

BEAVERTON & GLADWIN

PROJECT RISING TIDE- BRANDING PRESENTATION





THE MARKET

RETAIL MARKET SIZE

468,801,519

RETAIL MARKET LEAKAGE

277,842,895

	2019 Demand (\$)	2019 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	468,801,519	190,958,624	277,842,895
Total retail trade (NAICS 44 and 45)	426,592,726	170,795,572	255,797,154
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	107,946,368	30,053,632	77,892,737
Automobile dealers (NAICS 4411)	88,369,084	17,071,957	71,297,127
New car dealers (NAICS 44111)	80,344,796	15,162,106	65,182,690
Used car dealers (NAICS 44112)	8,024,288	1,909,851	6,114,437
Other motor vehicle dealers (NAICS 4412)	8,020,267	5,569,839	2,450,429
Recreational vehicle dealers (NAICS 44121)	2,507,935	0	2,507,935
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	5,512,332	5,569,839	-57,506
Boat dealers (NAICS 441222)	1,917,858	5,569,839	-3,651,981
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	3,594,475	0	3,594,474
Automotive parts, accessories, and tire stores (NAICS 4413)	11,557,017	7,411,836	4,145,181
Automotive parts and accessories stores (NAICS 44131)	6,881,456	7,344,441	-462,984
Tire dealers (NAICS 44132)	4,675,560	67,395	4,608,165
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	7,831,527	130,624	7,700,903
Furniture stores (NAICS 4421)	3,512,398	130,300	3,382,098
Home furnishings stores (NAICS 4422)	4,319,129	324	4,318,805
Floor covering stores (NAICS 44221)	2,073,837	117	2,073,720
Other home furnishings stores (NAICS 44229)	2,245,292	207	2,245,086
Window treatment stores (NAICS 442291)	112,576	108	112,468
All other home furnishings stores (NAICS 442299)	2,132,716	98	2,132,617
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	6,659,334	148	6,659,186
Household appliance stores (NAICS 443141)	1,033,677	72	1,033,606
Electronics stores (NAICS 443142)	5,625,656	76	5,625,581
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	31,418,789	19,320,188	12,098,602
Building material and supplies dealers (NAICS 4441)	26,923,454	18,997,894	7,925,560
Home centers (NAICS 44411)	14,932,946	0	14,932,946
Paint and wallpaper stores (NAICS 44412)	693,381	0	693,381
Hardware stores (NAICS 44413)	2,295,754	6,221,574	-3,925,819
Other building material dealers (NAICS 44419)	9,001,372	12,776,320	-3,774,948
Lawn and garden equipment and supplies stores (NAICS 4442)	4,495,336	322,293	4,173,042
Outdoor power equipment stores (NAICS 44421)	651,629	64,287	587,343
Nursery, garden center, and farm supply stores (NAICS 44422)	3,843,706	258,007	3,585,700
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	57,926,738	30,203,972	27,722,766
Grocery stores (NAICS 4451)	52,619,720	26,490,937	26,128,782
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	49,975,308	26,390,770	23,584,539
Convenience stores (NAICS 44512)	2,644,411	100,168	2,544,244
Specialty food stores (NAICS 4452)	1,831,754	1,552,453	279,301
Meat markets (NAICS 44521)	602,847	231,268	371,579
Fish and seafood markets (NAICS 44522)	220,366	223,118	-2,751
Fruit and vegetable markets (NAICS 44523)	374,876	226,881	147,995
Other specialty food stores (NAICS 44529)	633,665	871,187	-237,522

