

20" x 16" = \$200.00

32"



3-Locations

1. 24 Mile & Dequindre
2. 24 Mile bet. Deq. & Shelby
3. West Rd. bet. Md. & Van Dyke

Places to visit in along the MOT!

SHELBY TOWNSHIP

Able Demolition
5675 Auburn Road
Shelby Twp., MI 48317
(586) 997-3366
www.AbleDemolition.net

WASHINGTON TOWNSHIP

Orchard Chrysler Dodge Jeep Ram
64600 Van Dyke
Washington Twp., MI 48095
(586) 336-0200
www.orchardcdj.com

Rocks 'N' Roots Landscape & Pond Supplies

62520 Van Dyke
Washington Twp., MI 48094
(586) 752-4900
www.rocksnroots.com

DOWNTOWN ROMEO

Atlas Physical Therapy
67965 Van Dyke
Romeo, MI 48065
(586) 336-0070
www.atlas-pt.com

Busy Bee Disposal

PO Box 68
Romeo, MI 48065
(866) 287-7923
www.busybeedisposal.com

Century 21 AAA North-Linda Fennell

71050 Van Dyke
Romeo, MI 48065
(586) 752-0600 x237
(586) 484-6781 - cell
www.LindaFennell.com

Community Driven Credit Union

71260 Van Dyke
Romeo, MI 48065
(586) 336-1100
www.cudrive.org

Romeo Accountants

122 W. Washington St.
Romeo, MI 48065
(586) 752-2682
www.romeoaccountants.com



14- Map box locations.

Trail Map Guides to also be distributed to communities along the trail, Metro Parks, Macomb County events that promote quality of life plus posted on the Macomb Orchard Trail website.

DOWNTOWN ROMEO

Village Winery
134 W. St. Clair St.
Romeo, MI 48065
(586) 337-2563
www.villagewineryromeo.com

DOWNTOWN RICHMOND

Main St.
Hamilton Bicycles & Outfitters
69329 Main St.
Richmond, MI 48062
(586) 727-5140
www.hamiltonbikes.com

Ken's Country Kitchen

69232 N. Main St.
Richmond, MI 48062
(586) 727-4747
www.kenscountrykitchen.net

Senior Helpers

69289 Main St.
Richmond, MI 48062
(586) 430-1015
www.seniorhelpers.com/richmondmi

Time On Main Street - Euro Cafe

69394 N. Main St.
Richmond, MI 48062
(586) 430-1731
www.timeonmaineurocafe.com

COLUMBUS

Just Like Home Childcare Center
8792 Gratiot, Ste. C
Columbus, MI 48063
(586) 430-1396

MT. CLEMENS

Macomb County Chamber
28 First St., Ste. B
Mt. Clemens, MI 48043
(586) 493-7600
www.macombcountychamber.com



MOT Co

Kathy Bosheers, Do
Jim Kropp, Jill Smith

Cont

Please contact Rachael
Planning & Economic De
586-493-5

Rachael.Lisecki
to report maintenance an

Advertise f

If you or your company
portion of the map locate
or in the MOT Trail
[MacombOrchardTrail](http://MacombOrchardTrail.com)
"Advertise Your Business
information about prices
also call Rachael Lisecki
Rachael.Lisecki@Macomb
proceeds are used to kee
needed amenities.

Example:
For only \$50.00 a business
can buy advertising space on
the trail guide to get their
business noticed.

Do

lp support YOUR trail!
I looking beautiful an
end your tax-deductible

Macomb Orchard

1 South Ma

Mount Clem

If you have questions ab

contact Rachael Lisecki

Rachael.Lisecki@Macomb

Macomb Orchard

www.Macomb



Friends o

www.Orch

Map up

Macomb Orchard Trail

Home
Trail Guide Map
Trail Rules
Event Permits
Advertise Business Here
Trail Commission
Calendar
Adopt a Trail
Donations
Police Safety
Contact Us
Photo Gallery
Friends Group of MOT
Memorial Donation

User menu
Add Content
My account
Log out

View Edit Revisions

Advertise Business Here

Does your customer base include health conscious adults of all ages? Energetic families on the go? Outdoor enthusiasts? Are you looking for a new way to reach them? Consider advertising on the Macomb Orchard Trail.

