

STATEMENT OF GAMSА OBJECTIVE	Promotions Committee	On adoption work plan					STATEMENT/RESOLUTION ATTACHED (Y/N)?
REPORT VERSION:	1/17/2026						
FOCUS SCHEDULE	Champion	First Planning Date	Adopted Schedule On:	Next Steps	Deadline	STATUS	NOTES
SEEMYLEGACY SPONSOR SOFTWARE							
SeeMyLegacy Sponsor input for Event	Janet	11/2/2025	12/16/2025	Distribute link through socials, emails, e-newsletters, and website.	12/18/25	COMPLETE	
SeeMyLegacy Sponsor Link Distribution: X, IG, FB, FB Bus. Owners Page, Website, email contacts, e-newsletters	Janet	1/9/2026	1/9/2026	Continue sponsorship push.	Based on sponsorship, latest 2/5/2026	ONGOING	Sponsorship deadlines based on benefit production schedules.
Sponsor calls, emails, meetings, follow-up to link distribution	Janet	1/9/2026	1/9/2026	Continue sponsorship push.	Based on sponsorship, latest 2/5/2026	ONGOING	Previous sponsors for 2024 and 2025 were contacted, board, committees,
Sponsor Benefits Spreadsheet	Janet	12/16/2026	1/9/2026	n/a	1/9/2026	COMPLETE	Execute sponsor benefits as outlined in spreadsheet.
Sponsor thank you's	Janet	1/16/2026	1/16/2026	Create and schedule	2/9/2026	TO DO	Schedule thank you emails to event sponsors
Create invoices/sponsor contract and obtain logos/designs from those not using SeeMyLegacy	Janet/Matt G.	1/9/2026	1/9/2026	n/a	As needed	ONGOING	Currently: Lake Orion Review (design/logo rec'd).
Sponsor Fulfillment packages	Janet	1/9/2026	1/9/2026	Collect sponsor benefit items per sponsor	2/13/2026	TO DO	Provide proof of performance for event sponsor benefits and event wrap up details and metrics.
SOCIAL MEDIA							
Facebook – create event page	Janet	1/8/2026	1/8/2026		1/8/2026	COMPLETE	
Facebook – create event cover	Janet	1/9/2026	1/9/2026		1/9/2026	COMPLETE	
Facebook – create graphics	Janet	1/9/2026	1/9/2026		2/7/2026	ONGOING	As sponsors, businesses, and restaurants add in, more graphics to be created.
Facebook – create posts	Janet	1/9/2026	1/9/2026		2/7/2026	ONGOING	As graphics are created, more posts to be created.
IG – create graphics	Janet	1/9/2026	1/9/2026		2/7/2026	ONGOING	As sponsors, businesses, and restaurants add in, more graphics to be created.
IG – create posts	Janet	1/9/2026	1/9/2026		2/7/2026	ONGOING	As graphics are created, more posts to be created.
X – create event cover	Janet	1/15/2026	1/15/2026		1/15/2026	COMPLETE	
X-create posts	Janet	1/9/2026	1/9/2026		2/7/2026	ONGOING	As sponsors, businesses, and restaurants add in, more graphics to be created.

Facebook Bus. Owners Group Page – create posts	Janet	1/9/2026	1/9/2026		2/7/2026	ONGOING	As sponsors, businesses, and restaurants add in, more graphics to be created.
Reach out to other social media sites that market events	Janet	1/19/2026	1/15/2026		1/19/2026	TO DO	
WEBSITE							
Add Graphic on homepage	Matt G.	1/8/2026	1/8/2026		1/8/2026	COMPLETED	Linked to Facebook event page
Create event page	Matt G.	1/19/2026	1/19/2026		1/19/2026	TO DO	A comprehensive list of activities and instructions for participation.
E-NEWSLETTERS							
Business e-newsletters-save the date	Janet	11/8/2026	11/8/2026		1/9/2026	COMPLETE	Began 11/8/2026 and were included in issues after until 1/9/2026.
