



The mission of the Lake Orion DDA is to enhance 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.

The **Main Street Approach** is a unique economic development strategy that focuses on leveraging existing social, economic, physical and cultural assets to energize community revitalization efforts and help manage success for the long term.

Promotion: Creates a positive image of the downtown to instill community pride and encourage commercial activity and investment in the area. Promotions such as advertising, retail and special events, marketing and social media campaigns can be used to communicate the unique characteristics of a downtown to residents and visitors — sparking interest in shopping, dining, living or investing and creating a business in the community.

Promotion Committee Agenda

September 3, 2026

10 am – 11 am

Lake Orion DDA Office, 118 N. Broadway, Lake Orion, MI 48362

In Attendance: Chair Lloyd Coe, Holly Nicosia, Kristin Berry, Annalise Costantino, Aerial Brenner, Drea Hodge, Mary Jo D'Onofrio, Pastor Linda Cochran & Maddie DDA: Matt Gibb, Tracy Woodrum

I. Updates on upcoming events

a. Movie Nights:

Kids/Family: Zootopia 2 – Friday, September 18th

- Starting at 6:00 PM. Red Piano Music Studio is sponsoring \$500 of the cost and will manage pre-movie activities. Messy Designs is sponsoring popcorn.

Adults: Solo Mio – Friday, October 2nd

- Attendees with a receipt from a downtown business dated that day will receive a gift.
-Still looking for sponsors.

b. Halloween Extravaganza – Wednesday, October 21st

- 6:00 PM to 8:00 PM.

- Parade: The parade will line up at 5:30 PM and start at 6:00 PM, proceeding down Broadway with a police-led "rolling stop."

- Activities: The parade will conclude at Children's Park, which will feature a DJ, photo ops, and ceramic painting crafts by the Orion Arts Center. To support local businesses, attendees will receive a map directing them to trick-or-treat downtown storefronts. The DDA will not set up competing activities in the park.

- Business & Community Participation: Business owners expressed a strong preference for trick-or-treating to occur at downtown businesses. Lake Orion United Methodist Church will be added to the official trick-or-treat map as a designated stop.

- Supplies & Volunteers: The group needs to find a sponsor for cider and donuts (estimated cost ~\$500+). Volunteers are needed for crossing guards and crowd control.

c. Witches Night - in collaboration with Oxford DDA – Saturday, October 24th

- Retail-focused event on Saturday, October 24th, from 5:00 PM to 9:00 PM, is coordinated with Oxford as a "Stronger Together" event.

- 13-14 businesses are participating. Broadway Embroidery is donating swag bags – need businesses to provide the swag, and Sick Town Hall is hosting a dance party.

- Check-in will be in the Flint St. alley with a photo op option.

- Attendees will receive a map and a bingo card for door prizes.
- A trolley service is being explored. Sponsors are necessary for this option.

II. Volunteer Needs for September/October

- Kids' Movie Night
 - Set up/clean up
 - Fill popcorn bags
- Halloween Extravaganza:
 - Crown control/safety
 - Pass out donuts/cider
 - Set up/Clean
- Witches' Night
 - Check-in/alley
 - Event photographer/socials
 - Clean up

III. Late Fall DDA Events:

For each event: Purpose Statement, How it ties to our Strategic Plan, Volunteer Needs, Next Steps

Sing & Stroll – Thursday, November 19th

Defined purpose (attract visitors, business visibility, community engagement)

Holly will be the lead for this event.

Sing & Stroll / Rebranding to "**Light Up Lake Orion**":

- The event is scheduled for Thursday, November 19th, from 5:00 PM to 7:00 PM.
- It was proposed to rebrand the event to "Light Up Lake Orion" to serve as a kick-off for the holiday shopping season and incorporate a formal town lighting ceremony. The traditional "Singing & Stroll" elements like caroling would become part of this larger event.
- It will include Santa and Mrs. Claus, horse and wagon rides (provided by Blackstone Stables), and scout-run s'more stations. A challenge is that the downtown electrical grid lacks a single switch for a coordinated lighting.
- Sponsors are still needed for this event.

Shop Small Saturday - Saturday, November 28th

Defined purpose (economic boost for businesses)

Llyod & Annalise will take the lead on this event.

- It will feature horse and wagon rides from 10:00 AM to 2:00 PM, with Mr. and Mrs. Claus and hot chocolate available from 11:00 AM to 6:00 PM.
- Promotional efforts will include flyers with holiday specials and QR codes in store windows.

Polar Express - Saturday, December 12th

Defined purpose (attract visitors, community partnership, community engagement)

- This will be a joint event with Oxford.
- The plan involves using trolleys to loop between the towns, with stops for Santa, hot chocolate, and a holiday market. The art center was suggested as a possible check-in location.

IV. Partner Events

Zombie Walk – Saturday, September 19th

Lake Orion Homecoming Parade – Sunday, October 4th @ 3:30pm

Here in Lies Lake Orion, with the Historical Society – Saturday, October 3rd

Lighted Christmas Parade – Saturday, December 5th

- For the Lighted Christmas Parade, the Methodist church will be open with crafts and refreshments.

Action items/commitments and assigned owners:

- Halloween Extravaganza
 - Create and distribute trick-or-treat map (including Methodist Church): [DDA:Matt/Tracy]
 - Secure sponsor for music, cider, and donuts: [All Committee Members]
 - Contact Lions Club for possible sponsorship: [Llyod]
 - Recruit and confirm volunteers: [DDA - Tracy]
- Witches Night Out
 - Compile final tally of participating businesses, create map, and finalize bingo card: [Aeriel, Annalise, Drea]
 - Look into dance team or theater students for possible flash mob: [Aeriel]
 - Discuss updated trolley pricing and potential dispensary sponsorships: [Sherry & Tracy]
- Contact Rite-way billboard to advertise fall events: [Llyod]
- Coordinate leadership for "Light Up Lake Orion": [Holly]
- Coordinate leadership for Shop Small Saturday: [Llyod & Annalise]
- Check with design committee on holiday lighting plan: [DDA: Matt/Tracy]
- Investigate the lighting circuit for a downtown lighting ceremony: [DDA: Matt]
- Contact Maria regarding Great Lakes Crossing billboard for October events [Holly]
- Contact high school regarding student volunteer opportunities: [Tracy]

V. Next Promotions Committee Meeting October 1, 2026, 10 am at DDA Office