

MOVING TOWARDS A NEW TRANSITION

2024 ||> 2025

**AN OUTLINE OF WHO WE ARE AND
WHERE WE ARE MOVING UNDER
NEW EXECUTIVE LEADERSHIP**

December 2024



A NEW FORM OF LEADERSHIP

To meet the demands of saying farewell to the Director THE BOARD MADE A BOLD MOVE

NEW FULL TIME STAFFING STRUCTURE: MARCH 2024

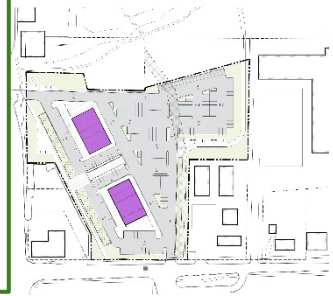
Understanding the diverse needs of the District, including the Lumber Yard Project, Post Pandemic and “Save the DDA” jetlag, and a rapidly changing economic mix of high-end New Residential overshadowing small store front sustainability, the Board shuffled and adjusted its finances to allow for two dynamic full time positions;

Executive Director and Assistant Director



ADOPTION OF A NEW BUDGET APPROACH: JUNE 2024

As part of the Save the DDA Campaign, it was offered to our Village of Lake Orion Partners that the DDA would share 75% of all future prosperity (TIF revenue) increases in a collaborative Capital Plan, matching capital improvement needs in the District with the preemptive plan of the DDA TIF. This allows focus on placemaking and improvement, while restructuring the Budget to direct administrative costs in a work plan/work-order process.



A FRESH APPROACH LEADS TO RENEWAL: AUGUST 2024

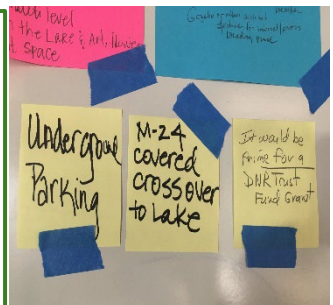
New leadership has been pulling the dynamic assets of past Main Street successes and refreshing the edges into new, re-focused and purpose driven programs and events. New Look programs include:

FAÇADE GRANTS ✦ BUSINESS TRAINING ✦ PUBLIC ART ✦ VOLUNTEERS



WHO WE ARE and WHERE WE WANT TO BE: NOV/DEC 2024

The “Save the DDA” effort, in driving its success, took the energy and wind from the sails of the entire support system. A new line was drawn, with the importance of understanding who we are, not who we were during the past two years. Comprehensive training and workshops with Board, Volunteers, Staff and Village Leaders, brought out a renewed voice and a refined focus of priority and message, to culminate in March 2025.





2024-25 MAIN STREET COMMITTEES

Promotions Committee - First Tuesday at 11am online and DDA office

Committee Chair: Sally Medina, DDA Board Member

The Promotion Committee markets Downtown's unique characteristics to shoppers, investors, new businesses, tourists, and others while promoting retail events, special events and ongoing programs.



Design Committee - Third Monday at 3pm online and at DDA Office

Committee Chair: Lloyd Coe, DDA Board Member

The Design Committee works to improve the appearance of Downtown so that it is perceived as clean, safe and friendly while preserving its historic appeal.



Organization Committee - Third Wednesday at 11:30am, DDA Office

Committee Chair: Alaina Campbell, DDA Board Member

The Organization Committee works to communicate the vision, philosophy and activities of the Main Street organization to the community through membership and partnership development and a communications program.



Economic Vitality Committee - Fourth Thursday at 11:30am online and DDA Office

Committee Chair: Matthew Shell, DDA Board Member

The Economic Vitality Committee works to strengthen the economic base in Downtown by helping existing businesses to expand, recruiting new businesses for a balanced mix, and converting unused space into productive property.



NEW PROGRAM

DOWNTOWN LODown, formerly the DDA Business Power Hour – Fourth Thursday at 4pm or 8am, rotating to different partner locations in the district.

