



# COMMUNITY MARKETING STRATEGY

**ORION TOWNSHIP**  
2323 JOSLYN RD  
LAKE ORION MI 48360



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# About Orion Township

Orion Township, located in the heart of Oakland County, Michigan, is a vibrant and growing community with much to offer its residents and visitors alike. From its beautiful parks and lakes to its bustling commercial areas and thriving business community, Orion Township is a great place to call home if you're a resident or a business. This community marketing strategy is designed to help showcase all that Orion Township has to offer and attract even more residents, businesses, and visitors to this wonderful area. By leveraging the strengths of the community and highlighting its unique features and assets, we can increase awareness of Orion Township and help it to become an even more desirable destination for residents, businesses, and visitors alike.



# Marketing Strategy Goals

## Primary Goals

**Retain & Attract Businesses:** An important goal of the Township's marketing strategy is to retain and attract businesses to the area. Key areas for this are the Corridor Improvement Authority district, industrially-zoned properties, key redevelopment sites, and other commercially-zoned properties.

**Retain & Attract Residents:** One of the main goals for the marketing strategy is to retain and attract residents to keep the township a growing and vibrant community.

**Redevelop Key Sites:** In addition to retaining and attracting both residents and businesses, redeveloping key sites into productive uses is also a major goal of this marketing strategy.

## Secondary Goals

**Encourage Local Engagement:** The Township's marketing strategy can also aim to encourage local engagement and participation in Township events and initiatives.

**Build on the Township's Reputation:** The Township's marketing strategy can help build its reputation and perception among both residents and outsiders.



# The Township Brand

Statement  
Identity

# BRAND STATEMENT

Orion Township is a reflection of our community's commitment to preserving our natural resources while embracing progress and forward-thinking initiatives. We believe in creating a vibrant environment where residents and visitors alike can enjoy the beauty of our parks, lakes, and woods while benefiting from the latest technological advancements and quality employment opportunities.

Whether you're looking for a place to call home, a location for your business, or a destination for your next adventure, Orion Township offers a unique blend of tranquility and excitement that can't be found anywhere else. With a rich history, diverse culture, and unparalleled natural beauty, we invite you to experience all that our community has to offer.



# BRAND IDENTITY

Orion Township has an established logo and tagline.



LOGO

## TAGLINE

*"Where living is a vacation."*

### Brand vs Logo

One of the biggest points of confusion in community marketing is the differences between what a brand is and a logo. To put it simply, a brand is the way people feel about a community, its reputation, and how it wants to represent itself. A community's brand is a reflection of its values and is shown in how people experience the community. A brand communicates a feeling or feelings about a community. A logo meanwhile, is a graphic that ties to the brand. A community can have several different logos and taglines depending on the situation. Taglines are two to five words summing up the brand or an aspect of the brand and are often presented with a logo. Orion Township has an effective style guide for logo usage and two sections are highlighted under Fonts and Colors on page 8.

### Orion Township's Community Brand

Orion Township's brand is one of parks and outdoor recreation as well as one of progress. The Township's brand is also closely tied to the Village of Lake Orion, located within the Township. In multiple focus groups, when asked about the "best things" about the community, every focus group mentioned downtown Lake Orion and the local school district in addition to Lake Orion and the many parks and trails of the township.

In focus groups with business leaders, the community's brand is one of cooperation and friendliness to businesses. This was universal even when there were issues with other levels of government, that not all levels were lumped in together and the township in particular was seen as the most positive interaction.

### Different Taglines for Different Audiences

The Township should consider varying their taglines depending on the prospective audience. The current universal tagline, "Where living is a vacation," is a great tagline for current and prospective residents. However, it may not be as effective for someone looking to locate a larger manufacturing facility. A tagline should still be true to the community. For business-focused marketing, the Township should adopt, "Where nature meets innovation," to highlight the Township's forward thinking but still highlighting the strong quality of life amenities they are known for. More information about marketing to different audiences using different messages is detailed later in this report.

# BRAND IDENTITY

**Typefaces (Fonts)-** To create a consistent look and feel between the different logos there needs to be commonality in both font usage and color palate. These fonts should be driven by the font selection used in the Township logo and augmented with tastefully chosen secondary fonts to compliment.

## Century Gothic Bold

Upper/Lower Case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## CENTURY GOTHIC BOLD

UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## Century Gothic Regular

Upper/Lower Case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## CENTURY GOTHIC REGULAR

UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## Rohn Rounded Bold

Upper/Lower Case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## ROHN ROUNDED BOLD

UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**Colors-** Like typefaces, having a common color palate will help the township logos create a common feel for the brand. For Orion Township, four main colors that were selected are below. It should be noted other colors can and should be used in conjunction with these colors and logos for different purposes, but for the logo itself these two primary colors (along with solid black) should be the main uses.



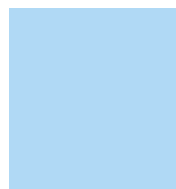
PMS 7735C  
CMYK: 90/41/98/45  
RGB: 4/68/35  
LAB: 28/-30/16  
Hex: #044423



PMS 7686C  
CMYK: 97/78/1/1  
RGB: 21/68/151  
LAB: 33/8/-52  
Hex: #154497



PMS 7741C  
CMYK: 75/27/100/12  
RGB: 61/120/54  
LAB: 50/-32/31  
Hex: #3D7836



PMS290C  
CMYK: 29/4/0/0  
RGB: 165/210/241  
LAB: 84/-9/-18  
Hex: #A5D2F1





# Existing Marketing Assets

Print  
Website  
Social Media  
Recommendations

# EXISTING MARKETING ASSETS

Orion Township has been very proactive in its marketing and communication efforts. From print to a robust and informative website to multiple active social media accounts, the Township is in a good position to take its marketing efforts to the next level. This section will highlight the existing assets the Township either maintains directly or plays a significant role in producing.

## Print

The Township helps produce a quarterly high-quality print magazine aimed at existing residents in the area (township and village.) The hefty magazine (Spring 2023 issue is 60 pages,) is a glossy, high quality print piece that is also available online in PDF format. The magazine is the result of a partnership with the Township, the Village of Lake Orion, Lake Orion Downtown Development Authority, Lake Orion Public Schools, the Chamber of Commerce, and others.

## Website

Orion Township has a very in-depth and dynamic website. For the purposes of this strategy, the focus is on two sections: Business and Community.

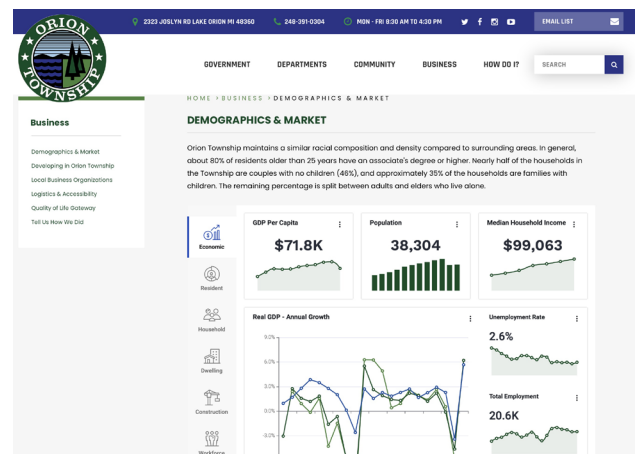
## Business

This section of the Township's website has five main relevant subareas, all pertaining to various aspects. These are: Demographics & Market, Developing in Orion Township, Local Business Organizations, Logistics & Accessibility, and a link to the Quality of Life Gateway (Community section.) In addition, as a user moves down the page, there are seven additional links/clickable boxes: Quality of Life Advantages, Logistics Advantages, Community Profile, Market Advantages, Workforce Advantages, Target Sector Advantages, Talent Pipeline Advantages. All of these sections point to similar or the same data as found in Demographics & Market or the Community sections. Consideration should be given to either give these boxes the same names as the tabs in the Demographics & Market tab (or vice versa) or eliminating them altogether.



**Demographics & Market-** This section has several tabs: Economic, Resident, Household, Dwelling, Construction, Workforce, and Livability. Each of these present a significant amount of relevant data in various charts and graphs. It is visually appealing and gives the community a professional appearance. For top level research, these charts and graphs are good. Each of the tabs in this section also has a separate section below the initial charts with a map of the township highlighting three area of additional information: Local Consumers, Local Dwellings, and Local Businesses. These tabs show a color-coded GIS map of the township (and surround areas if zoomed out) with highlights and drill-downs into additional information pertaining to the three tabs.

Overall, this data section is outstanding for a municipal website and is on par with best practices of an economic development-focused organization's website.



**Developing in Orion Township-** This section does not have a descriptive landing page, but a sub-menu along the side with links to information. These links are to the Corridor Improvement Authority (general information on the board and their meetings,) Marihuana Facilities Licensing Application, Tax Abatement Information, and Zoning Ordinance. All these links lead to the appropriate pages.

