

MEMORANDUM

Janet Bloom – Assistant Director

July 15, 2025



Completed Events/Activities:

Downtown Lake Orion Restaurants participated in the LOAS Restaurant Week (June 23-29) and the LOAS Pub Crawl (June 27). LOAS is presenting a \$1000 check to the Lake Orion and Oxford DDAs within a week.

Downtown Celebration – June 25: To celebrate our Volunteer of the Year, Rene Samet, who was out of town for the Volunteer Party earlier in the year, and recognize the DDA's MSA Accreditation for another year, and to welcome one of our newest businesses, Lake Orion Bike & Adventure Co.

Kickoff of LOLive! on July 9 at 6:30 pm – 8 pm. It was heavy rain so concerts were moved inside 20 Front St. We wish to thank FlipSpot Gymnastics, 20 Front Street, and ONTV for supporting this free music series.



Upcoming DDA Events:

July 16, 23, 30 – LOLive! Music Concerts 6:30- 8 pm (DDA). See attached.

July 18 – Outdoor Movie Night – Date Night – dusk (DDA) – TO BE RESCHEDULED

August 15 – Outdoor Movie Night – Teen Night – Brian from Little Caesar's is supporting by providing a free slice of pizza per teen.

August 21-24 - Dragon on the Lake – Lake Orion and Oxford DDA Dragon Boat along with other Oakland County Main Street DDAs, activate the Flint St. Alley with decorations, a dragon wing mural from last year's artist (still a Lake Orion HS student!), and kids activities.

See attached **Summer Calendar** to see Downtown Lake Orion annual events and those weekly activities that happen in our downtown (i.e. cornhole, trivia, fiber arts, live music, etc.)

We encourage other community organizations to let us know of event dates to add to the community calendar.

Project Status:

- 1) Kiosk Signs: Install should be early week of July 14. Two at Broadway and Flint, and one at Front St. and Anderson. See attached.
- 2) Shopping & Dining Guides: last set of updates sent July 11. Expect final version back July 14 for print production.
- 3) Orion Living Magazine: DDA does two-page spread in this quarterly magazine. Summer issue pages:



- 4) Façade Grant window cling sign: designed and ordered for Lake Orion Bike & Adventure Shop.



5) Media List: The file has been updated and also includes 20 Front Street, Orion Art Center, and Main Street Oakland County media lists so all data is in one file.

6) Trash Pick Up: Priority Waste picks up dumpsters on Monday/Wednesday/Fridays. General trash pick up is Monday. There is another pick up day on Thursday/Friday. We are working to consolidate the # of days the trash haulers are going through downtown.

7) Ten black galvanized steel planters have been purchased. We will work next week on filling them with dirt and plant materials then disperse them onto grates missing trees.



8) Oakland County has digitized the Mason's building blueprints. We hope to have more information on the awnings and removal of cladding on building soon. This will provide the feasibility of making these updates. Building tenants will be kept up to date on this project, if the Mason's move forward once they get information from Oakland County.

9) Parking lot across from DDA office was repaired on Friday. A portion of asphalt was removed, gravel was added and then fresh asphalt laid down. Lot to reopen on Monday morning.



Social Media Stats

Downtown Lake Orion Facebook:

Followers: 10,789 (added 105)

Estimated Reach: Previous: 23,300; Current: 62,300 (# of people who saw content at least once)

Engagement: Previous: 24,000; Current: 1,728 (reactions, comments, shares, or clicks on our posts)

Views: Previous 64,314; Current 202,477 (# of times our content was played or displayed. Includes reels, videos, posts, stories, and ads.)

 Top content by views

Boost content

See all content



A few hundred folks came out to celebrat...

Fri Jun 27, 2:19pm

60.2K 206
130 11



The pansies were beautiful but we can't...

Fri Jun 27, 9:42am

22.2K 174
6 3



The Lake Orion DDA had many reasons to...

Thu Jun 26, 11:02am

9.6K 137
22 6



Even in the rain Wee Bean Coffee is a...

Thu Jun 19, 1:43pm

6.1K 67
1 2



Downtown Lake Orion is your Summe...

