

MEMORANDUM

Janet Bloom – Assistant Director

August 19, 2025



Completed Events/Activities:

LOLive! : Recents concerts we had were July 16 (The Rebel Eves), July 23 (Tae and the Neighborly), July 30 (Buffalo Rose), August 6 (Low Gap), and August 13 (Sarah Darling). It has been a rainy concert season and are thankful we are able to move concerts inside to 20 Front St. when weather is not cooperating. We wish to the thank FlipSpot Gymnastics, 20 Front Street, and ONTV for supporting this music series. (Flyer attached.)

Outdoor Movie Night for Teens: The movie was Wicked. It was well received by those that attended. And it was great to hear teens within earshot say, “this is cool”. We want to thank Stan and Rosemary Ford and Rebecca Fecteau for volunteering for set up and beyond. Additional onsite help was our DDA crew of Emily (helping with setup/teardown and Glinda), plus Daniel and Zeke. Thanks to Little Caesars Pizza for supplying a slice of pizza to the kids and teens. The Orion Township Public Library was onsite giving out color changing cup with candy. We had a selfie station, free popcorn, onscreen trivia, Wicked trinkets, and a photo contest. (Flyer attached.)



Upcoming Events:

August 18 – Joint Lake Orion and Oxford DDA training on Business Taxes. (Flyer attached.)

August 21 – National Senior Citizens Day. Hosted by Lake Orion and Oxford Parks and Recreation Departments, and supported by the Lake Orion and Oxford DDAs. 11am – 3 pm.

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!), kids activities, and the launch of the new rebranded volunteer group, DDA event information, plus voting on the Outdoor kids movie happening Sept. 19. Businesses were sent event details and street/parking lot closures last week, provided by the Orion Art Center.



We still need more paddlers for the Dragon Boat – 4 more! Help us fill the boat!

See attached the **Downtown Lake Orion Calendar** to see **more upcoming** events.

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

Project Status:

1) Kiosk Signs: Install moved to before Dragon on the Lake. Two at Broadway and Flint, and one at Front St. and Anderson. See attached.

2) Façade Grant - we will be scheduling the check presentation with Lake Orion Bike & Adventure Shop within the next week or two.

Social Media Stats

Downtown Lake Orion Facebook:

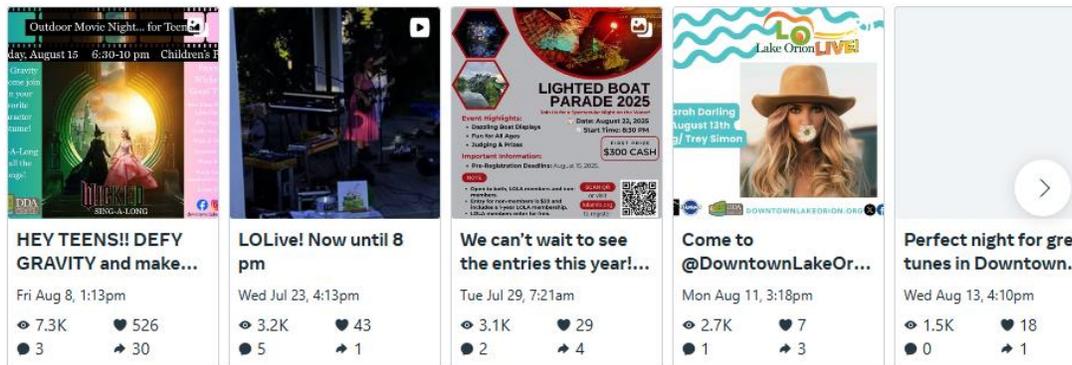
Followers: 10,834 (added 45)

Estimated Reach: Previous: 62,300; Current: 16,000 (# of people who saw content at least once)

Engagement: Previous: 1,728; Current: 931 (reactions, comments, shares, or clicks on our posts)

Views: Previous 202,477; Current 56,804 (# of times our content was played or displayed.

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



Downtown Lake Orion Business Group on Facebook:

142 members (added 3); 34 posts in the last 28 days.

Instagram:

4,299 (added 43); Views: 23.2K

 Recent content

See all content



X (formerly Twitter):

1,546 (added 2)

E-Newsletters

Via SnapRetail!: 12 e-newsletters created (Business/Consumer)

Grants:

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” opened 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 – July 16, 2025 (Notes from meeting attached.) Next meeting 8/20-11:30am.

Promotions Committee – August 5, 2025 (Notes from meeting attached.) Next meeting 9/2 - 11am.

Design Committee – canceled. Next meeting 8/18-3pm.

Economic Vitality Committee – canceled, TBD - Lacking members.

All Committee Meeting (Strategic Planning meeting) – July 24, 2025

Trolley Update:

Trolley had broken down June 21. The trolley was repaired about two weeks ago. Oxford DDA had negotiate the insurance with NOTA which was just approved. The trolley started service August 15.

Add to Your Calendar:

Downtown LDown: Monday, August 25, 4:00-5:30 pm at Rio on Main. (These are held the 4th Monday of the month.) (Flyer attached.)

MSOC Legal Workshop (Zoom or In-Person): Thursday, August 28, 8am-11:30am, County Executive Building. Free to attend but is ticketed. (Flyer attached.)

Other upcoming events further into the calendar year from the Orion Area Chamber of Commerce were sent via calendar invite (ie ribbon cuttings, etc.)

New Business:

313 Pizza Bar is now Sick Town Hall. We welcome Scott Taylor and his crew in bringing his energy and flavor to our downtown.

Three other new businesses are slated to come into town. We hope to have more to share soon.

Other:

We want to thank Attorney Marc Vezina for allowing us to use the grass space between Great Lakes Insurance and Orser Photography/Abeantogo for our upcoming Outdoor Movie Night – Date Night on September 12. He has also given permission for the use of the space as a temporary pocket park until plans come together for further development of the site.

Respectfully Submitted,
Janet Bloom

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