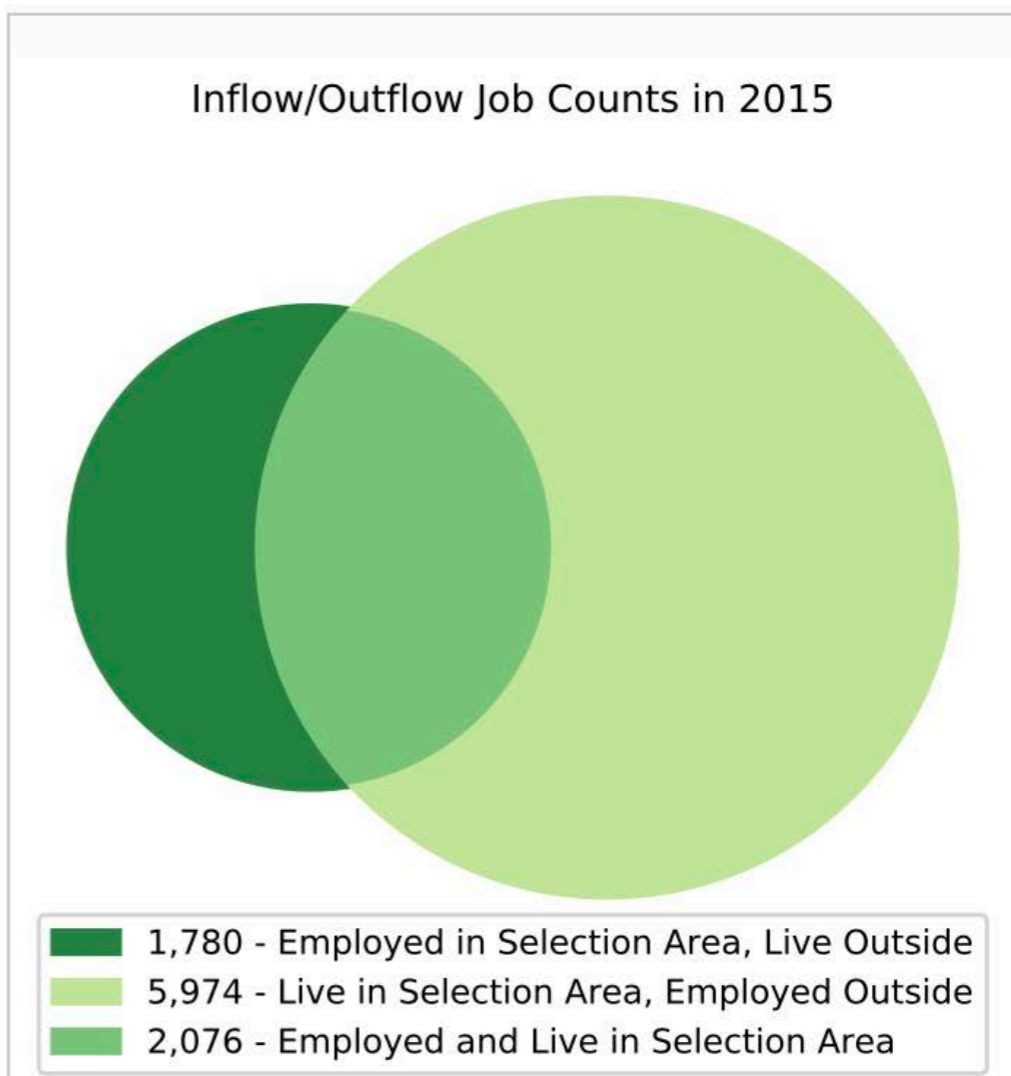
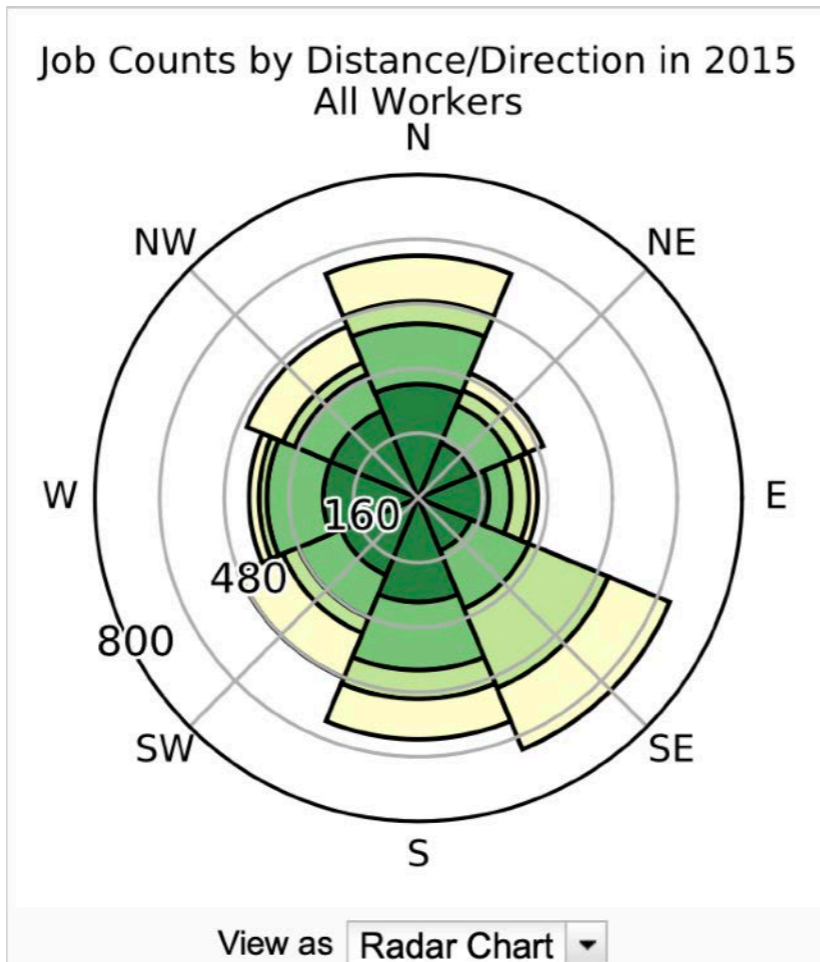