For the first time ever, the Macomb Orchard Trail Commission will allot space for advertisers in 14 different locations along the trail formatted to fit within the weather-protected map displays, several sizes are available, all at very reasonable prices.

"For the price and exposure this will offer to the customers I serve, I couldn't say no," says Billy Koresky of Able Demolition, located in Shelby Township. Other early adopters include: Achatz Handmade Pies...

For more information, contact Rachael Lisecki at 586-493-5737 or email her at Rachael.Lisecki@Macombgov.org. Please download [Advertise Business on Macomb Orchard Trail.pdf](#) for ad locations, prices and sizes.

2014 Advertisers

Thank you for your support of the MOT!!

SHELBY TOWNSHIP

Dairy Queen
54804 Shelby Road
Shelby Twp., MI 48317
(586) 654-3881
www.dairyqueen.com/us-en/Locator/Detail/?localechange=1&&store-id=8151

WASHINGTON TOWNSHIP

Stoney Creek Bike & Fitness
58235 Van Dyke
Washington Township, MI 48094
(586) 781-4451
www.stoneycreekbike.com

Orchard Chrysler Dodge Jeep Ram
64600 Van Dyke
Washington Twp., MI 48094

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Website -
Your business listed in 2 places on the MOT website;
"Trail Guide Map" & "Advertise Business Here"

Yes! I want to advertise with the Macomb Orchard Trail during 2015-2016 & help support its upkeep and amenities!



I understand that advertising space in selected locations is on first-come, first-served basis so please call me or email me before sending form to make sure the location you want is not taken.

Place my ad in the permanent map display box

Quantity: Please indicate how many Size: Please indicate 9" x 6" = \$100 9" x 12" = \$200

Choose location: 14 different (approximate) locations (choose one or more)

- | | |
|--|--|
| <input type="checkbox"/> 24 Mile & Dequindre | <input type="checkbox"/> 32 Mile & Van Dyke |
| <input type="checkbox"/> 24 Mile bet. Dequindre & Shelby | <input type="checkbox"/> 32 Mile & Clinton St. |
| <input type="checkbox"/> 25 Mile & Shelby | <input type="checkbox"/> Powell Rd. bet. 32 Mile & 33 Mile |
| <input type="checkbox"/> 26 Mile & Mound | <input type="checkbox"/> 33 Mile & Romeo Plank |
| <input type="checkbox"/> West Road bet. Mound & Van Dyke | <input type="checkbox"/> Fulton Rd. South of Armada Ridge |
| <input type="checkbox"/> Campground bet. 27 Mile & 28 Mile | <input type="checkbox"/> 33 Mile Road & Armada Ridge |
| <input type="checkbox"/> 29 Mile & Van Dyke | <input type="checkbox"/> 32 Mile Road & Main Street |

Place my ad in the permanent map display box

Quantity: Please indicate how many Size: Please indicate 20" x 16" = \$200 20" x 32" = \$400

Choose location: 3 different (approximate) locations (choose one or more)

- | | |
|--|--|
| <input type="checkbox"/> 24 Mile & Dequindre | <input type="checkbox"/> West Road bet. Mound & Van Dyke |
| <input type="checkbox"/> 24 Mile bet. Dequindre & Shelby | |

Place my information in the Macomb Orchard Trail Guide

Cost: \$50

Please list my business name, address, phone number and website on each of the 5,000 printed trail guides.

IMPORTANT: Payment and information must be received by May 12, 2015 to be included in the next printing of the Macomb Orchard Trail Guide

Make tax deductible checks payable to:

Macomb Orchard Trail Commission, 1 South Main, 7th Floor, Mount Clemens, MI 48043

Name of Business _____

Contact name _____ ___ 9" x 6" ads (\$100) x ___ locations = _____

Address _____ ___ 9" x 12" ads (\$200) x ___ locations = _____

Phone Number _____ ___ 20" x 16" ads (\$200) x ___ locations = _____

Email _____ ___ 20" x 32" ads (\$400) x ___ locations = _____

Website _____ ___ business listing (\$50) = _____

My camera-ready advertisement is enclosed

Total enclosed _____

Please contact me, I need assistance designing my advertisement



For further information, call Rachael Lisecki 586-493-5737 or Rachael.lisecki@Macombgov.org.