

# MEMORANDUM

Janet Bloom – Assistant Director

February 18, 2025



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## **Completed Event:**

### **Feb. 1 – Ice Fest** (Tie in with Lake Orion Sunrise Rotary Ice Golf Cup Challenge)

Ice sculptures; live ice carving demo; warming station with s'mores; QR code-based Scavenger Hunt for retailers for \$350 in Downtown Dollar prizes; Flint St. Alley warming station with booth set up with spin to win and other goodies for kids and upcoming events. Anita's Kitchen did the Frosty Fishing Hole as our Signature Drink.

We wish to thank our ice block sponsors:

Broadway Embroidery, Caruso Chiropractic, Cookies & Cream, Epique Realty, Flint Street Alley, Haney Farm Bureau, Irish Tavern, Lucky's Natural Foods. And our Live Ice Carving Demo: Michigan United Credit Union.

We wish to thank our Scavenger Hunt stores:

Accent on Art, Amazing Petals Florist, Boutique Chic, Broadway Embroidery, Green Hippo Gifts, Heritage Spinning and Weaving, Lucky's Natural Foods, Messy Designs, Orion Art Center, Primetime Comics and Cards, and Roses of Silverbell.

## **Upcoming Events:**

**Feb. 21 – March 1 – Restaurant Week with Oxford DDA.** Committed restaurants to date for Lake Orion are: 313 Pizza Bar, Anita's Kitchen, Irish Tavern, Johnny Black's, and Valentino's. We ask for restaurant to do packaged meals such as app/entrée/dessert style with one set price.

**Mar. 15 – St. Paddy's Day Pre-Game with Oxford DDA.** Trolley to take revelers between communities. Expect ticket sales of around 250. Tickets are now available on [www.shopOCmainstreets.com](http://www.shopOCmainstreets.com). Cost is \$25. T-shirt will be "ticket" for entry and to get deals at participating restaurants. Lake Orion check in will be at Irish Tavern from 4:30 - 5:30 pm. Event is 5 pm – 10 pm.

## **Social Media Stats**

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

**Followers:** April 9,938; May 10,116; June 10,141; July 10,166; August: 10,209; September: 10,255; October: 10,304; November: 10,388; December: 10,457; January: 10,459; February 10,522 (added 63)

**Estimated Reach:** Previous: 83,000; Current: 105,237 (# of people who saw content at least once)

**Engagement:** Previous: 16,900; Current: 13,400 (reactions, comments, shares, or clicks on our posts)

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

135 members (added 3)

### **Instagram:**

4,120 (added 34)

**X** (formerly Twitter):

1,549 (lost 13)

## **Activities**

1/21: Monthly DDA/Village Mgr. & Clerk meeting

1/23: LAUNCH! Downtown LOdown business and property owner meeting

1/29: MSOC Managers Roundtable – Oak Park

1/30: Ribbon Cutting: O Cigar Bar

2/3: Special Board Meeting

2/4: Bagels & Brews (Orion Area Chamber of Commerce) at Amazing Petals Florist

2/4: ONTV live show – LO DDA and OX DDA show

2/6: Community Calendar Zoom call

2/6: Ribbon Cutting: Messy Designs

2/10: Shop OC Main Streets Training with MSOC/ShopOC – joint training with LO DDA and OX DDA

2/11: Shop OC Main Streets monthly meeting

2/12: Bid Opening

2/12: Art & Flower Fair Committee Planning meeting

2/12-13: DPW snow response for downtown sidewalks

2/14: MSOC Managers Meeting - Southfield

**Conferences/Showcases/Trainings/Awards:**

1/23: Volunteer Appreciation Party: We appreciate all our volunteers and the time and dedication they give to Downtown Lake Orion. We recognized the following volunteers at this year's gathering:

DDA Legacy: The Samet's

Tour DDA Force: Oakview CyberDragons Robotics

Top Recruit: Fire Chief Ryan Allen

Spirit of Main Street: Linda Crane

Strongest Paddler: Alaina Campbell

Best Costumed Volunteer: Anthony Medina

Best Booth Ambassador: The Rutt Family

I'll Get My Tools: Joe Young

**Committee Meetings:**

Organization Committee – January cancelled.

Promotions Committee – February 4, 2025 (minutes attached)

Design Committee – January cancelled.

Economic Vitality Committee – January cancelled due to Downtown LOdown and Volunteer Awards at same time.

2025 Downtown Event Calendar (attached)

Respectfully Submitted,

Janet Bloom

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