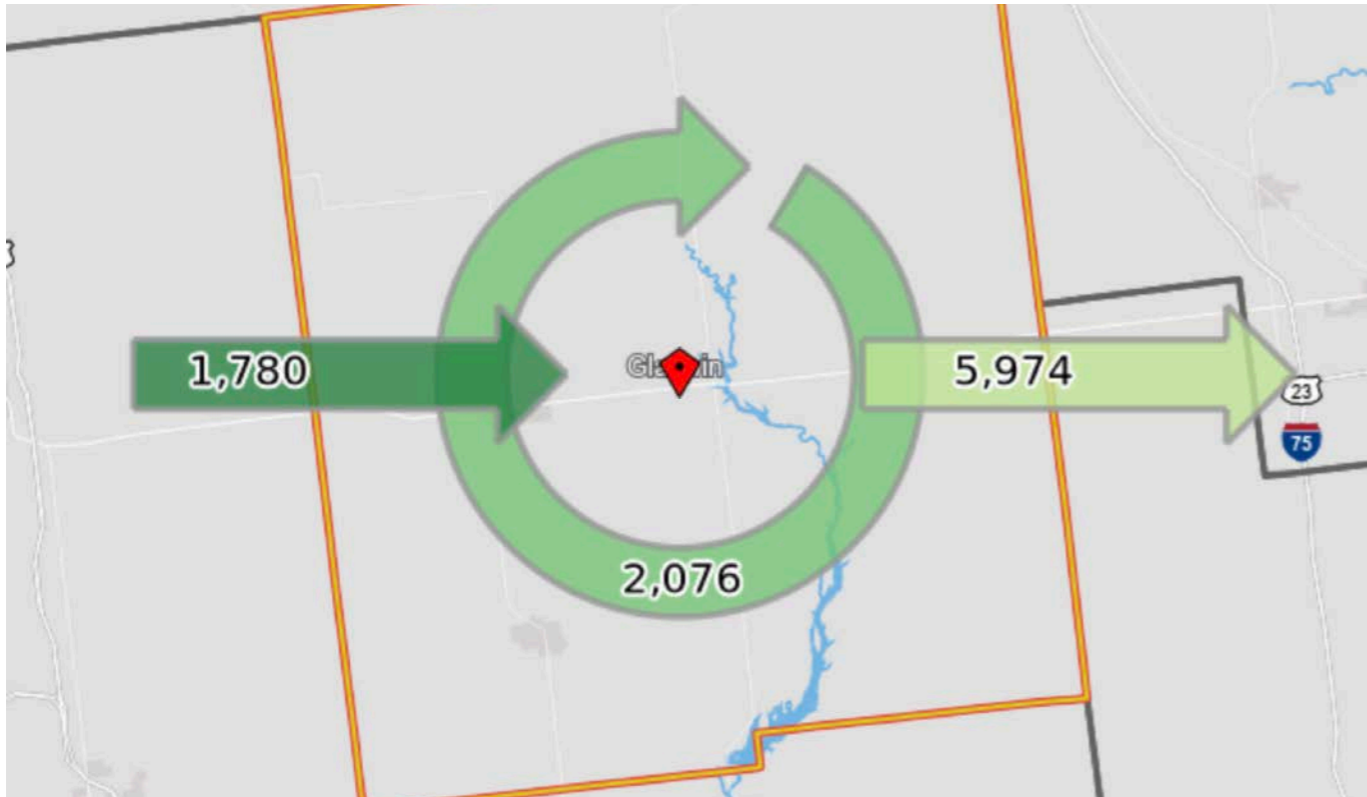
RETAIL MARKET SIZE

