March 22, 2013

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, 2013 - May 1, 2014)
- Have your business listed on the trail guide map for a year (May 1, 2013 - May 1, 2014)

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 1, 2013 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
2013 Advertisers on the MOT!

SHELBY TOWNSHIP
Able Demolition
5675 Auburn Road
Shelby Twp., MI 48317
(248) 997-3366
www.AbleDemolition.net

Dairy Queen
54804 Shelby Road
Shelby Twp., MI 48317
(586) 656-3881
www.dairyqueen25andshelbyrd@gmail.com

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

Century 21 AAA North-Linda Fennell
71050 Van Dyke
Romeo, MI 48065
(586) 752-0600 x237
(586) 484-6781 - cell
www.LindaFennell.com

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

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

WASHINGTON TOWNSHIP
McLane Goetz Studio
11198 Golfview Lane
Washington Township, MI 48094
(586) 588-2000
leeannmclanegoetz@mclanegoetzstudiolc.com
www.mclanegoetzstudiolc.com

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

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

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

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

Thank you for your support!
2012 Advertisers on 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

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

Thank you for your support!
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.

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**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

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**ADVERTISE BUSINESS HERE**

Romeo Trailside Park
Ross Memorial Park
Gateway Park
MOT Welcome Center

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**MOT Welcome Center**

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**Gateway Park**

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**Romeo Trailside Park**

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**Ross Memorial Park**

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**MOT Welcome Center**

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**Map Display locations**

- 9” x 12” = $200.00 or 9” x 6” = $100.00
- 20” x 32” = $400.00 or 20” x 16” = $200.00
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" x 16" = $200.00

20" x 32" = $400.00

20" x 16" = $200.00

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

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

- **Rocks 'N' Roots Landscape & Pond Supplies**
  - 62520 Van Dyke
  - Washington Twp., MI 48094
  - (586) 752-4900
  - www.rocksnroots.com

**DOWNTOWN RICHMOND**
- **Main St.**
  - **Hamilton Bicycles & Outfitters**
    - 69329 Main St.
    - Richmond, MI 48062
    - (586) 727-4747
    - www.hamiltonbikes.com

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

**ATLANTIS PHYSICAL THERAPY**
- **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**
- **Century 21 AAA North-Linda Fennell**
  - 71050 Van Dyke
  - Romeo, MI 48065
  - (586) 752-0600
  - www.century21aaa.com

**COMMUNITY DRIVEN CREDIT UNION**
- **Community Driven Credit Union**
  - 71260 Van Dyke
  - Romeo, MI 48065
  - (586) 336-1100
  - www.cudrive.org

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

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

**MOT Commission**
- **Kathy Bosheers, Don Brown, Troy Jeschke, Jim Kropp, Jill Smith, & Joseph Youngblood**

**Contact Us**
Please contact Rachael Lisecki, Macomb County Planning & Economic Development Department at 586-493-5737 or email Rachael.Lisecki@Macombgov.org to report maintenance and trail aesthetic issues.

**Advertise Business Here**
For only $50.00 a business can buy advertising space on the trail guide to get their business noticed.

**Example:**
If you or your company is interested in renting a portion of the map located in the displays on the MOT or in the MOT Trail guide please go to MacombOrchardTrail.org and look for the “Advertise Your Business Here” link. There you’ll find information about prices, size & time frames. You can also call Rachael Lisecki at 586-493-5737 or email Rachael.Lisecki@MacombCountyMI.gov. All the proceeds are used to keep the trail beautiful and for needed amenities.

**Donations**
Help support YOUR trail! Donations help us keep the trail looking beautiful and install needed amenities. Send your tax-deductible contribution to:
- Macomb Orchard Trail Commission
- 1 South Main, 7th Floor
- Mount Clemens, MI 48043

If you have questions about making a gift, please contact Rachael Lisecki at 586-493-5737 or email Rachael.Lisecki@Macombgov.org.

**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.
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 and help support its upkeep and amenities!

I understand that advertising space in selected locations is on first-come, first-served basis.

**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)

- □ 24 Mile & Dequindre
- □ 24 Mile bet. Dequindre & Shelby
- □ 25 Mile & Shelby
- □ 26 Mile & Mound
- □ West Road bet. Mound & Van Dyke
- □ Campground bet. 27 Mile & 28 Mile
- □ 29 Mile & Van Dyke
- □ 32 Mile & Van Dyke
- □ 32 Mile & Clinton St.
- □ Powell Rd. bet. 32 Mile & 33 Mile
- □ 33 Mile & Romeo Plank
- □ Fulton Rd. South of Armada Ridge
- □ 33 Mile Road & Armada Ridge
- □ 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)

- □ 24 Mile & Dequindre
- □ 24 Mile bet. Dequindre & Shelby
- □ West Road bet. Mound & Van Dyke

**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 1, 2013** to be included in the next printing of the Macomb Orchard Trail Guide

**Make tax deductable checks payable to:**
Macomb Orchard Trail Commission, 1 South Main, 7th Floor, Mount Clemens, MI 48043

Name of Business __________________________________________
Contact name _____________________________________________
Address __________________________________________________
Phone Number ______________________________________________
Email _____________________________________________________
Website ___________________________________________________

□ My camera-ready advertisement is enclosed
□ Please contact me, I need assistance designing my advertisement

Total enclosed __________