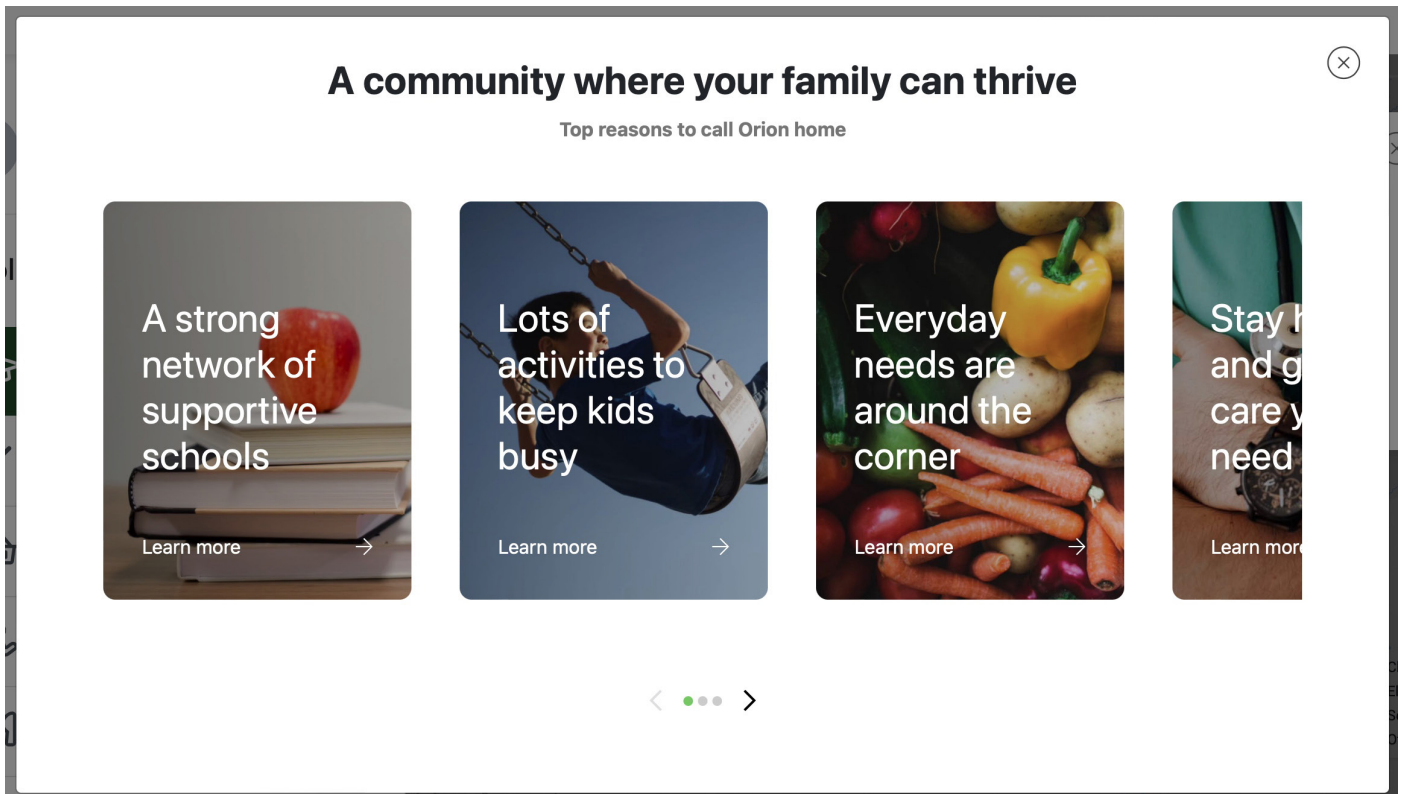
# EXISTING MARKETING ASSETS

**Local Business Organizations-** This section's landing page lists all of the businesses in the area (Township, Village and nearby.) Along the side are links to other business-focused organizations, including Oakland County's economic development department, the Lake Orion Downtown Development Authority, and the Orion Area Chamber of Commerce.

**Quality of Life Gateway-** This is a link to the Community section of the Township website.

## Community

This section of the Township's website identifies the target markets for the community. This Quality of Life Gateway identifies seven target markets, six of which are resident groups. These are Raising a Family, Working Singles & Couples, Empty Nesters, Active Retirees, Remote Workers, Coming Home, and Investors. Each of these sections leads to a custom menu with headers of relevant topics that are targeted for each of these groups (example below.) These range from specific business types that may appeal to each group, to information on medical care, to information on local schools, to proximity to Detroit Metro airport. This information is all coupled with maps, showing the locations of each of the community's assets as it pertains to a specific topic. Along with the Demographics & Market section, this is a top-of-the-line use of the Township's website as it relates to marketing to prospective residents.



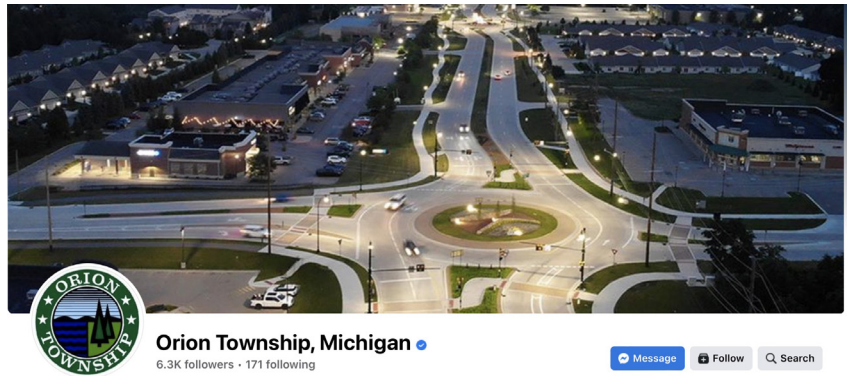
# EXISTING MARKETING ASSETS

## Social Media

Orion Township has several social media channels. Many of them are active and several (but not all) are linked to the Township website. Social media is an important part of a community's ability to communicate to residents as well as market to prospective businesses and developers. Furthermore, each channel has its own benefits, drawbacks, and audiences. The Township has social media accounts on the following platforms: Facebook, Instagram, LinkedIn, Twitter, TikTok, and YouTube. All but LinkedIn use the consistent naming convention "Orion Township," while the LinkedIn page is titled, "Charter Township of Orion."

### Facebook

By far the most used and followed social media account the Township has, this page is updated frequently with 1-2 posts per day. This account has over 6,200 followers and posts most frequently about events, but also includes recognition of holidays, job postings for the Township, and other miscellaneous matters. This page also has exclusive content (the "Jenny and Dave Show") that takes a features approach to sharing events and assets within the community.



### Twitter

The Township's third largest social media presence with roughly 1,700 followers, it is technically active as it typically posts daily (with sometimes months between spurts of daily posts,) it posts mostly the same content as Facebook, though not as frequently or consistently.

### Instagram

Arguably, this is the Township's second most important but fourth largest social media presence with approximately 1,600 followers. This account posts between 1-3 times per week. As a photo/video-driven platform all of the posts have photo or video content with the majority of the content for the Township are either more candid photos, event posting, or cross-posted videos from the Township's TikTok account.



### LinkedIn

This account is inactive and was likely created some time ago and essentially forgotten about. With only 185 followers and, as mentioned above, the only social media account that doesn't follow the standard naming convention of Orion Township and instead uses Charter Township of Orion.

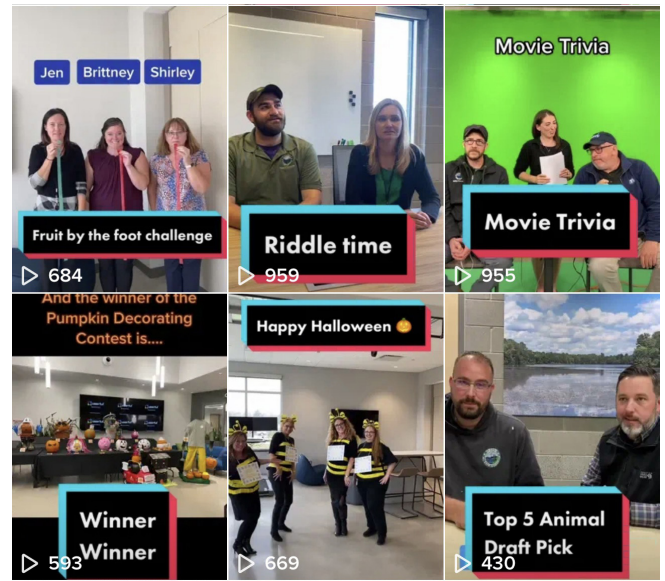
# EXISTING MARKETING ASSETS

## TikTok

Somewhat surprisingly, this account is the Township's second largest platform with nearly 2,100 followers. This account posts 1-3 times per week and is almost exclusively videos highlighting the personalities of the employees of the Township through various trending "challenges" or features trending on TikTok. These videos are occasionally cross posted on Facebook and Instagram.

## YouTube

Many organizations post videos to YouTube and then post or embed these videos elsewhere. While the Township has posted dozens of video to their channel, it has the smallest following (31) of all of its platforms. Videos on this outlet have very few likes and little engagement.



# MARKETING RECOMMENDATIONS- ASSETS

The Township does an excellent job of marketing to residents. Its use of the *Orion Living* magazine and social media are exemplary at promoting the community's events. The Township's website, especially its Economic Development and Community sections should be used as case studies for its use of data and targeting resident types. Specific recommendations for improving the assets and usage of the Township's website and social media are below. Following each recommendation is a suggested timeframe for implementation. "Short-term," means this should be done in less than a year; "Mid-term," means between one to two years, and "Long-term," means two years or more.

## General Recommendations

**Professional Photography-** This is often the most overlooked part of community marketing. Professional photography uses one of the most powerful mediums to communicate what simple words can't: beauty, fun, a sense of belonging, diversity, welcoming, and a place you can see yourself calling home are all messages the Township wants to reinforce. Arranging a contract to have a professional photograph the Township in all four seasons, with a goal of 100-250 high quality photos added to an accessible portal for the Township and the general public to access and use. Priority photos should include:

- Parks & Trails (both empty and in use)
- Community Festivals & Events
- Lake Orion & Other Lakes
- Key Redevelopment Sites
- Major Employers (GM, Others)
- Recent Notable Public & Private Projects

*Timeframe:* Short-term

**Celebrate Wins-** The Township has been able to accomplish a great deal in recent years. Ensuring the communication of the success of these projects is important to let residents know the Township is being successful with its goals. This takes the form of Press Releases (alerting regional media of successes,) social media posts, and posting to the Township's website.

*Timeframe:* Short-term

## Website Recommendations

The Township's website overall is excellent. However, there are a few additions that could make the website a better tool for helping to promote the Township.