468,801,519

PROJECTED MARKET GROWTH

514,544,601

RETAIL MARKET SIZE



Inflow/Outflow Job Counts (Primary Jobs) 2015

	Count	Share
Employed in the Selection Area	3,856	100.0%
Employed in the Selection Area but Living Outside	1,780	46.2%
Employed and Living in the Selection Area	2,076	53.8%
Living in the Selection Area	8,050	100.0%
Living in the Selection Area but Employed Outside	5,974	74.2%
Living and Employed in the Selection Area	2,076	25.8%

[Reset Highlighting](#)

BRAND ELEMENTS

BRANDING TOOLBOX



TYPEFACES



COLORS



GRAPHICS



MESSAGE

TYPEFACES

I AM YOUR PRIMARY TYPEFACE

I AM YOUR PRIMARY TYPEFACE

I AM YOUR PRIMARY TYPEFACE

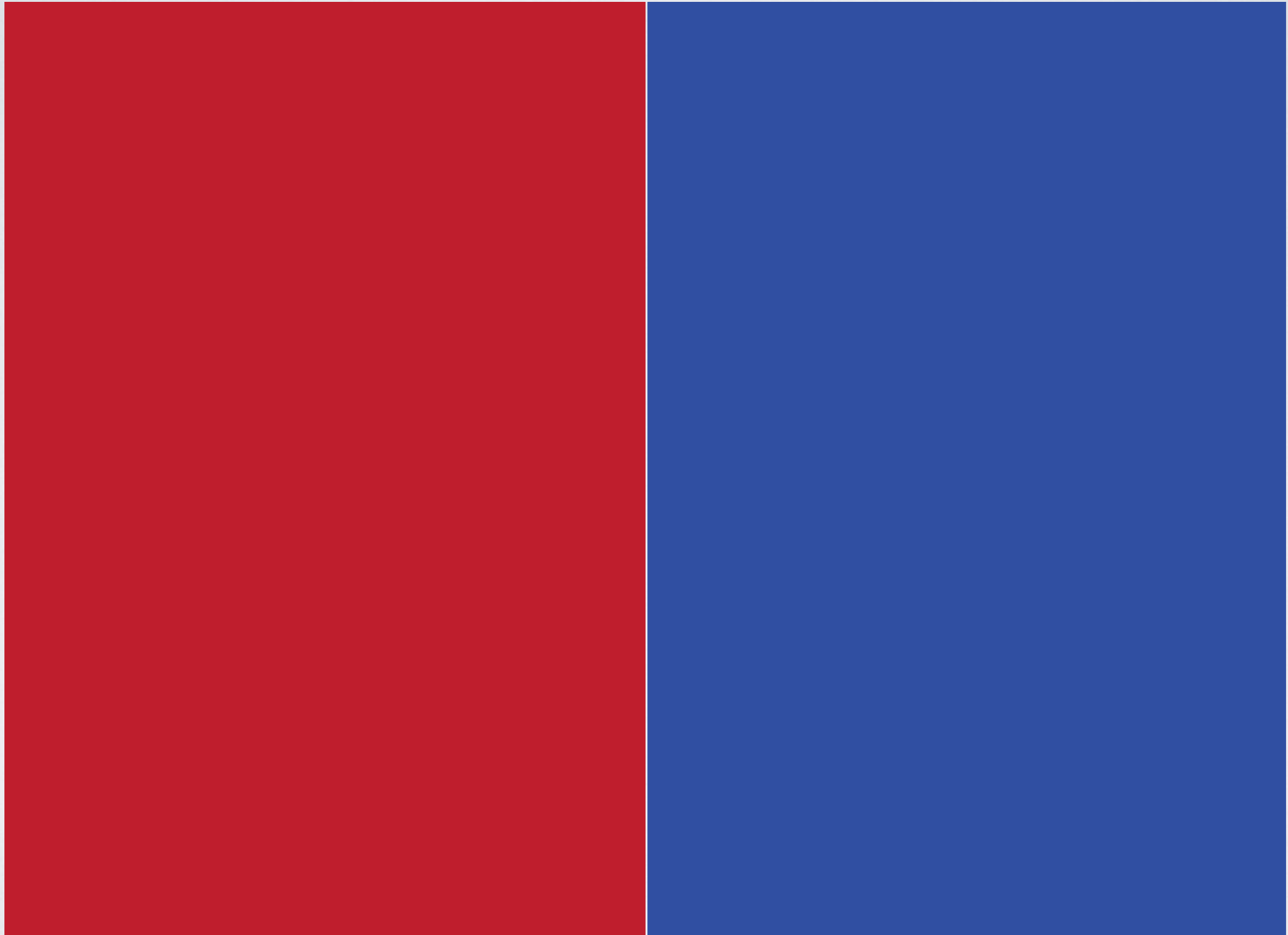
I AM YOUR PRIMARY TYPEFACE

I am your Primary Typeface

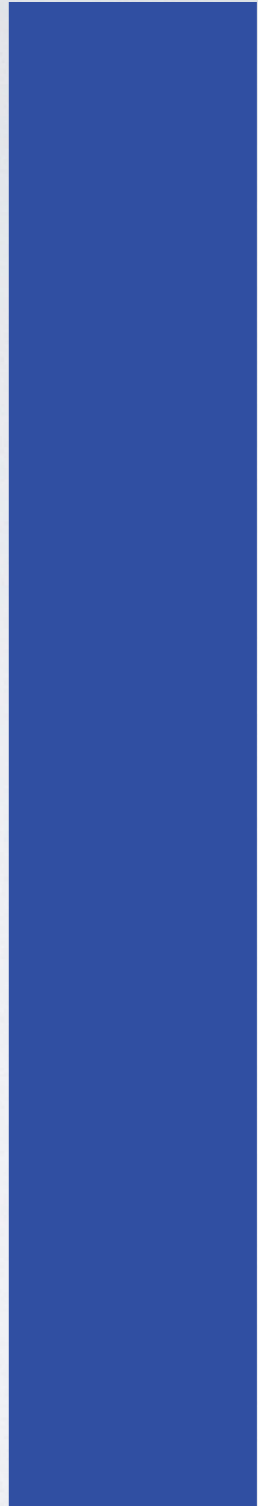
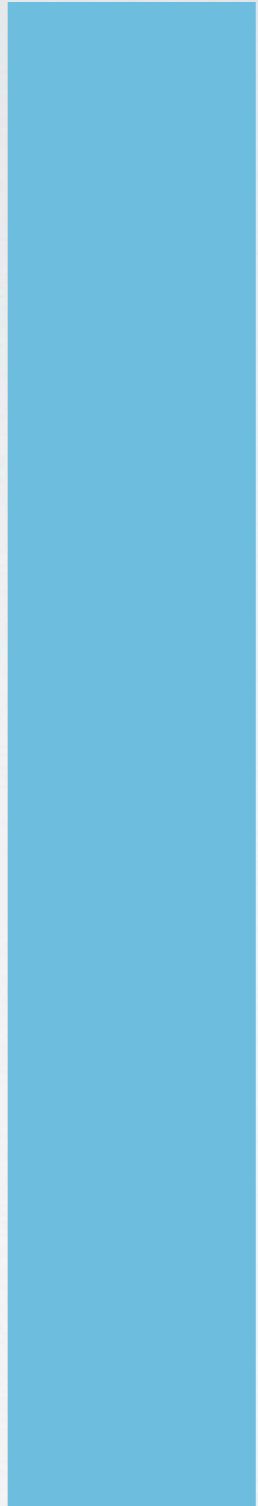
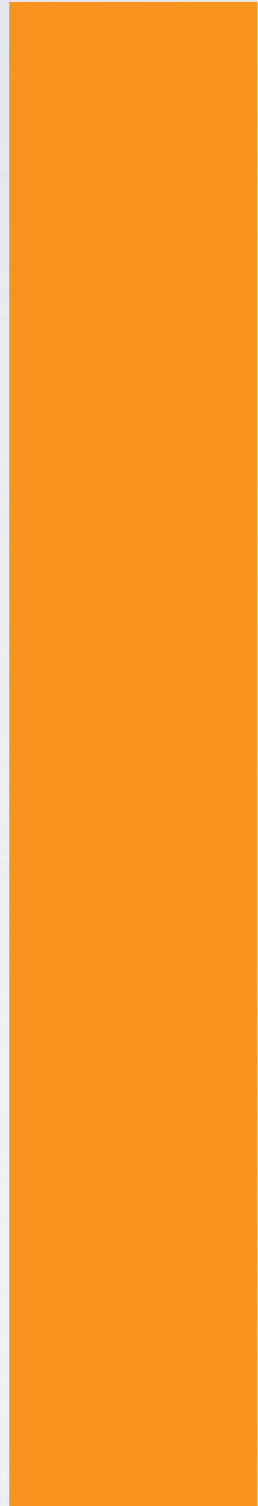
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I AM YOUR PRIMARY TYPEFACE

