

MEMORANDUM

Janet Bloom – Assistant Director

May 19, 2026



Upcoming Events:

National Trails Day – June 6 – at The Lumber Yard at Paint Creek in conjunction with Dianne’s Ride for Alzheimer’s presented by Lake Orion Bike & Adventure Company, having rides of 9, 44, and 81 mile routes. We will again host information sessions on The Lumber Yard at Paint Creek, with merchandise sales, artist displays, and have guided walks, runs, and rides. We will set up kids activities, Illuminator information, and more.

LOLIVE! Summer Concert Series – July 8, 15, 22, 29 and August 5, 12, 19, 26. 6:30pm – 8:00 pm in Children’s Park. Securing sponsorships for series and individual concerts. More to come!

Completed Activity:

May 9 – Spring Clean Up Day, 9am – Noon, met at Cookies & Cream. We had 80 people attend this year. A great showing by our local students, too. Thank you to all who participated to make our downtown look welcoming and ready for Art & Flower Fair. Only a few rain drop fell a few times but not enough to stop the work. Thank you to our supporters: Cookies and Cream, Home Depot, Golling Buick GMC

May 16-17 – Two booths at Art & Flower Fair. Flint St. Alley activation for kids activities, voting for Outdoor movies for kids and teens, Illuminators sign up, e-newsletter sign up, event and downtown information, and enter to win \$25 Downtown Dollars. Second booth was for The Lumber Yard at Paint Creek – displays of photos of examples of the proposed build outs and rehabs onsite. Sold merchandise to fundraise for artist projects onsite. Examples of artwork displayed onsite along with the “Starry Night” and “Paul Bunyan” artwork from the lumberyard.

ShopOCMainStreets.com

Now – June 2026 – ShopOCMainStreets.com \$100K challenge. Even online, you can still support local. Shop at ShopOCMainStreets.com and stores, DDAs and shoppers all get a chance to win money based on top shopping amounts during Challenge dates.

We encourage businesses to get listed on the site, if only to direct them to their website. It is another marketing tool for them to use. Contact the Lake Orion DDA office for more information.

E-Newsletters

Via SnapRetail!: 8 e-newsletters created (Business/Consumer) Avg. open rate: 31.1%

Social Media Stats

Downtown Lake Orion Facebook:

Followers: 11,737 (added 121)

Reach: 13,425 (Counts reach from organic and paid content plus tags, check-ins, and page/profile visits)

Content Interactions: Previous: 530; Current: 397 (The number of likes or reactions, saves, comments, shares and replies on our content, including ads. Content can include formats such as posts, stories, reels and more.)

Views: Previous: 53,781; Current: 169,494 (The number of times our content was played or displayed. Content includes reels, posts, stories and ads.)

Downtown Lake Orion Business Group on Facebook:

152 members

Illuminators Private Volunteer Facebook Page:

68 followers

Illuminators Public Page:

98 members (added 11)

Instagram:

4,490 (added 31); Views: Current 938, Previous 465; Interactions: 5

X (formerly Twitter):

1,535 (down 5). Since we do not pay for this site, it doesn't provide us analytics.

Save the Dates:

Ribbon Cuttings, presented by Orion Area Chamber at 4:30 pm:

May 14 – Stitch and Sew (next to Right Hook) – rescheduling due to water emergency.

May 21 – Waterside Social (Celebrating 1 year anniversary)

May 28 – Haney Farm Bureau Insurance (moved onto M24)

Downtown LOdown: Moved to a Wednesday due to Memorial Day holiday. Wednesday, May 27, 2026, 4-5:30 pm at Bitter Tom's.

Scheduled Trainings for 2026:

(Will be rescheduled to August due to lack of sign ups): May 18, 2026: Joint Training with Lake Orion DDA and Oxford DDA – Michigan Retailers Association presentation on “Trends for Retailers”.

June 16, 2026: Oakland Thrive, along with Orion Area Chamber of Commerce, Lake Orion DDA and Oxford DDA - Educational Training: “Brand Love in Action: How Emotion Wins Hearts and Builds Loyalty”.

September 21, 2026: Joint Training with Lake Orion DDA and Oxford DDA – “Small Business Insurance and Preparedness”.

Respectfully Submitted,
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