



The mission of the Lake Orion DDA is to enhance the 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. It uses the work of committees to help guide and foster those efforts.

The Lake Orion DDA has the following committees*:

Promotions: meets monthly – First Tuesday of the month at 11:00 am

Design: meets monthly – Third Monday of the month at 3:00 pm

Organization: meets monthly – Third Wednesday of the month at 11:30 am

Economic Vitality: meets monthly – Fourth Thursday of the month at 11:30 am

*Meeting locations may vary, either in person at Lake Orion DDA office or virtual.

Current Focus/Projects/Tasks for the Committees:

Promotions Committee

Chair: Director Sally Media

- Review 2024 event calendar – set up sub-committee for 2025 event calendar
- Recruit committee members
- StrongerTogether – name review and positioning
- Focus: New business, new developments, Lumber Yard, Business Trainings, Business Intros (FB Live), Façade grant promo,
- Welcome Bags – Chamber/DDA – resident and new businesses in district
- Monthly reporting/metrics for benchmark and tracking
- Website refresh
- Sponsorship packet review
- Use a Street Team to complete kiosk directory updates

Design Committee

Chair: Director Lloyd Coe

- Relaunch of Façade Grant Program. Reviewing program materials, process for review, and then reviewing applications which have been received for board recommendation.
- Work in GIS system, Silversides, to make sure all DDA assets are recorded
- Fall Décor/Winter Décor/Beautification Efforts- requiring the data on which is DDA property versus private or others to maintain

Organization Committee

Chair: Director Alaina Campbell

- Create Organization Committee work plan to establish tasks and goals
- Review overall marketing and communications plans, consistent scheduling
- Committee recruitment
- Update website with latest agendas and minutes (correct links with new software)
- Train businesses on marketing and other business resources
- Create Street Team for Business Inventory updates (work with other committees, too)

Economic Vitality Committee

Chair: Director Matthew Shell

- E-commerce – work to amp up program with merchants, especially as new and popular activities are coming up with holidays
- Paid Parking – Village reviewing to decide next steps. We will await direction
- Keep a pulse on Lumberyard updates and progress
- Business Inventory List – use Street Team to complete project
- Residential Inventory List – use Street Team to complete project
- Business Owner and Property Owner Roundtables – capture contact information, then schedule
- Sponsors/Grants – research and assist staff
- Recruit more committee members