Consumer e-newsletters – save the date	Janet	11/8/2026	11/8/2026		1/13/2026	COMPLETE	Began 11/8/2026 and were included in issues after until 1/13/2026.
Business e-newsletters – event information	Janet	1/9/2026	1/9/2026		2/7/2026	ONGOING	Weekly distribution of information and a reminder issue day before event.
Consumer e-newsletters – event information	Janet	1/13/2026	1/13/2026		2/7/2026	ONGOING	Weekly distribution of information and a reminder issue day before event.
MEDIA							
Ad-Rite M-24 billboard-create graphic	Janet	1/12/2026	1/12/2026		1/14/2026	COMPLETE	Board launched 1/14/2026. Obtained photo of board and posted on Facebook.
Lake Orion Review ads	Janet/LOR	1/15/2026	1/15/2026		2/5/2026	ONGOING	Insertion dates: 1/15,1/22, 1/29, and 2/5
WDIV	Janet	1/8/2026	1/8/2026	Confirm restaurant/set date	2/6/2026	Confirmed for in-studio cooking demo for Chilly Chili Cook-Off Competition.	DDA/Chilly Chili Restaurant Participant to be in studio.
Press Release	Janet	1/19/2026	1/19/2026		1/19/2026	TO DO	Sending to over 35 media/social media outlets
Orion Living Magazine	Janet	10/1/2025	10/1/2025		Oct. 2025	COMPLETE	Event was listed in the DDA two pages in the OLM winter magazine (distributed end of Nov. 2025)
Orion Chamber of Commerce Calendar	Janet	1/19/2026	1/19/2026		1/19/2026	TO DO	Add event to Chamber Calendar
ONTV – on-air event interview	Janet/ONTV	1/9/2026	1/9/2026		1/20/2026	TO DO	Booked with ONTV to do segment on Ice Fest - interview
ONTV – pre-event video promo	Janet/ONTV	1/9/2026	1/9/2026		1/14/2026	ONGOING	Distribution began on socials on 1/14/2026
Peachjar (ads via email to parents of LOCS students)	Janet	1/9/2026	1/9/2026			REVIEW	Review current pricing before booking
ADVERTISING/MARKETING							
Posters – create and distribute	Janet	1/22/2026	1/22/2026		1/22/2026	TO DO	Close sponsors, then create.Deliver to downtown businesses, library, Village Hall, and Township Hall
Banners (qty 2)	Janet	1/22/2026	1/22/2026		1/22/2026	TO DO	Locations: Lumberyard property and by Autozone along M24; sponsors close 1/21 – then send graphic for production.
A-frames	Janet	1/22/2026	1/22/2026		1/22/2026	TO DO	For main intersection
Map of ice blocks, demos, and all activities, restrooms	Janet	1/22/2026	1/22/2026		1/22/2026	TO DO	Create and distribute to businesses and socials and website

OPERATIONS							
Special Event Application (along with accompanying documents)	Emily	1/8/2026	1/8/2026		1/8/2026	COMPLETE	Emily sent to Village Hall for processing.
Budget	Janet	1/9/2026	1/9/2026		1/17/2026	COMPLETE	
EQUIPMENT							
Restrooms	Janet/Fire Station	1/16/2026	1/16/2026	Add to map	1/22/2026	TO DO	Patrons will be directed via map to utilize the public restrooms at the Fire Station. Check for "restroom" signage in storage unit. Hours of facilities: 6:30 am – 8 pm.
Cinderblock placement (DPW)	Janet/DPW/Matt G.	1/8/2026	1/8/2026		Morning of 2/6	TO DO	DPW to place cinderblocks for ice carvings per map (Matt G. to request) Janet to cover cinderblocks with cloth and attach signage
Additional trash boxes	Janet	1/14/2026	1/14/2026		2/6/2026	TO DO	Priority Waste providing; map out location needs based on Chilly Chili participant locations.
