Events Calendar

**Spring**
- **River Rat Race** – 2nd Saturday in April *(Downtown Athol to Orange Boathouse)*
- **Little League Parade** – 3rd or 4th Saturday in April *(Downtown)*
- **Arts in Bloom Spring Festival** – 1st Saturday in May *(Butterfield Park)*
- **Memorial Day Parade** – Last Monday in May *(Downtown)*
- **Orange Solstice River Festival** – Summer Solstice in June *(Downtown)*
- **Steam, Gas, and Machinery Show** – Last Weekend in June *(Airport)*

**Summer**
- **Brown Bag Concert Series** – Every Friday in July *(Butterfield Park)*
- **Garlic & Arts Festival** – Late Sept. / Early Oct. *(60 Chestnut Hill Rd)*
- **Boat Racing and Paddling Events** – Fridays during Summer *(Boathouse)*
- **Orange Farmer’s Market** – Thursday during Summer *(Butterfield Park)*
- **Dinner By The River** – Event during Summer *(Riverfront Park)*

**Fall**
- **Harvest Celebration/Car Show** – 2nd Sunday in October *(Butterfield Park)*
- **Veteran’s Day Parade** – November 11 *(Downtown)*
- **Winter Lights & Santa Arrives** – Friday after Thanksgiving *(Memorial Park)*
- **Starry, Starry Night** – New Years Eve *(Downtown)*

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**Town of Orange**
Community Development
6 Prospect Street
Orange, MA 01364
Local and State Resources

- Community Dev. – 544-1100 ext.100
- Town Admin. – 544-1100 ext.107
- Building Official – 544-1105
- Health Official – 544-1107
- Water Department – 544-1115
- Sewer Department – 544-1114
- Western MA Business Growth Center Springfield, MA – (413) 737-6712
- Franklin/Hampshire Career Center
- Orange Innovation Center – (413) 774-4361
- MA Permit Regulatory Office – (617) 788-3610
- Orange Regional Western MA Business Growth Center Springfield, MA – (413) 737-6712
- Franklin/Hampshire Career Center
- Orange Innovation Center – (413) 774-4361
- MA Permit Regulatory Office – (617) 788-3610

Innovative Tips for Growing Your Business

1. **Reduce market uncertainty.** Investigate long-term contracts for raw materials and long-term contracts with customers, even at reduced margins.
2. **Make safety a priority.** Implement improvements to decrease down time and increase yield.
3. **Encourage innovation.** Empower and motivate employees to make product and process improvements throughout the organization.
4. **Consider near-sourcing.** Reduce shipping costs and gain more control over manufacturing processes and costs by using suppliers closer to your manufacturing facility.
5. **Focus on value delivery.** Find out what your customers value and focus on delivering what matters. Trim costs in areas which customers do not place value.
6. **Communicate.** Discuss costs and anticipated cost increases with customers. Work together to increase and decrease prices as commodities fluctuate.
7. **Shore up financials.** Banks and financial institutions are slowly loosening their credit requirements. Venture capitalists and equity groups are investing again. Having your financial records in order could securing funding.
8. **Hire and retain top talent.** While pay is important, it is not the most important motivator for most employees. Develop a reward strategy including compensation, benefits, performance, recognition, and career development.

Get Your Business in the Town’s RFQ Database

Orange would like to keep your local tax dollars in the community. Periodically the Town goes out to a formal Request for Quote (RFQ) process for services. Any good or service valued under $5,000 can be procured through obtaining direct quotes. This may include goods such as tires, hardware or security cameras and professional services such as printing, painting or surveying. If believe the Town would benefit from your good or service please send the following information to cddir@townoforange.org

- Your Business Name
- Primary Contact (name & address)
- Good or Service Provided
- Email Address

Please keep in mind that Municipalities cannot make a deposit or partial payments. All payments are made within 30 to 60 days after service delivery and invoicing. Evidence of proper insurance, licensure and bonding is also required along with compliance with non-collusion and other applicable regulations.

Some Helpful Advice

**Creating a Culture**

The Town of Orange has identified the need to develop our own identity and economic focus. Our unique positioning along the Millers River and adjacent to an extensive trail network has lead the Town to pursue a “Millers River Sports and Culture District” designation. The Town’s parks, boathouse and under-utilized mill structures are prime for development into a regional recreation draw. The aim will be to attract those that enjoy the outdoors to come and play, and live, in Orange. As new people come they will spend money and create new demand for retail shops and restaurants – creating a new, vibrant economy in Orange.

**A Future Need**

Orange’s culture of tomorrow needs to be planned for today. You are an important part of tomorrow in Orange. What product or service can you provide that will enhance the future of Orange? Can you make, sell or provide a service that can fit into this recreation based vision for Orange? Maybe it is something you can provide down the road but the plans need to be laid today…