

# MEMORANDUM

Janet Bloom – Assistant Director

June 17, 2025



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## **Completed Events/Activities:**

**June 7 – National Trails Day.** We welcomed over 100 people at the Lumber Yard at Paint Creek new trailhead location. Over 50 suggestions were received, from all ages, on what amenities community members wanted onsite. We wish to thank all those who participated in the guided bike ride, run, and walk. Our partners with this event included: Lake Orion Bike & Adventure Co., Orion Parks and Recreation, Cookies & Cream, Oat Soda, and Our Water (via SEMCOG). Thank you to those who helped prep the site and volunteer the day of the event!

**June 7 – DIA Inside/Out Public Launch Day.**

**The Main Event – 25th Anniversary Celebration by Main Street Oakland County (MSOC)**

was held June 12 at The Roxy.

The Main Event was a fun evening recognizing the past year's successes, celebrating and

networking with other downtown leaders, elected and appointed officials, economic developers, and small business owners from across Oakland County. We were also joined by Oakland County Executive David Coulter, Kathy LaPlante of National Main Street, and a recorded message by Governor Whitmer.

Alaina Campbell, owner of Cookies and Cream, was entered in for the "Legacy of Main Street Excellence Award". It was a highly competitive field and the honor was bestowed on another business in another DDA district. Thank you, Alaina, for all you do – we certainly recognize the hard work you do in Downtown Lake Orion!

The **2026 Main Event Awards** submission information will be released January/February in 2026 with an anticipated deadline of early April. We are pulling a team together to work on the submissions with us! If you would like to be included, please let us know.

## **Upcoming DDA Events:**

Downtown Lake Orion Restaurants are participating in the LOAS Restaurant Week (June 23-29) and the LOAS Pub Crawl (June 27).

July 9, 16, 23, 30 – LOLive! Music Concerts 6:30- 8 pm (DDA)

July 18 – Outdoor Movie Night – Date Night – dusk (DDA)

See attached **Summer Calendar** to see Downtown Lake Orion annual events and

those weekly activities that happen in our downtown (i.e. cornhole, trivia, fiber arts, live music, etc.)

We encourage other community organizations to let us know of event dates to add to the community calendar.

### **Social Media Stats**

#### **Downtown Lake Orion Facebook:**

**Followers:** June: 10,684 (added 102)

**Estimated Reach:** Previous: 21,200; Current: 23,300 (# of people who saw content at least once)

**Engagement:** Previous: 8,700; Current: 6,500 (reactions, comments, shares, or clicks on our posts)

**Views:** 64,314 (# of times our content was played or displayed. Includes reels, videos, posts, stories, and ads.)

#### **Downtown Lake Orion Business Group:**

137 members (no change)

#### **Instagram:**

4,223 (added 25)

**X** (formerly Twitter):

1,547 (no update-working on account access)

### **Activities**

5/20: Monthly Planning/Zoning Development Internal meeting

5/20: DDA Regular Board Meeting

5/21: Lake Orion DDA/Oxford DDA meeting

5/27: Downtown LOdown at Oat Soda

5/28: Dragon Community Champions Meeting hosted by Lake Orion School District

5/28: Org. Committee subgroup – Volunteer Program meeting

5/28: DDA Executive team and Village Manager monthly meeting

6/3: Bagels & Brew – Edward Jones Investments – Grant Fodor – Orion Area Chamber event

6/3: Lake Orion DDA and Orion Area Chamber of Commerce monthly meeting

### **Conferences/Showcases/Trainings/Awards/Assessments/Webinars:**

5/21: Visit Oakland County Tourism Diagnostic Webinar

6/4 – 6/5: Michigan Downtown Association Summer Workshop in Traverse City

**Grant Submissions:**

**T-Mobile Grant** (up to \$50,000) – due by June 30. Selected project must be shovel ready along with five letters of support. Response within 60 days of close date.

Cassandra, a new resident in Lake Orion is volunteering to assist with this grant.

**Invasive Species Grant** – we are obtaining more information from Oakland County on this resource.

**Levitt Music Grant** – Due by June 30 and cover three years of outdoor performances.

**Committee Meetings:**

Organization Committee – May 21, 2025

Promotions Committee – June 4, 2025

Design Committee – May 19, 2025 & May 27, 2025

Economic Vitality Committee – canceled

**Add to Your Calendar:**

**JUNE 16: Oakland County Tourism** meeting in Farmington at 6 pm

**JUNE 23: Downtown LOdown** - Location: Cookies & Cream. 4-5:30 pm. This is a business owners meeting of our Downtown Lake Orion businesses.

**JUNE 25 (Proposed date):** Celebration of the Downtown Lake Orion **National Main Street Accreditation**: Proposed date of Wednesday, June 25, 5 – 6:30 pm. More details to come!

**JULY 14: The Future of AI is Now!** Oakland Thrive/Lake Orion DDA/Oxford DDA Joint Training. Presenter: Princess Castleberry; 9:30-10:30 am; Oxford Village Community.

Respectfully Submitted,

Janet Bloom

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