

MEMORANDUM

Janet Bloom – Assistant Director

January 20, 2026



Completed Events/Activities:

Dec. – Feb. - **Storybook Stroll** – Partnership with Orion Township Public Library. Winter story was launched in December. Around 13 businesses are hosting the children's book pages.

Dec. 13 – **Polar Express Trolley Experience**, 11 am - 3 pm. The event was a sell-out. We had to rent a trolley due to the usual trolley being out for repairs. We have a list to say thank you to:

Wee Bean Coffee Co. for being at check in with hot cocoa, Epique Realty was this year's "North Pole", Lake Orion Bike and Adventure Co for providing the cookies this year at the North Pole, Fire Chief Ryan Allen for being the Conductor, Keri N. for being Mrs. Claus, and a special thank you to our 25 volunteers, many from our Lake Orion Community Schools.

Jan. 1 – **Resolution Run** in Downtown Lake Orion. They average 250 runners per year. The opportunity was offered to DDA merchants to include items in the runners' packets at no cost. Wayne Haney Farm Bureau Insurance stepped forward to take advantage and connect with the runners. Thank you!

Upcoming Events:

Feb. 7 – **Ice Fest** – 10am – 4pm. Chilly Chili Cook-Off Competition, 12- 3:30 pm, award announcement at 4 pm. See workplan.

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.

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.

E-Newsletters

Via SnapRetail!: 5 e-newsletters created (Business/Consumer) Avg. open rate: 27.6%

Social Media Stats

Downtown Lake Orion Facebook:

Followers: 11,415 (added 223)

Visits: 1.4K (The number of times our page or profile was visited.)

Engagement/Interactions: Previous: 2.7K; Current: 504 (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: 239.8K; Current: 61.2K (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)

Illuminators Private Volunteer Facebook Page:

17 members

Illuminators Public Page:

58 members

Instagram:

4,419 (added 9); Views: 1.6K; Reach: 471; Interactions: 14

X (formerly Twitter):

1,538 (dropped 3). Since we do not pay for this site, it doesn't provide us analytics.

Save the Dates:

Downtown LOdown: Monday, January 26, 2026, 4-5:30 pm, Rise Lounge

Light Up Lake Orion – A Night to Shine! Volunteer awards and a sneak peek of upcoming events. January 28, 2026, 6 – 8 pm, Sick Town Hall

Bagels & Brews Morning Mixer– Chamber Members only. Feb. 3, 8 – 9am at Messy Designs, 12 N. Broadway St., Lake Orion, MI 48362

Wine by the Bottle Ribbon Cutting and Networking event by Orion Area Chamber of Commerce on Feb. 12, 4 – 6 pm, Ribbon Cutting at 4:30 pm. Location: 146 S. Broadway, Lake Orion, MI 48362

Main Street Open House: Learn about the Main Street program. March 26, 4 pm – 8 pm, Lake Orion DDA office.

Respectfully Submitted,

Janet Bloom

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