

MEMORANDUM

Janet Bloom – Assistant Director

March 18, 2025



Completed Event:

Feb. 21 – March 1 – Restaurant Week with Oxford DDA. Restaurants that participated for Lake Orion were: 313 Pizza Bar, Anita's Kitchen, Bitter Tom's, Irish Tavern, Johnny Black's, Oat Soda, and Valentino's.

Upcoming Events:

Mar. 15 – St. Paddy's Day Pre-Game Pub Crawl with Oxford DDA. Trolley to take revelers between communities. Tickets are now available on www.shopOCmainstreets.com. Cost is \$25. T-shirt will be "ticket" for entry and to get deals at participating restaurants. Lake Orion check in will be at Irish Tavern from 4:30 - 5:30 pm. Event is 5 pm – 10 pm. Trolley will run 5 pm – 11 pm.

There are 15 restaurants, bars, pubs, and taverns participating. For Downtown Lake Orion it is:

313 Pizza Bar, Bitter Tom's, Irish Tavern, Johnny Black's Lakehouse, O Cigar Bar, Rio on Main, Sagebrush Cantina, and Wine Social.

Our merchants also joined in the fun and created a **Poker Crawl**, let by the efforts of Annalise of Boutique Chic. It will take place during the Pub Crawl. Over \$400 in prizes will go to the Highest Hand at the event's conclusion. Participating merchants are: Amazing Petals Florist, Roses of Silverbell, Green Hippo Gifts, and Messy Designs. These merchants also donated to the prize basket: Hanson's, Eric Does Massage, and Lisa Ann Salon.

We were able to secure WDIV to do a spot with Irish Tavern on Tuesday, March 11 with April Morton to showcase their restaurant as a lead into all the St. Paddy's Day weekend activities.

May 10 – Spring Clean Up Day in Downtown. We plan a downtown clean up day from 8am – noon. We will be seeking volunteers, donations of goods (i.e. trash bags and food for volunteers) and sponsors for this activity. We encourage businesses to sign up their employees and come as a group to help beautify Downtown Lake Orion. More details to come.

See attached **Downtown Lake Orion calendar** and a **Community Calendar**. We encourage other community organizations to let us know of event dates to add to the community calendar.

Social Media Stats

Downtown Lake Orion Facebook:

Followers: March: 10,560 (added 38).

Estimated Reach: Previous: 105,237; Current: 67,873 (# of people who saw content at least once)

Engagement: Previous: 13,400; Current: 5,400 (reactions, comments, shares, or clicks on our posts)

Downtown Lake Orion Business Group:

137 members (added 2)

Instagram:

4,132 (added 12)

X (formerly Twitter):

1,552 (added 3)

Activities

2/18: Monthly Development Meeting and DDA Board Meeting

2/19: OX/LO Meeting

2/27: Orion Area Chamber of Commerce Open House/Ribbon Cutting; Ad-Hoc Meeting, OX/LO Meeting; (Downtown LDown cancelled).

3/4: Bagels & Brews at the Orion Township Public Library (Orion Chamber function) Matt G. attended; America in Bloom Hanging Baskets Webinar; Monthly Orion Area Chamber/Lake Orion DDA Meeting

3/5: Dragon Community Meeting

3/6: TWLA (Trails/Water/Lakes Association) Meeting; OX/LO Meeting

3/11: Orion Living Magazine Quarterly Meeting; ShopOCMainStreets Meeting

3/13: OX/LO Meeting; Irish Tavern Ribbon Cutting and Networking Mixer; Ad-Hoc Meeting

Conferences/Showcases/Trainings/Awards/Assessments:

2/19: MSOC New Executive Director Training in Ferndale

2/20: National Main Street Annual Assessment

2/24: Google Business and Facebook 101 Digital Marketing Training by The Birney Directive/Oakland Thrive.

Committee Meetings:

Organization Committee – February 18, 2025

Promotions Committee – March 4, 2025

Design Committee – February 27, 2025

Economic Vitality Committee – had cancelled due to Downtown LDown.

Respectfully Submitted,

Janet Bloom

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