COLORS



COLORS

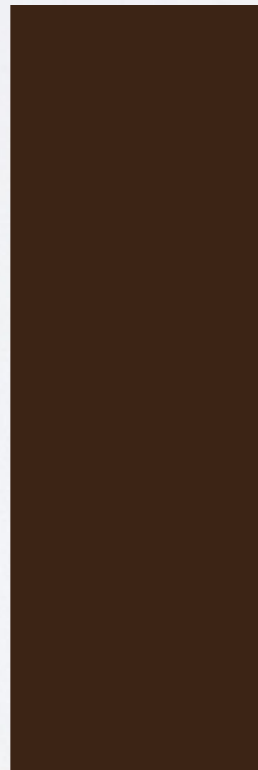


COLORS

BEAVERTON



COUNTY



GLADWIN



BRAND SYSTEM



VALUES

A Real Community
Supportive of One Another
Life is Simpler
Natural Surroundings
Proud of Our History
Traditional, Good Ole Days
Innovative
Looking to the Future

BRAND STATEMENT

We are Beaverton.
And We are Gladwin.

We are proud to be the hometowns of Gladwin County.
We are the lakes and the woods. We are the trails and paths.

We are the welcome escape & warm feeling of home.
We are the stories of our past and we are the vision of our future.

We are pioneers of this amazing wilderness and
we are pioneers of innovation.

BRAND STATEMENT

We invite you to discover this amazing place we call home,
Explore Michigan's Backyard and discover all the opportunity
conveniently located in the amazing place that we call the
Near North- *The Hometowns of Gladwin County*