Chair: Dr. Sam Caruso, DDA Board Member

The DOWNTOWN LODown is a meeting for business owners, managers, and residents of the District to learn about involvement in projects and events, and to discuss current issues, opportunities and challenges within the District.



2024-25 MAIN STREET TRANSFORMATIONAL STRATEGIES

A COMMITMENT TO ECONOMIC AND COMMUNITY DEVELOPMENT

DINING AND ENTERTAINMENT DISTRICT

DINING & ENTERTAINMENT DISTRICTS ARE DEFINED BY AN OVERWHELMING COMBINATION OF FANTASTIC DINING, NIGHTLIFE, SHOPPING, AND LIVE EVENTS IN ONE CONCENTRATED AREA.



PLACEMAKING

PLACEMAKING IS A PARTICIPATORY PROCESS FOR SHAPING PUBLIC SPACE THAT HARNESSSES THE IDEAS AND ASSETS OF THE PEOPLE WHO USE IT.



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT IS A STRATEGIC APPROACH THAT INVOLVES BUILDING RELATIONSHIPS WITH STAKEHOLDERS BUILT UPON CONVERSATION, COMMUNITY AND COLLABORATION.



WHAT IS ECONOMIC DEVELOPMENT?

ECONOMIC DEVELOPMENT IS THE PROCESS OF IMPROVING THE STANDARD OF LIVING FOR A COMMUNITY. IT INVOLVES JOB CREATION, SUPPORT FOR INNOVATION, WEALTH CREATION, IMPROVING QUALITY OF LIFE. THIS TERM IS USED INSTEAD OF "TRANSFORMATION" WITH THE INTENTION OF FOLLOWING THE INTENTION OF MAIN STREET ACCREDITATION GUIDELINES.





WHO WE ARE AND WHERE WE 'RE GOING – STRATEGY AND PLANNING

BUILDING PROSPERITY TO REINVEST IN A HISTORIC TOMORROW

Leadership and ALL engaged support has doubled down on defining how the plans of yesterday are now our strategy for the future.

Examples of the work being done:

YOUR MISSION

At its Strategic Planning Session on January 9, 2025, the Lake Orion DDA spent time streamlining its mission and vision statements, as well as establishing core values. While the current mission statement is sufficient, creating something that is succinct and memorable for Board members to articulate easier is needed, as well as defining the "why".

Current: To enhance the economic potential and preserve the historical character of the Lake Orion DDA District, the heart and hub of the Orion Community, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents, and other stakeholders.

Who Is the DDA: A Community of Innovators; stewards of economic growth

What the DDA Does: Celebrate, Preserve & Enhance; Drive the Direction

Why the DDA Does It: Prosperity for all; Sense of Community

Who the DDA Does It For: The community, local businesses, residents and stakeholders



OPPORTUNITY

Simplify our message into a more "street smart" conversation and publish the good work and methods in more dynamic places. Instead of always defending, advocating with a purposeful, cohesive message.

SWOT ANALYSIS

| Strengths | Weaknesses | Opportunities | Threats | Key Assets |
|-------------------------------|--|-----------------------------|---|---|
| Staff | Connection to Lake | Lumberyard Project | People without Knowledge of Happenings | Lakes/Trails/Greenspace |
| Beautiful Downtown | Lack of Volunteers/Committee Depth | Retail Product Gap Fill | Members of Council Wanting to Shrink or Dismantle DDA | Lumberyard |
| Lakes/Trails/Natural Features | Quantity & Variety of Retail & Small Food Places | Greenspace | Lack of Village Mgt. Support | Businesses & Restaurants - Unique Shops |
| | Village Relationship | Increase Pedestrian Traffic | Higher Sq. Ft. Rent/Price | |

Listed above is the primary SWOT analysis voted by the DDA Board. For a full list, please refer to the notes in attachments.



OPPORTUNITY

Understand how our Strengths can build a better business recruitment and preservation strategy and plan. Knowing our weak spots allows targeted invitations and training concepts.

