

# Promotions Committee

**Purpose:** “Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing a district’s unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.” (National Main Street Center definition)

Though commonly called the “party people”, this committee serves a vital, yet often misunderstood function in the revitalization movement. Downtowns were once the social and cultural epicenter for communities. Shopping was not just a chore, it was a social event. Though that era has passed and our way of life is different now, that social aspect of the downtown cannot be forsaken. Festivals, special events, and retail events all serve to bring people back into the downtown to have fun. They associate this positive experience with the physical environment. Children build memories of going to the ice cream shop with their grandparents, just as their grandparents did fifty or more years ago, and while intangible, that indelible link is crucial to the downtown revitalization movement. Promotions in the downtown bring back the sense of community that many people are craving in today’s society.

## **2026 COMMITTEE MEETING DATES**

The First Thursday of every month at 10:00am @ the DDA Office  
118 N Broadway St., Lake Orion MI 48362

January No Mtg  
February 5  
March 5  
April 2  
May 7  
June 4  
July 2  
August 6  
September 3  
October 1  
November 5  
December 3