**Add "Recent Projects" Section-** The purpose of this section is to highlight recent successful projects the Township has implemented. Priority should be given to those projects that help benefit the attraction or expansion of a local business, but all successful and notable Township projects should be highlighted in a case study format. This allows for residents and prospective businesses to understand the competence level of the Township.

*Timeframe:* Mid-term

**Add "Media Center" Section-** This section would include primary media contact information, recent press releases, and a catalog of professional photos (recommended above) highlighting key assets of the community. This section would become a resource for local and regional media, as well as the general public, to access communications from the Township as well as media that could be used in stories.

*Timeframe:* Mid-term

# MARKETING RECOMMENDATIONS- ASSETS

**Add Process Section in “Developing in the Township”-** This section would be instructional for anyone who wants to do any type of development in the Township. This would include downloadable graphics/flowchart of the various approval processes for developing/redeveloping property in the township. These charts should also include key contact information and estimated timelines for approval.

**Timeframe:** Mid-term

**Update Social Media Links-** The social media links across the header of the website should be updated and reordered. Facebook should be first, followed by Instagram, TikTok should be added, LinkedIn should be added, then Twitter, and the YouTube link should be dropped.

**Timeframe:** Short-term

## Social Media Recommendations

The Township makes very good use of social media. As noted earlier, its Facebook presence is excellent and does a great job of informing followers of events in the community as well as other happenings. The Township’s other social media channels are mostly active, which is far more than peer governments. The overall recommendation for the Township’s social media efforts is to bring more of a focus for each channel. Social media should be the primary method of marketing the Township as a great place to live to residents. Specific channel recommendations are as follows:

**Facebook-** The Township’s Facebook page should continue to be the main hub of social media activity. It is the most commonly used platform. This page should be a clearing house of information and highlights from the other channels. The audience for this channel is the general public.

**Timeframe:** Short-term

**Twitter-** While the Township’s Twitter presence is sizable for a local government account, the nature of the platform requires high engagement to be successful. The Township should largely abandon its use for day-to-day postings with the exception of emergencies, and especially public safety related events. The audience for this channel is the general public.

**Timeframe:** Short-term

**Instagram-** This account should be focused on communicating and marketing the Township’s high quality of life. The channel can still be used to communicate critical information, but the focus should largely be on photos over graphics. This channel should showcase many of the professional photos referenced earlier as well as the candid photos it currently uses. The audience for this channel is the general public, with emphasis on residents and prospective residents and visitors.

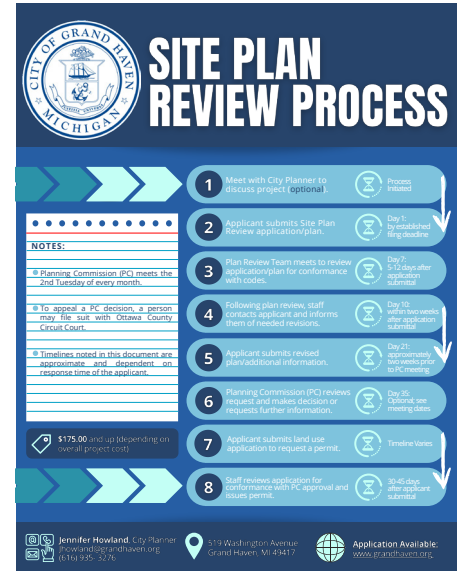
**Timeframe:** Short-term

**LinkedIn-** The most needed overhaul of the Township’s social media efforts, the focus of this channel should be about business in the Township, real estate opportunities, and a spot where the Township can boast about its successes. Key audiences for this channel are business leaders, real estate professionals, and economic development.

**Timeframe:** Short-term

**YouTube-** The Township’s YouTube channel should continue to be maintained, but used as a holding area with videos posted and linked when needed. Not as a primary channel of its own.

**Timeframe:** Short-term





# Community Marketing

**Residents**  
**Businesses**  
**Key Sites**  
**Recommendations**



# COMMUNITY MARKETING

Orion Township has done proactive marketing, whether intentionally or not, for several years. Many of its efforts to communicate with residents and businesses could fall into the category of “community marketing.” Even just an effective communication strategy can work as marketing for a community.

There are three key markets that the Township should consider priority audiences for its marketing efforts. These are:

- Current and Prospective Residents
- Current and Prospective Businesses
- Developers and Investors

Each of these audiences, or target markets, are important to the community. Messaging will vary depending on the audience. The key in each situation is to tailor the message to accentuate the positives of the community in a way that aligns with the goals and desires of the target markets. In addition, how that messaging is delivered to the target markets is also critical. The “how” of this delivery is referred to as a “channel.” Channels will vary based on the target market and may overlap. Key aspects of the township, such as quality of life, have a high appeal across all sectors and may be repeated. These channels may include outlets such as social media, the township’s website, specific media outreach, or direct marketing through target emails.

This section will outline target markets, the respective messaging to each market, and the recommended channels to deliver the messaging. Many of the recommendations in this section came as a direct result of suggestions from several focus groups that were conducted as part of this marketing strategy. The insight these groups provided, which ranged from business, religious, and non-profit leaders to residents were invaluable.

# COMMUNITY MARKETING - RESIDENTS

## RESIDENTS

Residents, both existing and potential, are a critical target market for the Township. It is important for the health of the local economy that there are potential business owners and customers within the community. This creates economic viability for businesses.

**Specific Target Markets-** Most municipalities don't market to potential residents, but Orion Township does. The Township's website, under its Community tab, outlines six resident profiles (and one for investors.) These would also be defined as sub-markets within the Resident category. These are:

**Raising a Family-** These families are typically looking for a safe and welcoming community with good schools, strong education programs, and extracurricular activities for their children. They also tend to prioritize neighborhoods with parks, playgrounds, and other family-friendly amenities.



**Working Singles & Couples-** This group includes individuals who are not married or are in a committed relationship, and who do not have children living with them. This group may include young professionals, students, and retirees who are looking for a community that offers a vibrant social scene, cultural events, and nightlife. They may also prioritize neighborhoods with convenient access to public transportation, job opportunities, and a range of dining and entertainment options.

**Empty Nesters-** Empty nesters includes individuals or couples who are typically in their 50s or older and have no children living at home. These individuals may be looking for a community that offers a low-maintenance lifestyle with easy access to healthcare, recreational activities, and cultural events. They may also prioritize neighborhoods that are safe, quiet, and offer a strong sense of community, as well as convenient access to shopping and dining options.

**Active Retirees-** Individuals or couples who are typically in their 60s or older and are looking for a community that offers a vibrant, active lifestyle. These individuals may be interested in downsizing their homes and moving to a community that offers a range of amenities and activities, such as golf courses, fitness centers, and social clubs. They may also prioritize neighborhoods that offer a safe, welcoming environment with easy access to healthcare, shopping, and dining options.

**Remote Workers-** Individuals who work remotely or have the flexibility to work from home, and who may be looking for a community that offers a good quality of life and amenities that support their work-from-home lifestyle. These individuals may prioritize neighborhoods with access to high-speed internet, co-working spaces, and other amenities that support their work needs. They may also prioritize neighborhoods that offer a healthy work-life balance, with access to outdoor activities, cultural events, and dining options.



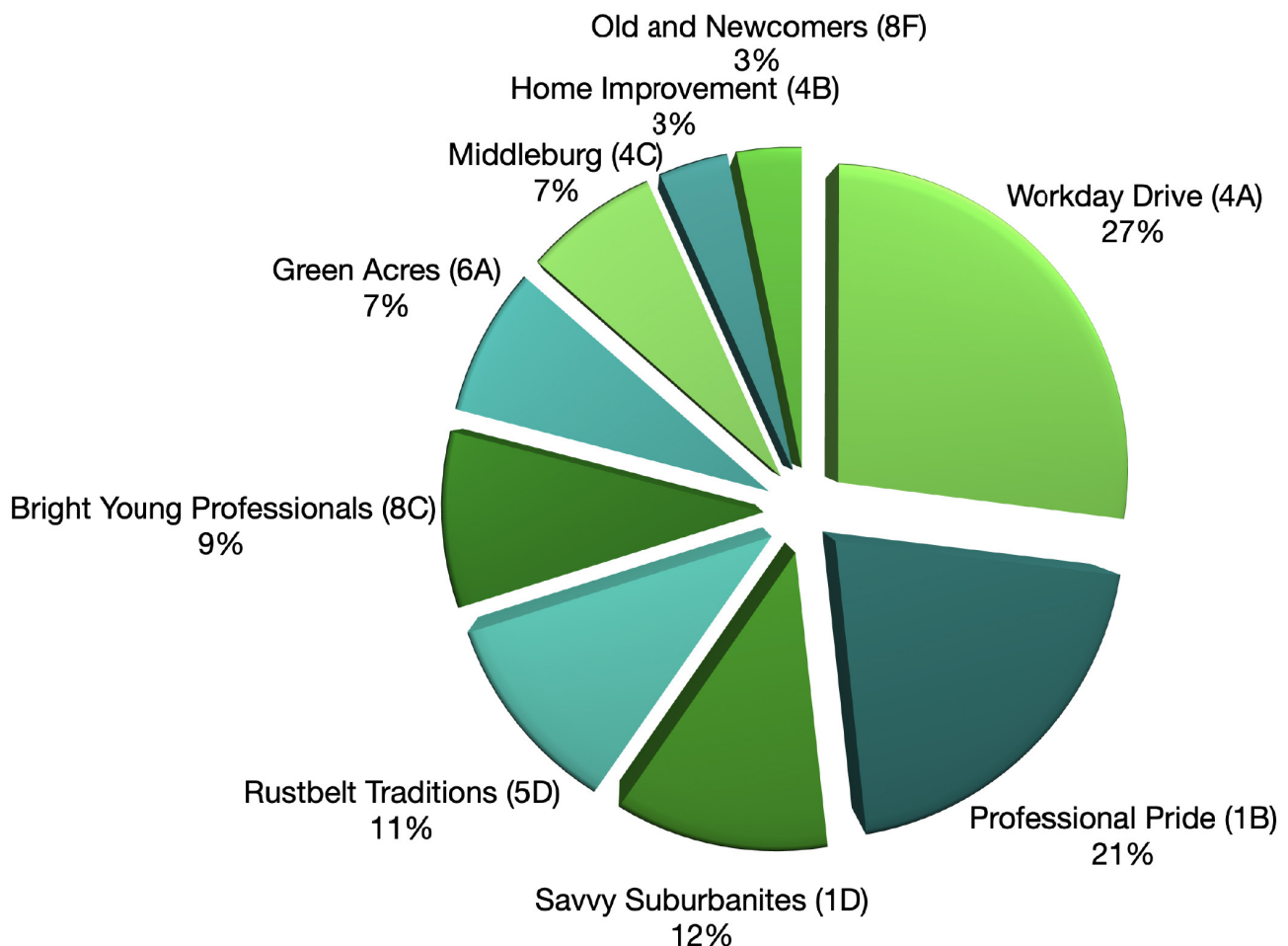
**Coming Home-** These people are returning home and includes individuals or families who have previously lived in the immediate area and are now looking to where they grew up. These individuals may have a strong connection to the area, such as family ties, nostalgia, or a sense of community pride. They may prioritize neighborhoods with a strong sense of community, access to local amenities and businesses, and a welcoming environment.