CITY OF BEAVERTON

risingtide

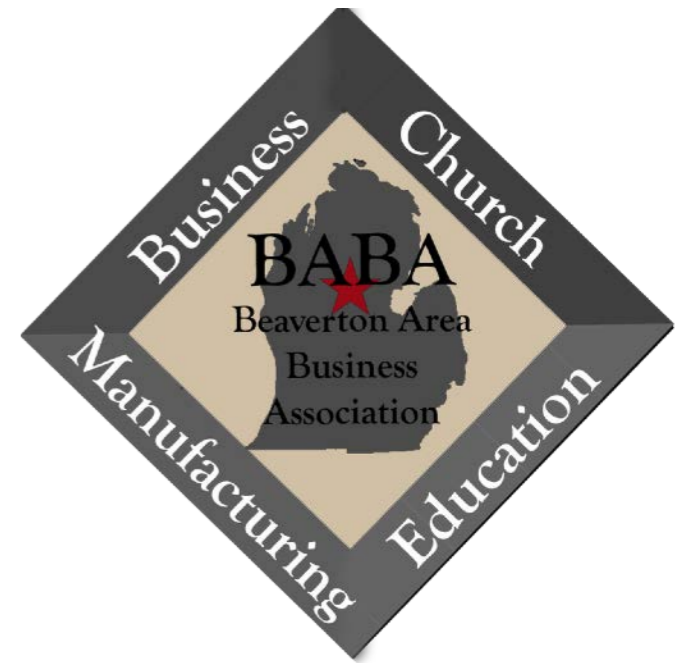






City of
BEAVERTON

BEAVERTON
Activity Center





BEAVERTON
M I C H I G A N



HOW DO YOU COMBINE

**BEING SHAPED BY A WARM,
CARING COMMUNITY**

WITH

**THE THERMOFORMING CAPITAL
OF THE WORLD**



BEAVERTON

A LASTING IMPRESSION





BEAVERTON

A LASTING IMPRESSION



BEAVERTON
M I C H I G A N



BEAVERTON
M I C H I G A N



BEAVERTON
MICHIGAN



BEAVERTON
M I C H I G A N



BEAVERTON
M I C H I G A N



BEAVERTON
MICHIGAN



BEAVERTON
M I C H I G A N



BEAVERTON
M I C H I G A N



BEAVERTON
MICHIGAN

Destination Brand

Organization Brand



BEAVERTON

A LASTING IMPRESSION



BEAVERTON

M I C H I G A N

BEAVERTON BRAND EXTENSION



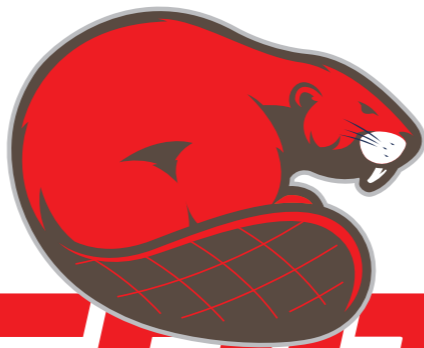


BEAVERTON
SCHOOLS



BEAVERTON
HIGH SCHOOL

BEAVERTON



BEAVERS



BEAVERS



BEAVERTON
AREA BUSINESS ASSOCIATION



BABA



CHURCH



MANUFACTURING



BUSINESS



EDUCATION

