

MEMORANDUM

Janet Bloom – Assistant Director

December 16, 2025



Completed Events/Activities:

Nov. 1 – 30 – Oakland County “**Local Gems**” program. It was to take a selfie and submit for a chance to win up to \$1000. The county noted 1000 submissions this year.

Nov. 20 – **Sing & Stroll Tree Lighting Ceremony**, 5-7 pm in Children’s Park. The event had horse & wagon rides, hot cocoa passed out by MDHHS with support from Sick Town Hall, singing of carols with Orion Music Studio, LOHS Cheer performance, DJ and photo booth, fire pits with s’mores supported by our local scout troops and parents, a visit by Santa and Mrs Claus, plus the Grinch, and free ornament making crafts courtesy of Orion Art Center and Green Hippo Gifts. Courtesy of Santa, Mrs. Claus, Grinch, and our DDA Board Chair Debbie Burgess, the tree was lit at 6pm and will remain on for the season. Thank you to our Illuminators (volunteers) who helped with decorating, set up, support during the event, and tear down. Many were Lake Orion students and they were amazing.

Nov. 28 – 30 – **Michigan Retailers Association** – The program was to download a punch card from their site, visit three Michigan retailers (in Downtown Lake Orion, of course), and be entered to win \$500.

Nov. 29 – **Shop Small Saturday**, 10 am - 2 pm. Shop Small Saturday map with deals and experiences from 17 merchants and restaurants were posted on socials and website. They were also listed in the Lake Orion Review. AMEX/Shop Small materials were distributed out. Thank you to Heritage Spinning and Weaving for providing more that we were able to distribute out to more merchants. Horse and wagon rides ran 10 am – 2 pm. Unfortunately, the trolley had broken down early in its shift so it was not operating most of the day. We received positive responses on the weekend sales. Thank you to all the merchants who participated.

Dec. 3 – **Downtown LOdown Holiday Gathering** at Wine Social. Meeting was 4-5 pm, 6-7 pm mix and mingle.

Dec. 6 – For the **Orion Lighted Christmas Parade Pre-Party**, the DDA invited our Illuminators (volunteers) and supporters to join us at the DDA office to warm up with fire pits, patio heaters, s’mores, cookies, and hot cocoa, coffee, and tea. Front row benches were provided and it was a festive atmosphere. Many conversations were held on how to give back to our downtown so we are excited to hopefully see more join in the movement. Thank you to Alaina Campbell, of Cookies & Cream, for the donation of additional cookies.

Upcoming Events:

Dec. – Feb. - **Storybook Stroll** – Partnership with Orion Township Public Library. Winter story will launch soon. Around 13 businesses will be hosting the children's book pages. Working with new head of Children's Services at Library, Kerry Roman, to schedule 2026.

Dec. 13 – **Polar Express Trolley Experience**, 11 am - 3 pm. The event is sold out with a waiting list. Our volunteer slate is fully booked. The experience begins inside the Stadium Drive Elementary with check in. Participants get a Golden Ticket, enjoy the hot cocoa creation station, and a kids craft area. Thank you to Wee Bean Coffee Co. bringing their trailer for hot beverages: free hot cocoa for the kids, and the full beverage menu for adults for a fee. Due to the trolley being in for repairs, we did secure a decorated trolley rental. Riders will board the trolley after The Conductor punches their ticket. Mrs. Claus and The Conductor will read The Polar Express and sing holiday songs as they make their way to Epique Realty, this year's "North Pole". Each family gets a visit with Santa, cookies provided by Lake Orion Bike and Adventure Co., and a bell ornament keepsake. Families are encouraged to shop and dine downtown until they need to return on the trolley which will do runs between the stops until 4pm.

Jan. 1 – **Resolution Run** in Downtown Lake Orion. They average 250 runners per year. We are working with the organizers on ways our merchants can engage with the runners since 75% live close to Lake Orion.

Feb. 7 – **Ice Fest** – Information going out via SeeMyLegacy program. Site will be demonstrated at meeting along with Ice Fest information.

Sponsorships/See MyLegacy:

Sponsorship/Donation/Memorial Portal: Site will be demonstrated at meeting.

ShopOCMainStreets.com

Now – June 2026 – ShopOCMainStreets.com \$100K challenge. Even online, you can still support local. Shop at ShopOCMainStreets.com and stores, DDAs and shoppers all get a chance to win money based on top shopping amounts during Challenge dates. Downtown Lake Orion was one of three DDA's in the running for the \$1000 based on sales via ShopOCMainStreets.com in the first round. We congratulate Oxford DDA on winning the DDA's draw. Three more rounds are in the works. We encourage businesses to get listed on the site, if only to direct them to their website. It is another marketing tool for them to use. Contact the Lake Orion DDA office for more information.

Community Calendar 2026

With over 17 organizations invited, the DDA hosted a Teams meeting gathering the activities and dates for the 2026 Community Events Calendar. The draft of the calendar is going out to those organizers for review prior to posting.

E-Newsletters

Via SnapRetail!: 10 e-newsletters created (Business/Consumer)

Social Media Stats

Downtown Lake Orion Facebook:

Followers: 11,192 (added 107)

Visits: 4K (The number of times our page or profile was visited.)

Engagement/Interactions: Previous: 1,316; Current: 2.7K (The number of likes or reactions, saves, comments, shares and replies on our content, including ads. Content can include formats such as posts, stories, reels and more.)

Views: Previous: 146,084; Current: 239.8K (The number of times our content was played or displayed. Content includes videos, posts, stories and ads.)

Downtown Lake Orion Business Group on Facebook:

141 members (no change)

Instagram:

4,410 (added 36); Views: 12.9K; Reach: 1.4K; Interactions: 229

X (formerly Twitter):

1,541 (dropped 2). Since we do not pay for this site, it doesn't provide us analytics.

Save the Dates:

Main Street Accreditation: January 14, 2026 (calendar invite was sent)

Volunteer Appreciation Awards: January 28, 2026, 6 – 8 pm, Sick Town Hall

Downtown LDown: Monday, January 26, 2026, 4-5:30 pm, location TBD

Respectfully Submitted,

Janet Bloom

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