# COMMUNITY MARKETING - RESIDENTS

## MARKET SEGMENTATION

Market segmentation is the process of dividing groups of consumers who share similar needs, characteristics, or behaviors. This approach allows the township to tailor their marketing efforts to specific segments of the market, rather than trying to appeal to the market as a whole. Market segmentation typically involves analyzing demographic, geographic, psychographic, and behavioral factors to identify distinct groups of consumers with unique needs and preferences. By understanding these segments, businesses can develop targeted marketing strategies that effectively reach and engage with their intended audience, ultimately leading to increased sales, customer loyalty, and overall success.

The various market segmentations for Orion Township are shown in the chart below. This data confirms the target markets identified by the Township are consistent with the existing population of the community. The charts outlining highlights of each of these market segments follow the following three pages and should be used as additional insight into the target market when specific marketing pieces are created.



# COMMUNITY MARKETING - RESIDENTS

Segmentation	Socioeconomic Traits	Market Profile
<p>Workday Drive (4A)</p> <p>Percent of Area: 27.2%</p> <p>Average Household Size: 2.97</p> <p>Median Age: 37</p> <p>Median Household Income: \$90,500</p>	<ul style="list-style-type: none"> <li>• Education: 40.5% college graduates; more than 72% with some college education.</li> <li>• High labor force participation rate at 71%; two out of three households include two plus workers.</li> <li>• Connected, with a host of wireless devices — anything that enables convenience, like banking, paying bills, or even shopping online.</li> <li>• Well insured and invested in a range of funds, from savings accounts or bonds to stocks.</li> <li>• Carry a higher level of debt, including first and second mortgages and auto loans.</li> </ul>	<ul style="list-style-type: none"> <li>• Most households own at least two vehicles; the most popular types are minivans and SUVs.</li> <li>• Family-oriented purchases and activities dominate, like four plus televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.</li> <li>• Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.</li> <li>• Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.</li> </ul>
<p>Professional Pride (1B)</p> <p>Percent of Area: 21.1%</p> <p>Average Household Size: 3.13</p> <p>Median Age: 40.8</p> <p>Median Household Income: \$138,100</p>	<ul style="list-style-type: none"> <li>• Professional Pride consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.</li> <li>• These consumers are willing to risk their accumulated wealth in the stock market.</li> <li>• Most have a preferred financial institution, regularly read financial news, and use the internet for banking transactions.</li> <li>• Residents are goal oriented and strive for lifelong earning and learning.</li> <li>• Life here is well organized; routine is a key ingredient to daily life.</li> </ul>	<ul style="list-style-type: none"> <li>• These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the internet.</li> <li>• Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath &amp; Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.</li> <li>• Hire housekeepers or professional cleaners.</li> <li>• Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on internet shopping; Amazon.com is a favorite website.</li> <li>• Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.</li> </ul>
<p>Savvy Suburbanites (1D)</p> <p>Percent of Area: 11.6%</p> <p>Average Household Size: 2.85</p> <p>Median Age: 45.1</p> <p>Median Household Income: \$108,700</p>	<ul style="list-style-type: none"> <li>• Education: 50.6% college graduates; 77.6% with some college education.</li> <li>• Higher labor force participation rate at 67.9% with proportionately more 2-worker households at 62.2% .</li> <li>• Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.</li> <li>• Informed shoppers that do their research prior to purchasing and focus on quality.</li> </ul>	<ul style="list-style-type: none"> <li>• Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.</li> <li>• Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.</li> <li>• There is extensive use of housekeeping and personal care services.</li> <li>• Foodies: They like to cook and prefer natural or organic products.</li> <li>• These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.</li> <li>• Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.</li> </ul>

# COMMUNITY MARKETING - RESIDENTS

Segmentation	Socioeconomic Traits	Market Profile
<p>Rustbelt Traditions (5D)</p> <p>Percent of Area: 10.6%</p> <p>Average Household Size: 2.47</p> <p>Median Age: 39</p> <p>Median Household Income: \$51,800</p>	<ul style="list-style-type: none"> <li>• Most have graduated from high school or spent some time at a college or university.</li> <li>• Labor force participation slightly higher than the US at 67%.</li> <li>• While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.</li> <li>• Family-oriented consumers who value time spent at home.</li> <li>• Most have lived, worked, and played in the same area for years.</li> <li>• Budget-aware shoppers that favor American-made products.</li> <li>• Read newspapers, especially the Sunday editions.</li> </ul>	<ul style="list-style-type: none"> <li>• Residents take advantage of convenience stores for fueling up and picking up incidentals.</li> <li>• Watching television is a common pastime; many households have more than four TVs.</li> <li>• Favorite programming ranges from Freeform, A&amp;E, and TNT to children's shows on Nickelodeon and the Disney Channel.</li> <li>• Residents are connected; entertainment activities like online gaming dominate their internet usage.</li> <li>• Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.</li> <li>• Radio dials are typically tuned to classic rock stations.</li> </ul>
<p>Bright Young Professionals (8C)</p> <p>Percent of Area: 8.8%</p> <p>Average Household Size: 2.41</p> <p>Median Age: 33</p> <p>Median Household Income: \$54,000</p>	<ul style="list-style-type: none"> <li>• Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.</li> <li>• Labor force participation rate of 72% is higher than the US rate.</li> <li>• These consumers are up on the latest technology.</li> <li>• They get most of their information from the internet.</li> <li>• Concern about the environment impacts their purchasing decisions.</li> </ul>	<ul style="list-style-type: none"> <li>• Own retirement savings and student loans.</li> <li>• Own newer computers (desktop, laptop, or both), iPhones, and 2+ TVs.</li> <li>• Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.</li> <li>• Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.</li> <li>• Find leisure going to bars/clubs, attending concerts, going to the beach.</li> <li>• Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.</li> <li>• Eat out often at fast-food and family restaurants.</li> </ul>
<p>Green Acres (6A)</p> <p>Percent of Area: 7.3%</p> <p>Average Household Size: 2.7</p> <p>Median Age: 43.9</p> <p>Median Household Income: \$76,800</p>	<ul style="list-style-type: none"> <li>• Education: More than 60% are college educated.</li> <li>• Labor force participation rate is high at 66.8%.</li> <li>• Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.</li> <li>• They are cautious consumers with a focus on quality and durability.</li> <li>• Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.</li> <li>• Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.</li> </ul>	<ul style="list-style-type: none"> <li>• Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.</li> <li>• Homeowners favor DIY home improvement projects and gardening.</li> <li>• Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.</li> <li>• Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.</li> <li>• Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.</li> </ul>

# COMMUNITY MARKETING - RESIDENTS

Segmentation	Socioeconomic Traits	Market Profile
<p>Middleburg (4C)</p> <p>Percent of Area: 6.7%</p> <p>Average Household Size: 2.75</p> <p>Median Age: 36.1</p> <p>Median Household Income: \$59,800</p>	<ul style="list-style-type: none"> <li>• Education: 65% with a high school diploma or some college.</li> <li>• Labor force participation typical of a younger population at 66.7%.</li> <li>• Traditional values are the norm here— faith, country, and family.</li> <li>• Prefer to buy American and for a good price.</li> <li>• Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.</li> </ul>	<ul style="list-style-type: none"> <li>• Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.</li> <li>• Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.</li> <li>• Spending priorities also focus on family (children's toys and apparel) or home DIY projects.</li> <li>• Sports include hunting, fishing, bowling, and baseball.</li> <li>• TV and magazines provide entertainment and information.</li> <li>• Media preferences include country and Christian channels.</li> </ul>
<p>Home Improvement (4B)</p> <p>Percent of Area: 3.5%</p> <p>Average Household Size: 2.88</p> <p>Median Age: 37.7</p> <p>Median Household Income: \$72,100</p>	<ul style="list-style-type: none"> <li>• Higher participation in the labor force; most households have 2+ workers.</li> <li>• Cautious consumers that do their research before buying, they protect their investments.</li> <li>• Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).</li> <li>• They are paying off student loans and home mortgages.</li> <li>• They spend heavily on eating out, at both fast-food and family restaurants.</li> <li>• They like to work from home, when possible.</li> </ul>	<ul style="list-style-type: none"> <li>• Enjoy working on home improvement projects and watching DIY networks.</li> <li>• Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.</li> <li>• Own a giant screen TV with fiber-optic connection and premium cable; rent movies from Netflix.</li> <li>• Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.</li> <li>• Enjoy dining at Chili's, Chick-fil-A, and KFC.</li> <li>• Frequently buy children's clothes and toys.</li> </ul>
<p>Old and Newcomers (8F)</p> <p>Percent of Area: 3.3%</p> <p>Average Household Size: 2.12</p> <p>Median Age: 39.4</p> <p>Median Household Income: \$44,900</p>	<ul style="list-style-type: none"> <li>• An average labor force participation rate of 62.6%, despite the increasing number of retired workers.</li> <li>• 32% of households are currently receiving income from Social Security.</li> <li>• 31% have a college degree, 33% have some college education, 9% are still enrolled in college.</li> <li>• Consumers are price aware and coupon clippers but open to impulse buys.</li> <li>• They are attentive to environmental concerns.</li> <li>• They are comfortable with the latest technology.</li> </ul>	<ul style="list-style-type: none"> <li>• Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle.</li> <li>• They prefer cell phones to landlines.</li> <li>• Entertainment features the internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.</li> <li>• Vehicles are basically just a means of transportation.</li> <li>• Food features convenience, frozen, and fast food.</li> <li>• They do banking as likely in person as online.</li> </ul>

# COMMUNITY MARKETING - RESIDENTS

**Target Audience Messaging-** Messaging to potential targets should vary based on the respective target. There may be overarching themes (quality of life) but each message should be specific to each target.