BEAVERTON
Activity Center

WHERE THE COMMUNITY COMES TOGETHER

=The=
BAC

THINK  **BIG**

CITY OF GLADWIN











HOW DO YOU COMBINE

**CLOSE PERSONAL CONNECTIONS IN A
PLACE THAT FEELS LIKE HOME**

WITH

**RIVERWALKS, LAKES, TRAILS, AND
AMAZING OUTDOORS**





GLADWIN

CONNECTED, BY NATURE



GLADWIN

MICHIGAN



GLADWIN

MICHIGAN



GLADWIN

MICHIGAN



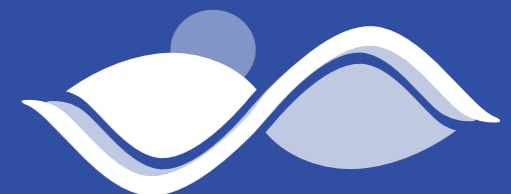
GLADWIN

MICHIGAN



GLADWIN

MICHIGAN



GLADWIN

MICHIGAN

Destination Brand

Organization Brand



GLADWIN BRAND EXTENSION





GLADWIN
COMMUNITY
SCHOOLS



GLADWIN
COMMUNITY SCHOOLS



GLADWIN
HIGH SCHOOL



GLADWIN
FLYING G

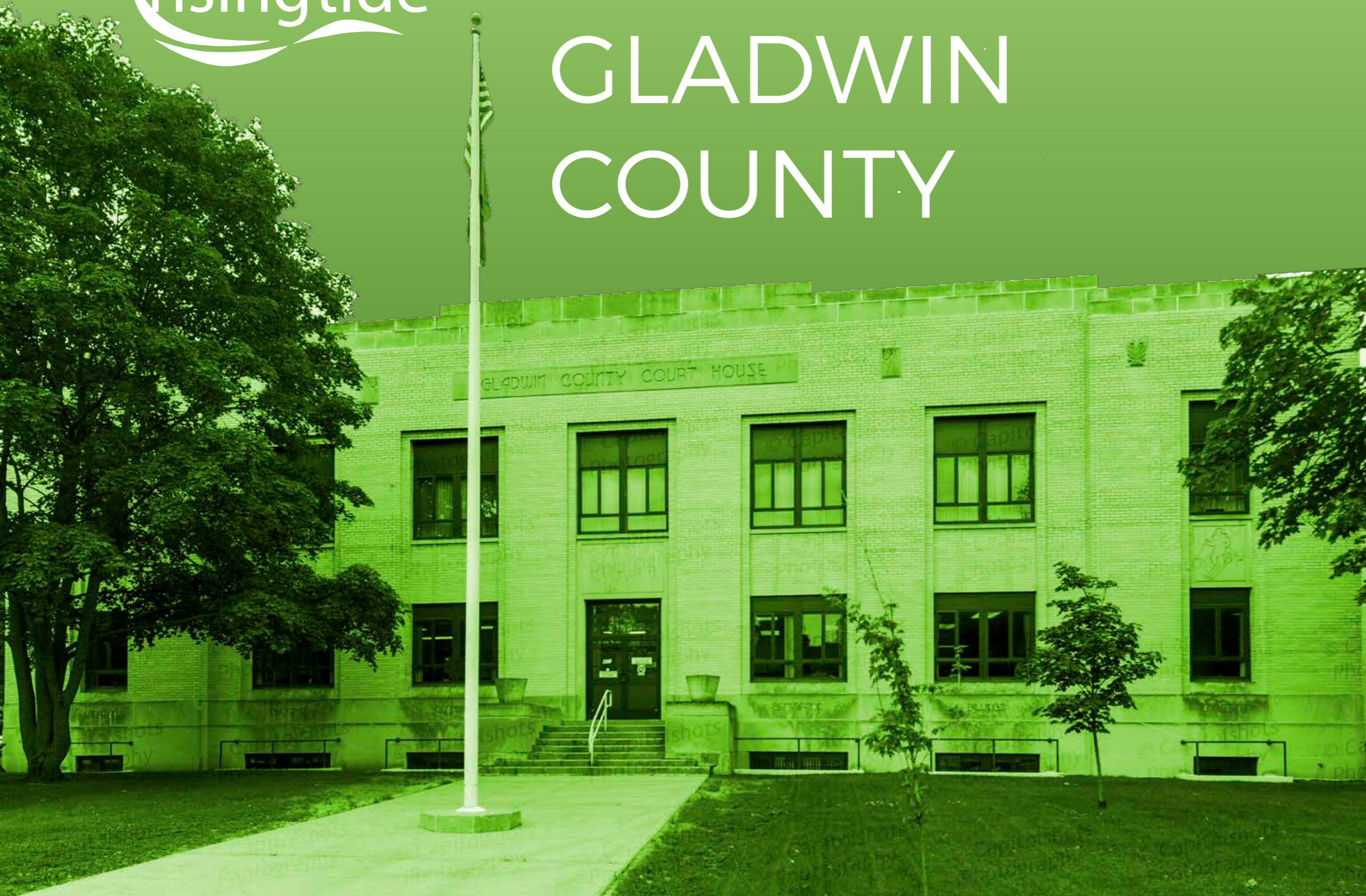






risingtide

GLADWIN COUNTY











GLADWIN COUNTY
CHAMBER
OF COMMERCE



GLADWIN COUNTY
COMMUNITY FOUNDATION







GLADWIN
COUNTY, MICHIGAN



GLADWIN
C O U N T Y

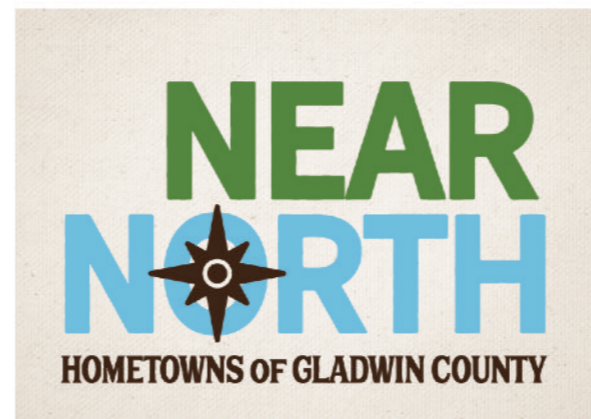
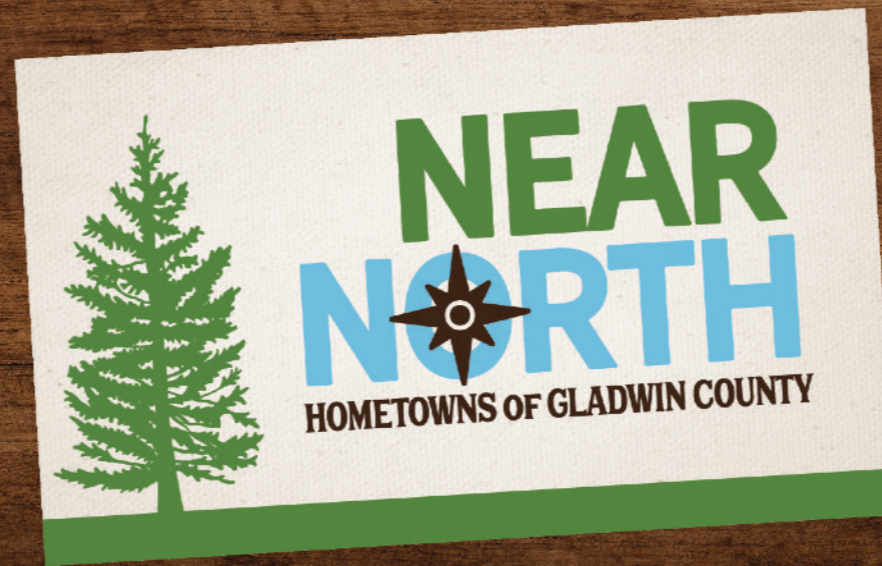


