

# MEMORANDUM

Janet Bloom – Assistant Director

November 18, 2025



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## **Completed Events/Activities:**

Oct. 24 – Witches Night – 5 – 10pm. The streets were packed with shoppers for a night of shopping, deals, music, photo opps, magical activities, themed food and beverages, and raffles and prizes. The trolley rolled between both Downtown Lake Orion and Oxford. The check in area was by Cookies and Cream with a DJ and fire pits set up for the ladies to gather. In the green space by Abeantogo, a fall décor backdrop was setup along with a photo booth. It was well received. It was noted that lots of shoppers were still in town at shops that stayed open late and those that gathered at downtown restaurants. Reports from merchants were positive and moved the needle on registers ringing.

Oct. 1 – 31 - Storybook Stroll – Partnership with Orion Township Public Library. Around 13 businesses hosted the children’s book pages. Watch for a holiday day one soon.

## **Upcoming Events:**

Now – June 2026 – ShopOCMainStreets.com \$100K challenge. You can still support local online. Shop at ShopOCMainStreets.com and stores, DDAs and shoppers all get a chance to win money based on shopping amounts during Challenge dates. Shop Lake Orion Shops to help us get the money local!

Nov. 1 – 30 – Oakland County “Local Gems” program. Take a selfie and submit for a chance to win up to \$1000. Check our socials for details.

Nov. 20 – Sing & Stroll Tree Lighting Ceremony, 5-7 pm in Children’s Park. The event will have free horse & wagon rides, hot cocoa, singing carols, performances, fire pits with s’mores, a visit by Santa and Mrs Claus, plus the Grinch. Tree lights at 6 pm in gazebo.

Nov. 28 – 30 – Michigan Retailers Association – Download punch card from their site, visit three Michigan retailers (we certainly suggest in Downtown Lake Orion), and be entered to win \$500. Check our socials for details.

Nov. 29 – Shop Small Saturday, 10 am - 2 pm. Shop Small Saturday map with deals and experiences at our merchants and restaurants will be posted on socials and our website. Trolley will be running. Horse and Carriage Rides from 10 am – 2 pm.

Dec. 6 – Orion Christmas Lighted Parade (Orion Area Parade Group), 6 pm. We will have a warming station at the DDA office since we are on the parade route. Join us!

Dec. 13 – Polar Express Trolley Experience, 11 am - 3 pm. We sold half our tickets in the first five days. Our volunteer slate is fully booked. Decorating trolley on Nov.18 with Oxford DDA. Experience begins at Stadium Drive Elementary interior with checkin for a Golden Ticket, hot cocoa creation station, and a kids craft area. Riders will board the trolley after The Conductor punches their ticket. Mrs. Claus and The Conductor will read The Polar Express and sing holiday songs as they make their way to Epique Realty, this year’s “North Pole”. Each family gets a visit with Santa, cookies, and a bell ornament keepsake. Families are encouraged to shop and dine downtown until they need to return on the trolley. Working on a retail “come back” program for attendees. Tickets are available at [www.ShopOCMainStreets.com](http://www.ShopOCMainStreets.com).

### **Project Status:**

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

### **Social Media Stats**

#### **Downtown Lake Orion Facebook:**

**Followers:** 11, 085(added 67)

**Estimated Reach:** Previous: 40,200; Current: 45,234 (# of people who saw content at least once)

**Engagement/Interactions:** Previous: 595; Current: 1,316 (reactions, comments, shares, or clicks on our posts)

**Views:** Previous: 91,700; Current: 146,084 (# of times our content was played or displayed.

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

#### **Downtown Lake Orion Business Group on Facebook:**

141 members (no change)

#### **Instagram:**

4,374 (added 12); Views: current 9.5K, previous 23.2K

**X** (formerly Twitter):

1,543(added 1)

### **E-Newsletters**

Via SnapRetail!: 5 e-newsletters created (Business/Consumer)

**Main Street Accreditation:** Save the Date (calendar invite was sent) for January 14, 2026.

Respectfully Submitted,  
Janet Bloom

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