Target Audience	Key Messages
Raising a Family	Excellent schools; Great walkable neighborhoods; Lots of parks and outdoor activities
Working Singles & Couples	Walkable neighborhoods; Great downtown with dining options (Village); Close to work; Outdoor activities; Gig-Speed Internet available
Empty Nesters	Safe, walkable neighborhoods; Great downtown with dining options (Village); Close to work; Outdoor activities
Active Retirees	Nearby shopping; Outdoor activities; Safe, walkable neighborhoods
Remote Workers	Gig-Speed Internet available; Walkable neighborhoods; Great downtown with dining options (Village); Outdoor activities; Close to airport/transportation
Coming Home	Nearby employment opportunities; Newer amenities; Safe, walkable neighborhoods; Great downtown with dining options (Village); Outdoor activities

**Channels-** In order to have your message heard, you have to get your message in front of your targets in a format they will see. Below are the recommended mediums and channels of communication for each of the groups.

Target Audience	Channels
Raising a Family	Social Media (Facebook, Instagram, TikTok); Direct Realtor outreach; Orion Living
Working Singles & Couples	Social Media (Facebook, Instagram, TikTok); Search Engine Optimization of Website (community section)
Empty Nesters	Social Media (Facebook); Orion Living; Direct Realtor outreach; Email; Print Newsletter
Active Retirees	Orion Living; Direct Realtor outreach; Email; Print Newsletter; Social Media (Facebook)
Remote Workers	Social Media (Facebook, Instagram, TikTok); Search Engine Optimization of Website (community section); Direct Realtor outreach
Coming Home	Social Media (Facebook, TikTok); Orion Public Schools (alumni groups); Current residents

# Key Partnerships- Residents

In order to effectively market to residents, Orion Township must utilize existing partnerships with other local and regional entities. These partners, highlighted below, proactively market the community on an ongoing basis. These entities benefit when the rest benefit. This makes them ideal partners. Maintaining an open and ongoing line of communication with these entities to update them on site availability, infrastructure updates, and key events within the community would be highly beneficial.



The Village of Lake Orion is a natural partner to market the community to potential residents. Some of the assets mentioned in focus groups, such as downtown, are located in the Village.

**Contact:**  
Darwin McClary  
Village Manager  
**Email:**  
mcclaryd@lakeorion.org  
**Phone:**  
(248) 693-8391 ext 101



The Lake Orion Downtown Development Authority exists to make downtown Lake Orion a better place for residents and businesses alike. They are a nationally-recognized downtown and hub of the community.

**Contact:**  
Molly LaLone  
Executive Director  
**Email:**  
office@downtownlakeorion.org  
**Phone:**  
(248) 693-9742



Lake Orion Public Schools is a key partner for the Township. The high quality schools was consistently the top item mentioned in focus groups as the most important asset in the community. Schools are a key driver for young families.

**Contact:**  
Ben Kirby  
Superintendent  
**Email:**  
Ben.Kirby@lok12.org  
**Phone:**  
(248) 693-5400



The Lake Orion Chamber of Commerce acts as both a business entity and pillar of the community. The Chamber represents many of the local businesses in the community.

**Contact:**  
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President and CEO  
**Email:**  
info@orionareachamber.com  
**Phone:**  
(248) 693-6300



# COMMUNITY MARKETING - BUSINESSES

## BUSINESSES

During the master planning process, the township identified several sectors it wants to focus its economic development efforts on. These industries are:

- Drone developer or assemblers
- Robotics and other advanced manufacturing businesses, including electric vehicle suppliers
- Electric bike producers or assemblers
- Electric scooter manufacturers
- Information tech providers to the above producers
- 3D printing operations
- Computer software application and 3D printing
- Defense and construction industries and related suppliers
- Cannabis growth and production

The following are a list of the top companies in each of the sectors listed above. These should be considered top targets for the township in its recruitment efforts but not an exhaustive list.

### DRONE DEVELOPER OR ASSEMBLERS

Company	Description
AeroVironment	Produces unmanned aircraft systems for both military and commercial purposes
Autel Robotic	Produces consumer drones for aerial photography and videography
DJI	Produces consumer and professional drones for aerial photography, videography, and industrial applications
FLIR Systems	Produces drones with thermal imaging technology for public safety and industrial applications
GoPro	Produces consumer drones for aerial photography and videography
Kespry	Produces drones for aerial surveying and mapping in industries such as construction and mining
Parrot	Produces consumer and professional drones for aerial photography, videography, and industrial applications
Skydio	Produces consumer and professional drones with advanced autonomous features for aerial photography and videography
Teal Drones	Produces consumer and commercial drones for aerial photography, videography, and industrial applications
Yuneec International	Produces consumer and professional drones for aerial photography, videography, and industrial applications

# COMMUNITY MARKETING - BUSINESSES

## ROBOTICS AND OTHER ADVANCED MANUFACTURING BUSINESSES

Company	Description
ABB Robotics	Produces industrial robots for a variety of applications such as welding, painting, and material handling
Boston Dynamics	Produces mobile robots for industrial and military applications, as well as research and development
Clearpath Robotics	Produces mobile robots and autonomous vehicles for research and industrial applications
FANUC Robotics	Produces industrial robots for a variety of applications such as machining, assembly, and material handling
Fetch Robotics	Produces mobile robots for warehouse automation and logistics
iRobot	Produces consumer robots such as the Roomba robotic vacuum cleaner and the Braava robot mop
KUKA Robotics	Produces industrial robots for a variety of applications such as welding, material handling, and assembly
Rethink Robotics	Produces collaborative robots (“cobots”) for manufacturing and other applications
Universal Robots	Produces collaborative robots (“cobots”) for manufacturing and other applications
Yaskawa Motoman Robotics	Produces industrial robots for a variety of applications such as welding, material handling, and assembly

## ELECTRIC BIKE PRODUCERS OR ASSEMBLER

Company	Description
Pedego Electric Bikes	Pedego is a California-based company that produces a range of e-bikes, including cruisers, commuters, and mountain bikes
Rad Power Bikes	Rad Power Bikes is a Washington-based company that produces a range of e-bikes, including commuters, cargo bikes, and folding bikes
Trek Bikes	Trek Bikes is a Wisconsin-based company that produces a range of e-bikes, including commuters, mountain bikes, and hybrids
Specialized Bikes	Specialized Bikes is a California-based company that produces a range of e-bikes, including commuters, mountain bikes, and road bikes
Giant Bicycles	Giant Bicycles is a Taiwan-based company with a significant presence in the United States. They produce a range of e-bikes, including commuters, mountain bikes, and road bikes.
Electra Bikes	Electra Bikes is a California-based company that produces a range of e-bikes, including cruisers, commuters, and townies.
Aventon Bikes	Aventon Bikes is a California-based company that produces a range of e-bikes, including commuters, mountain bikes, and folding bikes.
Juiced Bikes	Juiced Bikes is a California-based company that produces a range of e-bikes, including commuters, mountain bikes, and fat tire bikes.

## ELECTRIC SCOOTER MANUFACTURERS

Company	Description
Lime	Lime is a California-based company that produces electric scooters, electric bikes, and other micro-mobility solutions. Lime has a significant presence in many cities across the United States.
Bird	Bird is a California-based company that produces electric scooters and other micro-mobility solutions. Bird has a significant presence in many cities across the United States.
Spin	Spin is a California-based company that produces electric scooters and other micro-mobility solutions. Spin has a significant presence in many cities across the United States.
Razor USA	Razor USA is a California-based company that produces electric scooters for both children and adults. Razor USA is a popular choice for personal use and recreational purposes.
Gotrax	Gotrax is a Colorado-based company that produces electric scooters for both children and adults. Gotrax is a popular choice for personal use and recreational purposes.
Xiaomi	Xiaomi is a Chinese company that produces a range of consumer electronics and personal transportation solutions, including electric scooters. Xiaomi has a significant presence in the United States market.
Segway Ninebot	Segway Ninebot is a Chinese company that produces electric scooters and other personal transportation solutions. Ninebot has a significant presence in the United States market.
SWAGTRON	SWAGTRON is a California-based company that produces electric scooters for both children and adults. SWAGTRON is a popular choice for personal use and recreational purposes.
Glion Scooters	Glion Scooters is a New York-based company that produces electric scooters for both children and adults. Glion Scooters is a popular choice for personal use and recreational purposes.