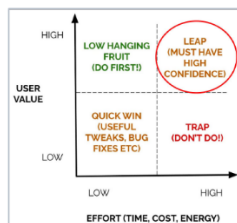
LHF Low Hanging Fruit

The Strategy

- Integrate Low Hanging Fruit Projects with harder tasks, but don't solely rely on them.
- Plan for the hard stuff, while implementing something easy.

The Benefits

- Sense of Accomplishment
- Activates/Rewards/Sustains Volunteerism
- Minimal Effort
- High Impact - Immediate Results & Awareness
- Cost-Effective & "Budgetable"



OPPORTUNITY

Take our Work Plans from scheduling and timing to purpose and opportunity. Add knowledge to event planning, including how to take advantage when a downtown take over event happens outside your front door.



2025 PRIORITIES BEYOND THE TRANSFORMATION

IN THIS SECOND YEAR OF NEW LEADERSHIP, THE WORK GOES ON TO UPDATE, RE-SET, AND BUILD ANEW, THE BONES AND OPPORTUNITIES FOR THE ORGANIZATION AND THE DISTRICT. IN NO ORDER OF START OF PREFERENCE:

1. ORGANIZE, ASSESS AND REPURPOSE OUR CONTRACTS

- a. We maintain contracts for five parking areas/lots that allow public access. Each needs to be renewed, with appropriate re-drafting and cost analysis.
- b. Beautification contracts, snow removal, lighting, and other contracts have not been rebid or assessed in several years. Organize each sufficiently in front of need, and put each task on calendar based project plan, with new drafted and supported documents.
- c. **PA 57 ADMINISTRATIVE FEE AGREEMENT.** This annual fee has been blended into multiple general fund draws for Village budgeting. There needs to be a specific agreement for general admin, and separate agreements for “as needed” work in the district.

2. LUMBER YARD AT PAINT CREEK

- a. Build work plans that follow the progress of preservation and adaptive reuse.
- b. Complete renovation and re-purposing of the coal office and get the building online with a revenue generating tenant, that allows the space to become the Gateway.
- c. Complete renovation of the main barn and supply shed, allowing the completion of site engineering to determine whether the space can be converted into a large event space or if parking will predominate.
- d. Complete site planning and access design.
- e. Start the public art components of the project, along with the track preservation and trailhead connections.
- f. Develop and launch a strategy to define third party tenants/owners, along with a marketing and revenue plan for the business operations
- g. File and approve successor operational entity, Non-Profit.

3. BUDGET OVERHAUL

- a. Break down the multiple admin fee lines into “as needed” work order based expense lines.
- b. Focus the branding and promotions budgets to better align with training and event purpose.
- c. Provide stronger definition on multiple Capital Outlay lines so that the direction is in accord with both the Tif plan and the Main Street Transformational Strategies.
- d. **ENGAGE THE JOINT COMMITTEE ON CAPITAL PLANNING AND FUNDING (75/25 Plan)**

4. ENHANCE COMMUNITY / VILLAGE ENGAGEMENT

- a. Continue to invite Council to multiple events, including training, workshops, studies, and other programs where dialogue and collaboration are inherent.
- b. Ask for, or use public time, at all Council sessions to deliver information and message.
- c. **VOLUNTEERISM**. Create a stronger approach to task based invitations and prior sign up tools.
- d. Seek more media and communications tools and bring in the young and old ends of our community age demographics.

5. CATCH UP ONGOING PRIOR-YEAR PRIORITIES

- a. Remediate the failing wall, and other overdue landscaping, issues in the downtown.
- b. Push to complete a refuse solution for the east side of downtown, and create a beautification plan for dumpster enclosures throughout downtown.
- c. Correct and repair electrical issues, resolve the EV charging station issues, map the DTE use issues.
- d. Set a date to have all the Board and Committee materials updated, re-advised and acknowledged.

6. IMPLEMENT THE 2025 STRATEGY PLAN

- a. SEE ATTACHED