Sun Jun 22, 9:59am

6K 20
1 2

Downtown Lake Orion Business Group on Facebook:

139 members (added 2); 45 posts in the last 28 days.

Instagram:

4,256 (added 33); Views: 5.8K

 Top content by views

Boost content

See all content



The pansies were a hit but we are excited...

Fri Jun 27, 10:49am

1.3K 30
1 2



Wed Jul 2, 4:15pm

712 2
0 0



Congratulations to Downtown Lake...

Wed Jul 2, 4:35pm

436 3
0 0



Wed Jul 2, 4:16pm

429 0
0 1



Kickoff of 2025 Lake Orion Live! Concert..

Wed Jul 9, 3:44pm

392 20
1 0

X (formerly Twitter):

1,544 (down 3)

Activities

6/17: DDA Regular Board Meeting

6/23: Downtown LDown at 20 Front Street, hosted by Cookies & Cream (too hot for outside)

6/24: DDA Executive team and Village Manager monthly meeting

6/26: Ribbon Cutting at Mystic Cove, hosted by the Orion Area Chamber of Commerce.

7/1: Lake Orion DDA and Orion Area Chamber of Commerce monthly meeting

Grants:

DDA - Quadratec Cares Energize The Environment Grant– Applied June 30, 2025. \$3,500.
Responses to winners only due back around July 20, 2025.

DDA - T-Mobile Grant (up to \$50,000) – New submission deadline of September 30. Selected project must be shovel ready along with five letters of support. Response within 60 days of close date. Cassandra and Luca, new residents and volunteers, have been very helpful in the grant process.

DDA - Invasive Species Grant – we are obtaining more information from Oakland County on this resource.

Businesses – Genisys Credit Union grant “Spirit of Main Street” will open August 11. Deadline to apply is September 1. Contact the DDA office if you are a Downtown Lake Orion DDA business who is interested in applying.

Committee Meetings:

Organization Committee – June 18, 2025

Promotions Committee – July 1, 2025

Design Committee - canceled

Economic Vitality Committee – canceled

Trolley Update:

Parts are ordered but have not arrived to vendor repairing the trolley. Messaging has been going out since the trolley broke down June 21. We are awaiting repair estimates.

Add to Your Calendar:

JULY 14: The Future of AI is Now! Oakland Thrive/Lake Orion DDA/Oxford DDA Joint Training. Presenter: Princess Castleberry; 9:30-10:30 am; Oxford Village Community. This is hands-on so bring a charged laptop and sign up for a free ChatGPT account prior to the event.

Ribbon Cutting: For Lake Orion Bike & Adventure Co., July 17, 4:30 pm-5:30 pm. Hosted by the Orion Area Chamber of Commerce. Address is 47 N. Broadway.

All Committee Meeting: July 24, 8 am – 9:30 am at the Lake Orion Community Schools Administration Building, School Board meeting room.

Downtown LDown: Monday, July 28, 4:00-5:30 pm at Irish Tavern. (These are held the 4th Monday of the month.)

New Business:

Thrive Therapy – Pediatric speech therapy services. Moving into former Heart Space Playroom. Received Change of Use approval. Expects to be open beginning of August. Owner is Calissa Smith, MA, CCC-SLP.

WDIV Vote 4 the Best: Seven Downtown Lake Orion businesses in the running. Voting is open until July 21.



**Lake Orion DDA Businesses
in the Running for
Vote 4 the Best Awards!**

**Voting is open from now
until July 21!**

Vote at:

<https://vote4thebest.clickondetroit.com>

Lake Orion DDA Finalists Below:

Coffee

- ABeanToGo Coffee in Lake Orion.

Concert Venue

- 20 Front Street in Lake Orion.

Margarita

- Sagebrush Cantina in Lake Orion.

Wine Bar

- Wine Social in Lake Orion.

Cannabis Dispensary

- LIV Cannabis

Middle Eastern

- Anita's Kitchen

Coney Island

- Leo's Coney Island

Respectfully Submitted,

Janet Bloom

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