### 3D PRINTING OPERATIONS

Company	Description
3D Systems	Provides 3D printing and additive manufacturing solutions for a variety of industries including aerospace, automotive, and healthcare.
Carbon	Provides digital 3D printing solutions for manufacturing applications such as prototyping, tooling, and end-use parts.
Desktop Metal	Provides 3D printing solutions for manufacturing applications such as prototyping, tooling, and end-use parts.
EOS	Provides 3D printing solutions for industrial applications such as aerospace, automotive, and medical devices.
ExOne	Provides 3D printing solutions for industrial applications such as casting, powder metallurgy, and sand molds.
HP Inc.	Provides 3D printing solutions for manufacturing applications such as prototyping, tooling, and end-use parts.
Markforged	Provides 3D printing solutions for manufacturing applications such as prototyping, tooling, and end-use parts.
Materialise	Provides 3D printing and additive manufacturing solutions for a variety of industries including healthcare, aerospace, and automotive.
SLM Solutions	Provides 3D printing solutions for industrial applications such as aerospace, automotive, and medical devices.
Stratasys	Provides 3D printing solutions for a variety of industries including aerospace, automotive, and healthcare, as well as education and research institutions.

### 3D PRINTING SOFTWARE

Company	Description
Autodesk	Produces a range of 3D software, including 3D printing software such as Netfabb and Fusion 360. Autodesk software is used in a variety of industries, including aerospace, automotive, and healthcare.
Dassault Systèmes	They produce a range of 3D printing software, including CATIA and SOLIDWORKS. Their software is used in a variety of industries, including aerospace, automotive, and healthcare.
Materialise	Produces a range of 3D printing software, including Magics and Materialise 3-matic. Their software is used in a variety of industries, including aerospace, automotive, and healthcare.
Siemens	Produces a range of 3D printing software, including NX and Simcenter. Their software is used in a variety of industries, including aerospace, automotive, and healthcare.
Ultimaker	Produces 3D printing software, including Ultimaker Cura, which is used for desktop 3D printing applications.
3D Systems	Produces a range of 3D printing software, including 3D Sprint and Geomagic. Their software is used in a variety of industries, including aerospace, automotive, and healthcare.
Stratasys	Produce a range of 3D printing software, including GrabCAD Print and GrabCAD Voxel Print. Their software is used in a variety of industries, including aerospace, automotive, and healthcare.

## DEFENSE INDUSTRIES

Company	Description
General Dynamics Corporation	General Dynamics produces a range of military ground vehicles, including the M1 Abrams main battle tank and the Stryker combat vehicle.
Oshkosh Corporation	Oshkosh produces a range of military vehicles, including the Joint Light Tactical Vehicle (JLTV) and the Heavy Expanded Mobility Tactical Truck (HEMTT).
BAE Systems	BAE Systems produces a range of armored vehicles, including the Bradley Fighting Vehicle and the Amphibious Combat Vehicle.
Navistar Defense	Navistar Defense produces a range of tactical trucks and armored vehicles, including the MaxxPro MRAP and the SOTV-A.
Rheinmetall Defense	Rheinmetall Defense produces a range of armored vehicles, including the Boxer armored personnel carrier and the Lynx infantry fighting vehicle.
Nexter	Nexter produces a range of military ground vehicles, including the VBCI armored vehicle and the CAESAR self-propelled howitzer.
SAIC	SAIC produces a range of military ground vehicles, including the Amphibious Assault Vehicle (AAV) and the Mine Resistant Ambush Protected (MRAP) vehicle.
Textron Systems	Textron Systems produces a range of military ground vehicles, including the Commando family of armored vehicles and the Tactical Armored Patrol Vehicle (TAPV).
Lockheed Martin	Lockheed Martin produces a range of military ground vehicles, including the High Mobility Artillery Rocket System (HIMARS) and the Joint Light Tactical Vehicle (JLTV).
AM General	AM General produces a range of military ground vehicles, including the Humvee and the Gladiator tactical vehicle.

**CANNABIS GROWTH AND PRODUCTION**

<b>Company</b>	<b>Description</b>
Green Peak Innovations	Green Peak Innovations is a Michigan-based company that produces a range of cannabis products, including flower, concentrates, and edibles. They are one of the largest cannabis growers in the state.
Redbud Roots	Redbud Roots is a Michigan-based company that produces high-quality cannabis flower, concentrates, and edibles. They have several cultivation facilities throughout the state.
Common Citizen	Common Citizen is a Michigan-based company that produces a range of cannabis products, including flower, concentrates, and edibles. They have several cultivation facilities throughout the state.
Pleasantrees	Pleasantrees is a Michigan-based company that produces a range of cannabis products, including flower, concentrates, and edibles. They have several cultivation facilities throughout the state.
Gage Cannabis	Gage Cannabis is a Michigan-based company that produces high-quality cannabis flower, concentrates, and edibles. They have several cultivation facilities throughout the state.
Michigan Pure Med	Michigan Pure Med is a Michigan-based company that produces a range of cannabis products, including flower, concentrates, and edibles. They have several cultivation facilities throughout the state.
Lit Provisioning Center	Lit Provisioning Center is a Michigan-based company that produces high-quality cannabis flower, concentrates, and edibles. They have several cultivation facilities throughout the state.
Exclusive Brands	Exclusive Brands is a Michigan-based company that produces a range of cannabis products, including flower, concentrates, and edibles. They have several cultivation facilities throughout the state.
The Reef	The Reef is a Michigan-based company that produces high-quality cannabis flower, concentrates, and edibles. They have several cultivation facilities throughout the state.

# COMMUNITY MARKETING - BUSINESSES

**Target Audience Messaging-** Messaging to potential targets should vary based on the respective target. There may be overarching themes but each message should be specific to each target.

Target Audience	Key Messages
Advanced Manufacturers (Industries identified on page 24)	Available highly-skilled workforce; Near other major regional employers/manufacturers; Business-friendly local government; High quality of life; Available housing for management level employees
Information Technology Support for Advanced Manufacturers	Available highly-skilled workforce; Near other major regional employers/manufacturers; Business-friendly local government; High quality of life; Available housing for management level employees
Retail Businesses	Orion Township is part of a fast-growing area of Oakland County; Prime retail sites are available; Higher than average household income; Business-friendly local government
Entrepreneurs	Business-friendly local government; Support for entrepreneurs is available (Advantage Oakland); Space is available

**Channels-** In order to have your message heard, you have to get your message in front of your targets in a format they will see. Below are the recommended mediums and channels of communication for each of the groups.

Target Audience	Channels
Advanced Manufacturers (Industries identified on page 24)	Trade shows and recruitment missions via Key Partnerships (top specific industry trade show list on pages 31-32); Direct marketing (LinkedIn); Site location and industrial Realtor outreach; Website
Information Technology Support for Advanced Manufacturers	Trade shows and recruitment missions (via Key Partnerships); Direct marketing (LinkedIn); Site location and industrial Realtor outreach
Retail Businesses	Realtor outreach; Social media (Facebook, Instagram)
Entrepreneurs	Social media (Facebook, Instagram, LinkedIn); Outreach to Advantage Oakland staff; Orion Living magazine (features on existing entrepreneurs)

# COMMUNITY MARKETING - BUSINESSES

**Trade Shows-** Below is a listing of the top trade shows for each of the advanced manufacturing industries on page 24. These trade shows are opportunities to tell the Township's story to the largest manufacturers in each industry. The Township should work with their Key Partners (page 34) to identify which of these events best meets the Township's goals and to understand which events are either already being attended or are planned to in upcoming years.

## Drone Trade Shows

**AUVSI Xponential-** The largest trade show for unmanned systems and robotics, covering industries such as defense, commercial, and civil.

**InterDrone-** A conference and expo focused on commercial drone applications, featuring educational sessions and an exhibit hall.

**Commercial UAV Expo Americas-** An event focused on commercial drone technology and applications, featuring exhibitors and educational sessions.

**UAV Technology Conference-** A conference and expo focused on UAV technology and applications in industries such as defense, security, and public safety.

**PrecisionAg Vision Conference-** An event focused on the use of precision agriculture technology, including drones, in the agriculture industry.

## Robotics Trade Shows

**Automate-** A trade show focused on automation technology and robotics for industries such as manufacturing, automotive, and aerospace.

**International Robot Exhibition (iREX)-** The largest robot trade show in the world, featuring robotic technology and applications for industrial and service robots.

**RoboBusiness-** A conference and expo focused on the business and technology of robotics, featuring educational sessions and exhibitors.

**International Conference on Robotics and Automation (ICRA)-** A conference focused on the latest research and development in robotics and automation.

**RoboUniverse-** A trade show focused on the business and technology of robotics, featuring exhibitors and educational sessions.

## E-Bike & E-Scooter Trade Shows

**Interbike-** A trade show focused on the bicycle industry, featuring exhibitors and educational sessions on e-bikes and other types of bicycles.

**CABDA East/West-** The Chicago Area Bicycle Dealers Association holds two trade shows annually featuring e-bikes and other types of bicycles and accessories.

**Electric Bike Expo-** A consumer-oriented event featuring e-bike demos and educational sessions in multiple locations throughout the US.

**Bicycle Leadership Conference-** A conference focused on the bicycle industry, featuring educational sessions and networking opportunities for e-bike manufacturers and other industry professionals.

**Micromobility America-** A conference and expo focused on the latest trends and technology in the micromobility industry, including e-scooters.

**CES-** The largest consumer electronics trade show in the US, featuring the latest in e-scooter and other micromobility technology.

**NACTO Designing Cities Conference-** A conference focused on urban transportation planning and design, featuring discussions on e-scooter and other micromobility solutions.



*The Michigan Economic Development Corporation regularly participates in CES in Las Vegas.*



# COMMUNITY MARKETING - BUSINESSES

## 3D Printing Trade Shows

**Rapid + TCT-** A trade show focused on 3D printing and additive manufacturing technology, featuring exhibitors and educational sessions.

**Inside 3D Printing-** A trade show and conference focused on the latest in 3D printing technology and applications, including speakers and exhibitors.

**Formnext-** A global trade show focused on 3D printing and additive manufacturing technology, featuring exhibitors and educational sessions.

**Additive Manufacturing Users Group (AMUG) Conference-** An annual conference focused on the latest developments in 3D printing and additive manufacturing technology.

