

MEMORANDUM

Janet Bloom – Assistant Director

October 21, 2025



Completed Events/Activities:

Sept. 19 – Outdoor Movie Night for Kids, 6 – 9:30 pm – Inside Out 2. Children’s Park was packed with families enjoying free popcorn, kids crafts, kids chalk contest, selfie station, and more.

Sept. 20 – Zombie Walk & Poker Run. A lighted parade fundraiser managed by Ed’s Costume & Gifts. We support marketing the event via our web and social media to encourage people to participate and enjoy downtown.

Sept. 25-27 – America in Bloom. We had volunteers step up and conduct tours of our fall decorated downtown on Friday, Sept. 26, for representatives in urban planning, volunteers, municipal leaders, and those interested in keeping downtowns looking beautiful. Thank you to the Orion Township AIB planning team for including us as a destination to explore. We received wonderful compliments on our community and the friendliness of our volunteers and merchants. Thank you for all involved for making it a wonderful way to highlight Downtown Lake Orion.

Sept. 27 – Michigan Downtown Day. A statewide effort to encourage people to support their downtown. Our merchants held Sidewalk Sales to entice extra activity in our downtown.

Oct. 4-5 – Here Lies Lake Orion Cemetery Tour (4pm/5pm/6pm). In partnership with Orion Historical Society, a ticketed tour of four families in Evergreen Cemetery. A detailed dive into the history and photos of those who shaped the Orion area. Over 60 tickets sold.

Halloween Extravaganza – Oct. 15, 5 – 8 pm. Trick-or-Treaters filled the streets, parade, and Children’s Park gathering treats, doing kid crafts, and enjoying cider and donuts to spooky music. Thank you to the over 40 businesses who welcomed patrons at their store and to those who set up within Children’s Park. Also, thank you to the volunteers who helped make it a success.

Upcoming Events:

Oct. 24 – Witches Night – 5 – 10pm. A wickedly good time of shopping, deals, music, photo opps, magical activities, themed food and beverages, and raffles and prizes. The trolley will roll between both Downtown Lake Orion and Oxford. See attached flyer for map and activities.

Oct. 1 – 31 - Storybook Stroll – Partnership with Orion Township Public Library. Around 13 businesses are hosting this month’s children’s book pages.

DIA Inside | Out Art Installation – the art installation will be removed by DIA on November 3. We encourage everyone to get out and see each piece before removal. Also, to show support of selecting Downtown Lake Orion as a recipient of the project this year, please plan to visit the Detroit Institute of Arts. Watch video posted on our socials doing install in Downtown Lake Orion – over 1,000 views.

Nov. 20 – Sing & Stroll Tree Lighting Ceremony, 5-7 pm

Nov. 29 – Shop Small along with Horse and Carriage Rides, 10 am – 2 pm

Dec. 6 – Orion Lighted Parade (Orion Area Parade Group), 6 pm

Dec. 13 – Polar Express Trolley Experience

Project Status:

1) SeeMyLegacy Sponsorship/Donation/Memorial Portal: Assets/Benefits are being added to launch in Nov.

Social Media Stats

Downtown Lake Orion Facebook:

Followers: 11, 018 (added 85)

Estimated Reach: Previous: 16,000; Current: 40,200 (# of people who saw content at least once)

Engagement: Previous: 5,300; Current: 595 (reactions, comments, shares, or clicks on our posts)

Views: Previous: 131,454; Current: 91,700 (# of times our content was played or displayed.

Includes reels, videos, posts, stories, and ads.)

Downtown Lake Orion Business Group on Facebook:

141 members (down 1)

Instagram:

4,374 (added 75); Views: current 23.2K, previous 17.6K

X (formerly Twitter):
1,542(added 1)

E-Newsletters

Via SnapRetail!: 6 e-newsletters created (Business/Consumer)

Grants:

Genisys Credit Union grant “Spirit of Main Street” four Downtown Lake Orion businesses applied for this grant. Only five grants were awarded throughout Oakland County. This includes businesses outside of Main Street communities since the grant was opened up to allow other businesses to apply. We are fortunate to note that two of our businesses won awards through this matching grant: Boutique Chic and Lake Orion Bike & Adventure Co. A “big check” with Genisys Credit Union will be scheduled soon.

Add to Your Calendar:

Downtown LDown: Monday, October 27, 4:00-5:30 pm. Location is Sick Town Hall. These are held the 4th Monday of the month.

Respectfully Submitted,
Janet Bloom
bloom@downtownlakeorion.org
cell (248) 320-7599