Electric/Power	Janet/Matt G./DPW	1/23/2026	1/23/2026		2/5/2026	TO DO	Anticipated need would be Flint St. Alley (verify light bulbs are all working – replace as needed). Illuminating ice blocks – confirm available power.
Cones for carving demos	Janet/Chief Amundson	1/23/2026	1/23/2026		2/6/2026	TO DO	Ice Carver sets up safety perimeter, along with our pre-event placed cones. Have them placed morning of event for live carving areas.
Music/Lights	Janet/Matt G.	1/23/2026	1/23/2026		2/6/2026	TO DO	Activate Flint St. Alley with music/lights along with Ice Golf Cup Challenge hole set up
ICE CARVER							
Clear Cut Ice - orders	Janet/Clinton	1/15/2026	1/15/2026		1/22/2026	ONGOING	Submit orders as they arrive. First batch sent 1/15. Next order sent 1/16.
Clear Cut Ice – drop off/demos	Janet/Clinton	1/15/2026	1/15/2026		2/6/2026	TO DO	Anticipated drop off to be 2/6/2026 (based on weather conditions). Demos – will schedule time based on # of live carving orders. Review safety areas and plans for live demos.
VOLUNTEERS							
Sign Up Genius (SUG) - schools	Janet	1/16/2026	1/16/2026		1/19/2026	TO DO	Send to volunteer contact at LO High School to help fill shifts.
Sign Up Genius (SUG) – general	Janet	1/16/2026	1/16/2026		1/19/2026	TO DO	Send SUG links to: X, IG, FB DLO, FB Bus. Owners, and FB Illuminators
Illuminators/Org. Comm.	Janet/Org. Committee	1/16/2026	1/16/2026		1/19/2026	TO DO/ONGOING UNTIL FILLED	Work with Org. Committee to work to fill volunteer spots, both pre-event, event, and post-event. Include onsite photography at event (create shot list – ie sponsor banners, etc.)
Volunteer Coordinator at Event	Janet/Org. Committee	1/16/2026	1/16/2026		1/30/2026	TO DO	Manage sign in/sign out of volunteers, answer questions, etc.
Volunteer Nametags	Janet	1/16/2026	1/16/2026		2/6/2026	TO DO	Have available for Volunteer Coordinator, include blank ones for last minute help.

Volunteer Thank you's	Janet/Org. Committee	1/16/2026	1/16/2026		2/10/2026	TO DO	Send thank you's to those who helped via email through SUG and any outside of SUG.
ICE GOLF CUP CHALLENGE							
Golf Gear Pick Up at Sick Town Hall	Janet	12/1/2025	12/1/2025		1/22/2026	TO DO	RSVP'd attendance.
Plan Golf Hole Set Up	Janet/Matt G.	1/19/2026	1/19/2026		1/19/2026	TO DO	Warming hub with fire pits, patio heaters, treats.
EVENT SUPPLIES							
Flint St. Alley Warming Hub/Golf Hole	Janet/Matt G.	1/16/2026	1/16/2026		1/30/2026	TO DO	Fire pits, wood, fat wood, lighters, patio heaters, tent plus weights, tables, chairs, volunteer supplies, (s'mores/hot cocoa); DDA event calendars, OLM, Illuminators info., and March Main Street Open House flyers.
Laminate pre-carved ice block signs – hole/punch/match with pins	Volunteer/Org. Committee	1/16/2026	1/16/2026		1/30/2026	TO DO	SUG volunteer task
Signage for Live Carving Demos	Janet	1/16/2026	1/16/2026		1/29/2026	TO DO	Type will be based on design/size. Work with Clinton on options.
JACK FROST KIDS SCAVENGER HUNT							
Partner with downtown business to place Jack Frost item	Janet	1/16/2026	1/16/2026		1/22/2026	TO DO	
Create signage/instructions on how to participate	Janet	1/16/2026	1/16/2026		1/23/2026	TO DO	
Winter Fun Packets	Janet/Volunteers	1/16/2026	1/16/2026		1/23/2026	TO DO	Grab left over Ice Fest kids items from last year and package in gift bags for kids who find Jack Frost (must show photo at DDA booth at Flint St. Alley) to obtain prize. While supplies last.
