

MEMORANDUM

Janet Bloom – Assistant Director

September 17, 2024



Completed Events:

August 28– LOLive! Concert Series at 20 Front Street (DDA), 6:30 – 8 pm

August 23 – Lighted Boat Parade (LOLA)

August 23-25 – Dragon on the Lake (Orion Art Center)

Special Note: DDA had a booth onsite by Flint St. Alley with great engagement with residents, new residents, and visitors to Lake Orion. Close to 900 votes received on the poll we took for the Outdoor Movie Night. The Lake Orion DDA and Oxford DDA participated in the Dragon Boat Races under the team name “DDA Legends”. We lost first two heats, but won our third. 14 boats participated. We have already heard more to join in next year.

Upcoming Events:

See the list of 2024 DDA events attached listing upcoming Fall and Winter events. Sub-committee to meet soon on 2025 event schedule. Plan is to have it set by end of October/beginning of November.

Storybook Stroll –Next installation to be in October with a Halloween book.

Social Media Stats

Downtown Lake Orion Facebook:

Followers: April 9,938; May 10,116; June 10,141; July 10,166; August: 10,209; September: 10,255

Estimated Reach: Previous: 110,519; Current: 109,300
(# of people who saw content at least once)

Engagement: Previous: 37,035; Current: 30,728 (last 90 days) (reactions, comments, shares, or clicks on our posts)

Video views: Current: 4,900

Demographics: 78.5% female/21.5% male

Downtown Lake Orion Business Group:

124 members

Instagram:

4,0013 Followers (added 7)

X (formerly Twitter):
1,588 Followers

Ribbon Cutting/Networking Events in Downtown

The Orion Area Chamber Summer Networking Mixer on August 21 at **Bitter Tom's** was well attended. Thank you to those who could join in.

Orion Area Chamber – Ribbon Cutting – **Diamond Dave's Creative Jewelers** – September 19, 4:30 -6:30 pm. Location: 416 S. Broadway St., Lake Orion.

Orion Area Chamber – Ribbon Cutting – **Amazing Petals Florist** – October 24, 4:30 - 6:30 pm. Location: 125 S. Broadway St., Lake Orion.

Other items

Fall Décor:

Majority of hanging baskets have popped back. We will be consolidating and removing those that are less vibrant.

We have sourced cornstalks but will need volunteers to cut, bundle, and install in downtown (date and time to come soon).

Piechnik's will be replacing urn materials at Broadway and Flint on Monday, September 16. We are working with them to source our mums, and other fall decorations and are developing a landscape plan. We have reached out to Renee for her volunteer support with décor, as well. If anyone is interested in helping support our Fall Decorating efforts, please contact our office.

Orion Area Chamber of Commerce

The Orion Area Chamber of Commerce is moving Downtown! They will be in the smaller attached office space at Spresser-Ogden Law Offices. They plan to move in by mid-October.

State of the Community Luncheon

Ex. Director Matthew Gibb and DDA Director Jerry Narsh will be presenting at the Orion Area Chamber of Commerce's State of the Community Luncheon on October 3.

Respectfully Submitted,

Janet Bloom

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