**International Manufacturing Technology Show (IMTS)-** A trade show focused on manufacturing technology, including 3D printing and additive manufacturing, featuring exhibitors and educational sessions.

## Defense Industry Trade Shows

**AUSA Annual Meeting & Exposition-** A trade show and conference focused on the latest developments in defense technology, featuring exhibitors and educational sessions.

**Sea-Air-Space Exposition-** A trade show and conference focused on the latest developments in naval, aviation, and marine technology, featuring exhibitors and educational sessions.

**Association for Unmanned Vehicle Systems International (AUVSI) Xponential-** A trade show and conference focused on unmanned systems and robotics, including applications in defense.

**Special Operations Forces Industry Conference (SOFIC)-** A trade show and conference focused on special operations forces, featuring exhibitors and educational sessions on the latest technology and equipment.

## Cannabis Trade Shows

**MJBizCon-** A trade show and conference focused on the legal cannabis industry, featuring exhibitors and educational sessions on cannabis cultivation, processing, and distribution.

**Cannabis World Congress & Business Expo-** A trade show and conference focused on the cannabis industry, featuring exhibitors and educational sessions on a variety of topics related to cannabis production and manufacturing.

**Indo Expo-** A trade show focused on the cannabis industry, featuring exhibitors and educational sessions on cannabis cultivation, processing, and distribution.

**Emerald Cup-** An annual cannabis competition and trade show, featuring exhibitors and educational sessions on cannabis cultivation, processing, and distribution.

**Cannabis Science Conference-** A conference focused on the science behind the cannabis industry, featuring educational sessions and exhibitors showcasing the latest advancements in cannabis research and technology.

# Key Partnerships- Business

In order to effectively market, Orion Township must utilize existing partnerships with other regional and state entities. These partners, highlighted below, proactively market the county, region, and state on an ongoing basis. While the Township may never be the sole focus of their marketing efforts, the assets that the community has, especially appealing to industrial users, would be high on the list of communities they would want to promote. Maintaining an open and ongoing line of communication with these entities to update them on site availability, infrastructure updates, and key events within the community would be highly beneficial.



Oakland County's economic development efforts, also branded as "Advantage Oakland," exists to help retain and attract new businesses in the county. This group includes international, national, and small business development teams. This division within county government is highly regarded in the state and is an excellent resource for the township. This is the highest priority group for the Township to be communicating with.

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Deputy County Executive

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carlsons@oakgov.com

**Phone:**  
(248) 858-0480

The Detroit Regional Partnership (DRP) exists as a marketing arm for the 11-county area in metro Detroit. Their mission is to promote the sites and communities within that region to prospective businesses looking to locate in the region. They often lead proactive recruitment missions to both domestic and foreign regions, often around industry-specific trade shows. The DRP also maintains a database of available properties (both land and buildings.) Currently, only three properties in Orion Township are in their database.

**Contact:**

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President & CEO

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DetroitRegionalPartnership.com

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(313) 518-5600

The Michigan Economic Development Corporation (MEDC) exists to conduct a wide range of economic development activities for the state from community development activities to international business recruitment. They often serve as the first point of contact for prospective businesses looking to locate in the state. As a statewide organization, their knowledge of the region may not be extensive as the county or DRP, so regular communication of key developments and site availability is key.

**Contact:**

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# MARKETING RECOMMENDATIONS- BUSINESSES

The Township has resources, both internally and externally, to market to prospective businesses. In addition to these existing resources, there are a few opportunities to add to these resources and create more awareness of the Township and the opportunities that exist.

## General

**Testimonial Graphics-** The Township has a very good reputation among the business community. The Township should leverage this sentiment into testimonial graphics to be shared on social media.

*Timeframe:* Short-term

**Reactivate LinkedIn Profile-** Mentioned in the Assets section, putting a new focus on growing the Township's social media presence on LinkedIn would be a very cost effective way to promote the Township to professionals. The emphasis of this platform would be to market to industry leaders and site location professionals.

*Timeframe:* Short-term

## Partnerships

**Partnership "Orion Township Showcase Day"**- These would be a half-day lunch and tour of the community for key partners such as Advantage Oakland, Detroit Regional Partnership, MEDC, and commercial/industrial realtors. This tour would start at a local restaurant for lunch (or have lunch catered in an alternate location) where an introduction presentation of the Township (demographics, key employers, workforce, etc) would be conducted and then a bus tour of the key sites related to manufacturing or related industries.

*Timeframe:* Mid-term

**Trade Shows-** Where appropriate, the Township should consider tagging along with Advantage Oakland or Detroit Regional Partnership trips to various trade shows, with emphasis on the trade shows for the targeted sectors listed earlier. This would give the Township both exposure and also insight as to how the county and region are promoted.

*Timeframe:* Mid-term

# COMMUNITY MARKETING - KEY SITES

## Key Sites

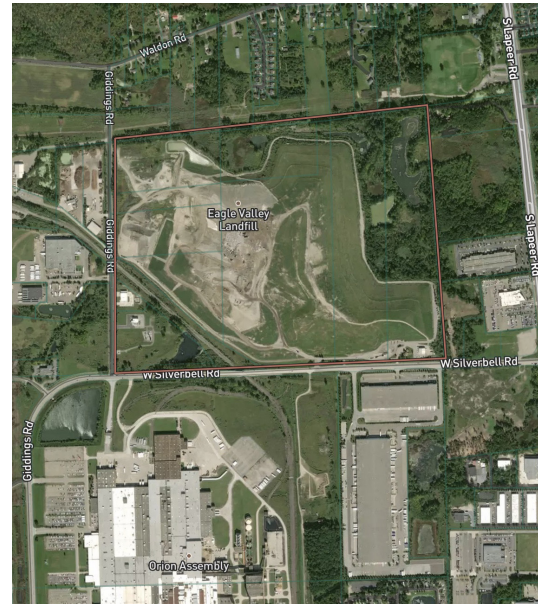
During the master planning process, the township identified three key sites for redevelopment. These sites are:

- Judah-Baldwin Site (Gingellville/Biz Transition Area)
- Eagle Valley Landfill Site
- Brown Road Innovation (Biz) Site

These sites all have different end uses identified and each have their own challenges. This section will outline each of these three properties and make recommendations for their marketing.



**Judah-Baldwin Site  
(Gingellville/Biz Transition Area)**



**Eagle Valley Landfill Site**



**Brown Road Innovation (BIZ) Site**

# COMMUNITY MARKETING - KEY SITES

## Judah-Baldwin Site (Gingelville/Biz Transition Area)

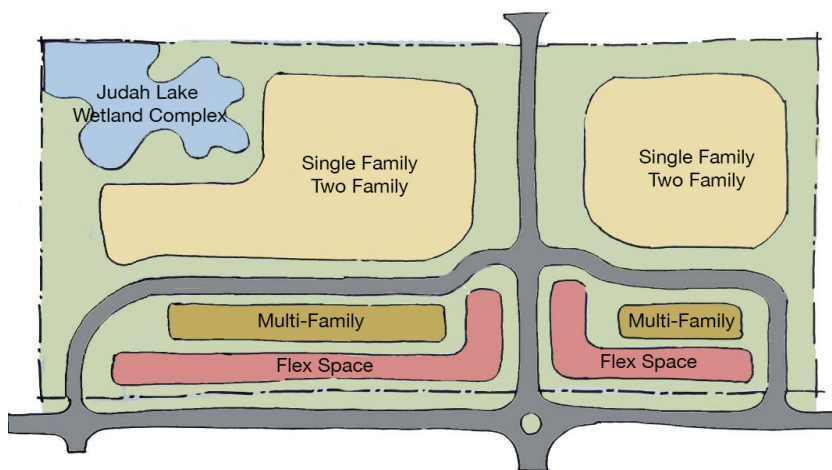
Total Size: Approximately 88 acres

Zoning: Gingelville Village Center Overlay District

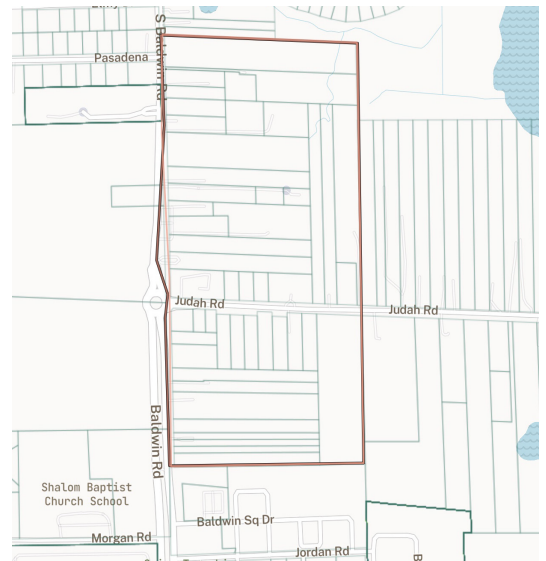
Current Use: Low density commercial and residential

**Future Land Use:** Flex buildings along Baldwin Road are retail, mixed use, or townhouse, up to three stories. East of the flex buildings, a new, north-south public road will separate town homes from ranch-style, detached cottage court bungalow units north of Judah Road and cottage court duplexes south of Judah.

**Key Challenge to Redevelopment:** Land Assembly. This site is spread across 50+ parcels owned by more than 45 different entities.



**Redevelopment Concept for Judah-Baldwin Site**



## Marketing Recommendation

Marketing of this site may be difficult without site control. If the Township markets the site without agreements in place with all of the property owners, the distinct possibility exists that individual property owners could either decide not to sell or significantly leverage a potential developer and thereby inflating the cost of land assembly. Should the Township elect to still market the property without site control, it must be clear with prospective developers land assembly (including negotiation with individual property owners) still needs to be done.