GLADWIN
C O U N T Y



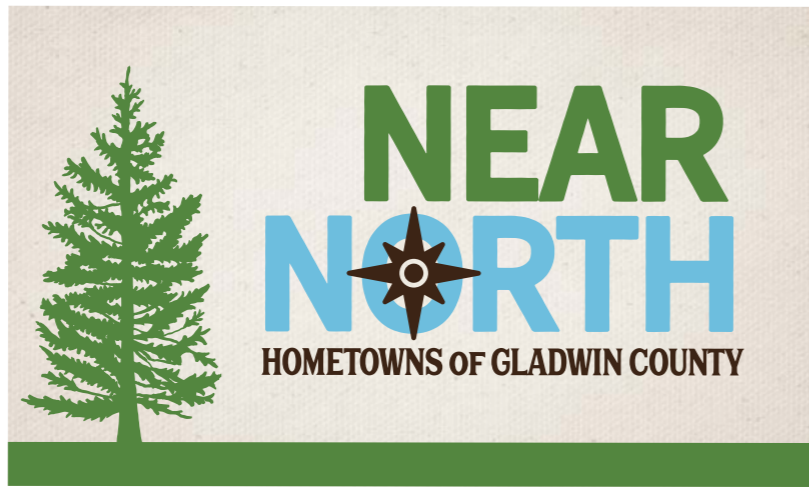
GLADWIN
C O U N T Y

Explore Michigan's Backyard.



Destination Brand

Organization Brand



risingtide

GLADWIN COUNTY BRAND EXTENSION







GLADWIN COUNTY
CHAMBER
OF COMMERCE



GLADWIN COUNTY
CHAMBER
OF COMMERCE



GLADWIN COUNTY
CHAMBER
OF COMMERCE



GLADWIN COUNTY
CHAMBER



TRAIL OF TWO CITIES

GLADWIN COUNTY TRAIL NETWORK



RAILS TO TRAILS

GREENWAY



TOBACCO RIVER

BLUEWAY



RIVERWALK



GLADWIN AREA
ARTISTS
GUILD





GLADWIN COUNTY
DISTRICT LIBRARY





GAFT

**GLADWIN AREA
FRIENDS OF THE
THEATRE**



GLADWIN
COUNTY
SMALL
SHOP TRAIL

BE A V E R T O N
GLAD W I N

SHOP LOCAL
BE GLAD



SHOP LOCAL
BE GLAD



BEAVERTON
M I C H I G A N





1'-0"
SCALE

1'-0"
SCALE



1'-0"
SCALE



NEAR TO EVERYTHING. *Far From Routine.*



We are proud to be the hometowns of Gladwin County.

We are the lakes and the woods. We are the trails and paths.

We are the welcome escape & warm feeling of home.

We are the stories of our past and we are the vision of our future.

We are pioneers of this amazing wilderness and we are pioneers of innovation.

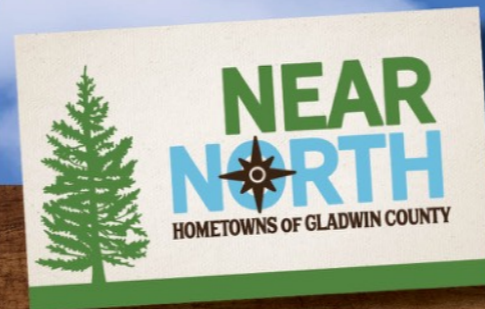
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Explore Michigan's Backyard and discover all the opportunity conveniently

located in the amazing place that we call the

Near North- The Hometowns of Gladwin County

NEAR TO MY HEART. *Far From Ordinary.*



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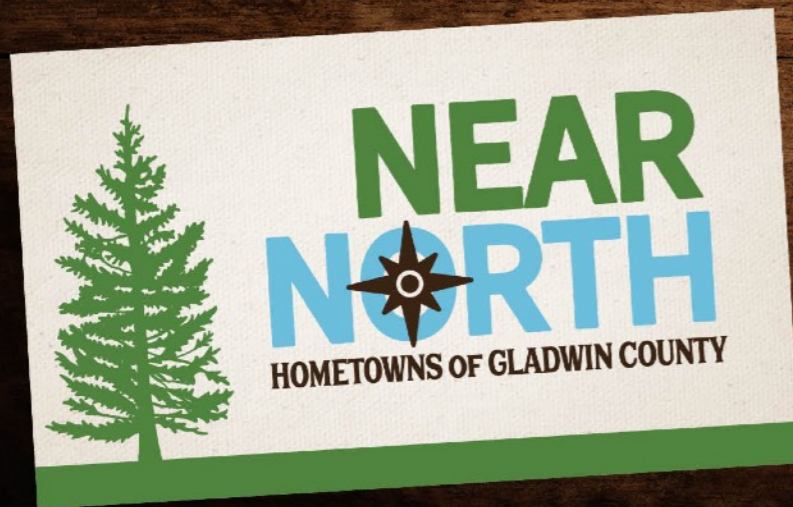
Explore Michigan's Backyard and discover all the opportunity conveniently

located in the amazing place that we call the

Near North- The Hometowns of Gladwin County



With on four traffic lights in the County,
relaxation is never stuck in traffic.



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Near North- The Hometowns of Gladwin County

NEXT STEPS



THANK YOU!

