

MEMORANDUM

Janet Bloom – Assistant Director

June 18, 2024



Completed Events:

Researching Your Old House (May 23, 7 pm at Lake Orion Village Hall).

Learn how to research details on your historical home. Presented by local historians Carol Bacak-Egbo and Ron Campbell. Hosted by Orion Historical Society, Orion Township Public Library and Lake Orion DDA.

It was considered a success with 35 attendees. Merchandise sales were also conducted onsite.

Memorial Day Services and Parade and Orion Veterans Memorial Day Walk/Race (May 27).

It was a cooler, rainy day. The streets were lined with attendees for the parade. Services were held at the Veteran's Memorial and at Children's Park area for the wreath ceremony. The Orion Veterans Memorial Day Walk/Run had a successful day with walkers and runners helping with this annual fundraiser for the Veteran's Memorial.

80's Night Ladies Night (June 14, 5-10pm). Shopping, themed activities, swag bag fanny packs, replica Knight Rider Kit car, and trolley rides until 11 pm between Lake Orion and Oxford. A survey will be going out to the businesses for feedback. One retailer noted that the week after school is out is prime vacation time and said it should be considered to move the date.

Storybook Stroll (installed June 4). In partnership with the Orion Township Public Library, the popular Storybook Stroll launched June 4, with a children's book pages being placed in various retailers' storefronts. A family would use the Storybook Stroll map to go retailer to retailer to read the whole story. We wish to thank our over 20+ retailers who have signed up again to participate this season. A new book will launch in July.

Upcoming Events:

June 20 – 23 - Lions Club Jubilee Carnival and Beer Tent

June 24-30 – Lake Orion's American Summer Restaurant Week

June 28 – American Summer Pub Crawl (Lake Orion & Oxford)

July 6 – Lake Orion Fireworks

July 10, 17, 24, 31 – LOLive! Concert Series at Children’s Park (DDA), 6:30 – 8 pm

July 27 – Lake Orion Cops & Kids Car Show

August 7, 14, 28 – LOLive! Concert Series at Children’s Park (DDA), 6:30 – 8 pm

August 22-25 – Dragon on the Lake (Orion Art Center)

MSOC Awards

The Lake Orion DDA won the Main Street Resilience award from Main Street Oakland County for the Save the Lake Orion DDA efforts at the recent Main Event at The Roxy in Downtown Rochester. It recognized the informational efforts of the DDA to educate business owners and residents on the purpose, structure, and funding of a DDA.

Oakland County Times: <https://oaklandcounty115.com/2024/06/10/main-streets-across-oakland-county-recognized-at-annual-awards-event/>

Social Media Stats

Downtown Lake Orion Facebook:

9,938 Followers in April, 10,116 in May, now 10,141

Estimated Reach: 104,000 (last 90 days) (# of people who saw content at least once)

Engagement: 33,004 (last 90 days) (reactions, comments, shares, or clicks on our posts)

78.7% female/21.3% male

Top post: Preserving History (removal of Lumberyard sign) 30,415 reach (April)

Downtown Lake Orion Business Group:

124 members (added 1)

Instagram:

3,966 Followers (added 55)

X (formerly Twitter):

1,587 Followers

Ribbon Cuttings in Downtown

We wish to congratulate Epique Realty Lake Orion, formerly EXP Realty, on their recent Orion Area Chamber of Commerce Ribbon Cutting on May 30. Be sure to stop by and say hi to DDA committee member Sandra Wood and the team at 129 South Broadway St., Suite B, in downtown Lake Orion.

The next Ribbon Cutting will be late July with Gwen Daubenmeyer at Keller Williams Collaborative. More details to come.

Adopt-A-Garden

Eight fenced-in landscaping beds at the Broadway and Flint intersection were recently upgraded. As part of a \$2500 Genisys grant, all the beds received additional soil, new plantings, and mulch.

Most of the beds had no plants or just a few, with the exception of the two beds by Ed's Costume, with Lloyd and Kathy Coe upkeeping those beds themselves with additional plantings. We are excited about these new perennial beds.

We wish to thank Sindy and Dave Klonke for helping us with design, plant purchasing, and delivery of plants to the intersection. We also wish to thank Stan Ford and our new grounds person Daniel Pavlich for the soil and plant install plus mulching.

We are now securing folks to help us maintain and take loving care of these new additions in our downtown. As of now, four beds remain open for adoption. Each bed will have a garden stake with a small flag indicating who has adopted that bed. The cost is \$150 for a year.

Streetlight Banners

The streetlight banners are prepped and cleaned and ready for installation. We are working with DPW on their install. I have reached out to last year's banner sponsors to have them re-up their sponsorship. We still have more banners available to be sponsored. If you would like to be a sponsor, please contact the DDA office at 248-693-9742 or email bloom@downtownlakeorion.org.

Other items

Web domain names:

Our web domain names were set to expire this year for downtownlakeorion.org, downtownlakeorion.com, and downtownlakeorion.site. The prices have increased but we did secure a 20% discount for the lowest available tier of a 3-year renewal.

DDA Office Clean Up:

There are continual efforts to spruce up the DDA office interior and exterior. The first round of outdoor cleanup garnered 14 bags of yard waste. That covered about 1/3 of the outdoor property. We have started to clean the front gutters with the sides and back still needing attention.

DDA Storage Unit:

The shelves are now up in our storage unit with boxes on the shelves. More time will be needed to organize the materials but substantial progress has been made.

Respectfully Submitted,

Janet Bloom

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