In the meantime, the Township could still let area developers know if its interest in having these parcels redeveloped. Emphasis on the strong housing market in the township should be the focus of the discussions with developers. Outreach to specific developers to gauge interest and identify potential issues that would need to be addressed.

# COMMUNITY MARKETING - KEY SITES

## Eagle Valley Landfill Site

Total Size: Approximately 277.5 acres

Zoning: Recreation; Eastern Parcels in Lapeer Road Overlay District

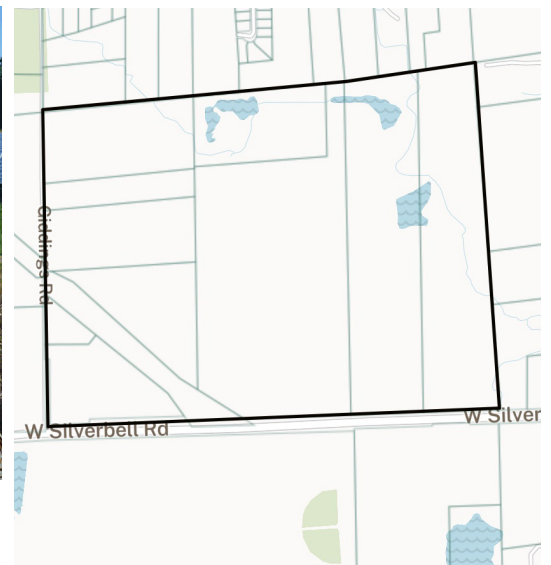
Current Use: Landfill

Future Land Use: The site is envisioned to be recreation with the potential to host renewable energy efforts.

Key Challenge to Redevelopment: The site's status as a landfill makes reuse very limited.



Former Landfill, Now Solar Farm in Canton, MA



## Marketing Recommendation

There are no immediate plans for Waste Management to divest itself of this site. However, the Township's master plan identifies the potential opportunity to convert at least some of the space eventually to a solar farm. Initiating a conversation between Waste Management and DTE Energy to potentially jumpstart these efforts is worth exploring.

# COMMUNITY MARKETING - KEY SITES

## Brown Road Innovation (BIZ) Site

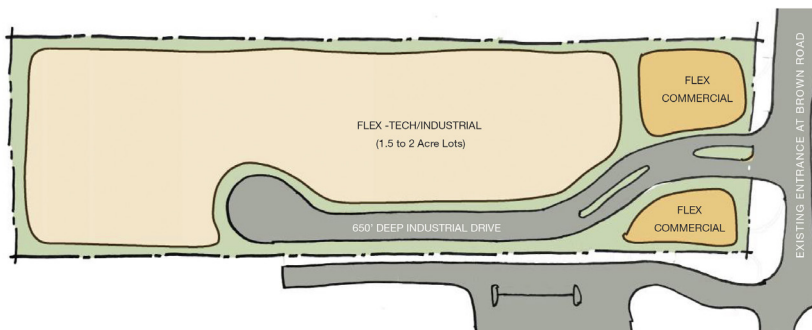
Total Size: Approximately 11 acres

Zoning: Brown Road Innovation Zoning District

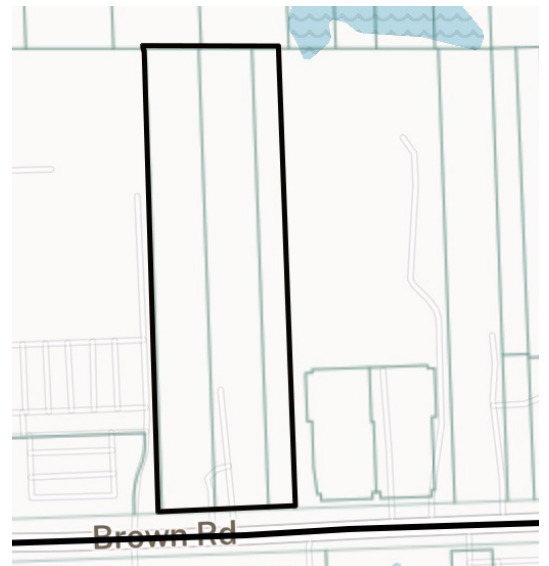
Current Use: Industrial

**Future Land Use:** There is flexibility with the future use of this site under the Brown Road Innovation Zoning District, but a use of flex commercial frontage along Brown Road and Flex Tech/Industrial lots behind are preferred.

**Key Challenge to Redevelopment:** None



**Redevelopment Concept for Brown Road Site**



## Marketing Recommendation

The most redevelopment ready of the Township's three priority sites, this site requires only participation of the owner and active marketing. If the owner has determined how much they want for the property, the Township could lead a Request for Proposal/Request for Qualification process to help facilitate in transitioning the property to a developer.

# MARKETING RECOMMENDATIONS- KEY SITES

The recommendations in this section have some significant overlap between businesses and key sites and are therefore placed together.

**Update Social Media Links-** The social media links across the header of the website should be updated and reordered. Facebook should be first, followed by Instagram, TikTok should be added, LinkedIn should be added, then Twitter, and the YouTube link should be dropped.

*Timeframe:* Short-term

## **Social Media Recommendations**

The Township makes very good use of social media. As noted earlier, its Facebook presence is excellent and does a great job of informing followers of events in the community as well as other happenings. The Township's other social media channels are mostly active, which is far more than peer governments. The overall recommendation for the Township's social media efforts is to bring more of a focus for each channel. Social media should be the primary method of marketing the Township as a great place to live to residents. Specific channel recommendations are as follows:

**Facebook-** The Township's Facebook page should continue to be the main hub of social media activity. It is the most commonly used platform. This page should be a clearing house of information and highlights from the other channels. The audience for this channel is the general public.

*Timeframe:* Short-term

**Twitter-** While the Township's Twitter presence is sizable for a local government account, the nature of the platform requires high engagement to be successful. The Township should largely abandon its use for day-to-day postings with the exception of emergencies, and especially public safety related events. The audience for this channel is the general public.

*Timeframe:* Short-term

**Instagram-** This account should be focused on communicating and marketing the Township's high quality of life. The channel can still be used to communicate critical information, but the focus should largely be on photos over graphics. This channel should showcase many of the professional photos referenced earlier as well as the candid photos it currently uses. The audience for this channel is the general public, with emphasis on residents and prospective residents and visitors.

*Timeframe:* Short-term

**LinkedIn-** The most needed overhaul of the Township's social media efforts, the focus of this channel should be about business in the Township, real estate opportunities, and a spot where the Township can boast about its successes. Key audiences for this channel are business leaders, real estate professionals, and economic development.

*Timeframe:* Short-term

**YouTube-** The Township's YouTube channel should continue to be maintained, but used as a holding area with videos posted and linked when needed. Not as a primary channel of its own.

*Timeframe:* Short-term



# MARKETING RECOMMENDATIONS- KEY SITES

Outside of the priority sites listed in this section, there are several other opportunities to attract attention from developers and investors.

## General

**Work with Property Owners to Create and Issue RFP/ RFQ-** One way the Township can bring more attention to an available property is to work with property owners to create “Request for Proposals” or the more preferable “Request for Qualifications” document.

These documents outline the specific property, desired price, desired end use, site context, and other key factors. These documents help create excitement around the property and shows the willingness and business-friendly attitude of the Township. Property owners benefit from the extra attention and the Township can help spur development.

**Timeframe:** Mid-term

**Host a “Developer Day”-** Much like the “Showcase”

concept, the Township would host a half-day event with a lunch presentation followed by a tour of potential sites. This could be targeted for the specific sector of development wanted (Housing or Commercial) and would invite relevant developers from the region as well as brokers and MEDC and Oakland County Planning staff.

**Timeframe:** Mid-term

**Leverage LinkedIn Profile & Social Media-** As mentioned in both the Assets and Business section, using the Township’s LinkedIn profile to highlight available property both boosts the Township’s reputation as business friendly as well as lends credibility to the realtors trying to sell the property

**Timeframe:** Short-term

**ABOUT**  
**City of Rochester Hills**

Rochester Hills is one of the jewels of Oakland County. It offers quality city services and infrastructure, growing to major roadways, a diverse business community, a Federal Opportunity Zone and a dedicated Economic Development Team. The city is ranked as one of the wealthiest in the state, and amongst the 50 most educated cities in the United States. Rochester Hills features a quality of life focused on people and draws its unique personality from the diversity of its residents. The city is a family-oriented community, which is clearly evident in many neighborhoods. It is also evident in the quality of education and recreation programs that are available. It is consistently ranked as one of the safest and best places to live in the state.

The award-winning Rochester and Avondale Community Schools provide K-12 education for Rochester Hills, Rochester University, Oakland University, and Oakland Community College are either located in the city or just outside the city.

With over 1,000 acres of parkland, Rochester Hills offers the opportunity for relaxation and recreation few others can match.

Rochester Hills boasts of many cultural assets that enrich the community such as Meadow Brook Hall, Yates-Clear Mill, Rochester Hills Museum at Van Hoosen Farm, and the Older Persons Commission. The Village of Rochester Hills, Michigan's premier and oldest shopping areas offer excellent opportunities for every possible purchase occasion and the city is host to some of the best dining options in all of Michigan. The City of Rochester Hills is the government place to live, work and raise a family.

**SITE OVERVIEW**

The 0.74817 acre site is owned by Brookside Development LLC. The property contains nine parcels and an approximately 2,200 square foot single-story commercial building on the most western parcel as well as a 1,700 square foot single-story ranch house. Neither building is considered historic.

Asking Price: 3000

Parcel ID: 15-36-204-001  
15-36-204-002  
15-36-204-003  
15-36-204-004  
15-36-204-005  
15-36-204-006  
15-36-204-007  
15-36-204-008  
15-36-204-009

Walk Score: 66 (2860 E Auburn Avenue)

Zoning: Brooklands District

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*RFQs are a way to generate interest from developers about a specific property, like this RFQ in Rochester Hills.*

This Strategy Created By



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