ICE FEST BUSINESS BINGO							
Sign up businesses to be placed on bingo card	Janet	1/16/2026	1/16/2026		1/23/2026	TO DO	
Create a FAQ/instruction page per participating business (so it runs smooth day of)	Janet	1/16/2026	1/16/2026		1/19/2026	TO DO	Provide stampers per business to use to mark cards.
Create bingo card and bingo card graphic	Janet	1/16/2026	1/16/2026		1/19/2026	TO DO	
Completed cards from patrons	Janet/DDA booth onsite	n/a	n/a		2/7/2026	n/a	Patrons turn in completed bingo cards to the DDA tent at Flint St. Alley for a chance to win Downtown Dollars. Winner to be announced 2/10/2026 – get photo of winner for socials.
SELFIE STATION							
DDA Ice Block/Selfie Station	Janet/Clear Cut Ice	1/9/2026	1/9/2026		1/19/2026	TO DO	DDA ice block will be created in a "Welcome to Downtown Lake Orion" style for selfies. A QR code will be at the Selfie Station to have photo takers

							submit their photos for a chance to win Downtown Dollars.
CHILLY CHILI COOK-OFF COMPETITION							
Sign up restaurants (restaurants provide 300, 2 oz servings)	Janet	1/9/2026	1/9/2026		1/17/2026	TO DO	Signed up: Bitter Tom's, Irish Tavern, Rise Lounge, Sick Town Hall, and The Mess Hall (American Legion) Still working to book: Johnny Black's, Leo's, Waterside Social/Wine Social, Valentino's, Sagebrush, Rio on Main, and Wendy's
Tickets	Janet/Emily	1/9/2026	1/9/2026		1/19/2026	TO DO	Tickets are already loaded in ShopOCMainStreets.com – release once restaurants confirmed. \$20 each.
Create voting cards	Janet	1/9/2026	1/9/2026		1/19/2026	TO DO	1 per person with ticket – they will judge each chili until 3:30 pm then volunteers at the restaurants will collect all judging forms and deliver to DDA tent at Flint St. Alley. Janet will tabulate winner, gather rest. Reps and announce winner and present award at Flint St. Alley. (Coordinate with Rotary for possibly at Wine Social)
Create award	Janet	1/9/2026	1/9/2026		1/23/2026	TO DO	Use award as social media story at each restaurant leading up to event
Graphics for restaurants	Janet	1/9/2026	1/9/2026		1/20/2026	TO DO	Each restaurant is asked to help market out this event and their participation utilizing our created graphic to send via email lists and their social media sites and, if possible, their websites.
Social media campaign	Janet	1/9/2026	1/9/2026		1/20/2026	TO DO	Build interest through a campaign of visiting the restaurants – get a few words from chefs – make it a true battle for the best.
WDIV	Janet	1/9/2026	1/9/2026			TO DO	SEE MEDIA
Supplies	Janet	1/9/2026	1/9/2026		1/23/2026	TO DO	Create list and order/purchase (2 oz cups, spoons)
METRICS/MEASUREMENTS							
Track attendance/participation	Janet/Volunteers	1/9/2026	1/9/2026		2/7/2026	TO DO	Track turned in bingo cards, track QR family photo submittals, track chili ticket sales, track Flint St. Alley attendance,
MSOC – Placer.ai	Janet/Erick	1/9/2026	1/9/2026	Contact Erick to plan for reports of prior years and this year's #s	2/10/2026	TO DO	Get Placer.ai data from previous years and ask for report for this year (track attendance and locations customers are coming from)
EVENT WRAP UP REPORT							
Create report for DDA board packet	Janet	1/9/2026	1/9/2026		2/17/2026	TO DO	Tally metrics and measurements along with revenue and expense information.