

# MEMORANDUM

Janet Bloom – Assistant Director

October 15, 2024



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## **Recent Events/Activities:**

**Diamond Dave's Ribbon Cutting** (Sept. 19) – Orion Area Chamber of Commerce

**Zombie Walk & Poker Run** (Sept. 21) – Estimated 70 participants this year, highest to date. (Ed's Broadway Gift and Costume for Orion Lighted Parade fundraiser).

**Social Media Training with Oakland Thrive** (Sept. 23) partnered with Oxford DDA. Around 12 total participants, two from Lake Orion. This program is going to be expanded with additional trainings to be offered.

**Outdoor Movie Night** (Sept. 27) – A free showing of The Garfield Movie with the support of Cookies and Cream, Oakview CyberDragons as a whole crew of volunteers, and Your Food Dude for screen services. Over 200 parents and kids joined in the evening. We offered free popcorn, Cookies and Cream ice cream cart onsite with a movie tie-in featured ice cream, Pin the Tail on Garfield, Cat Collar Ring Toss, The Cat's Meow Chalk Art Contest (with 14 entries) with the top three winners receiving Downtown Dollar Gift Certificates. We also had Garfield DIY Cat Ear headbands, Garfield tattoos, and Garfield coloring pages. We had a face painter onsite along with a Garfield Raffle basket (ok, Garfield plushes, blanket, and games in a new litter box), and a visit by Garfield himself.

**Michigan Downtown Day** (Sept. 28) – Marketing push to encourage residents and visitors downtown to show Lake Orion support and Shop Local.

**State of the Community** (Oct. 3) – Orion Area Chamber of Commerce; Speakers included DDA Board Member Jerry Narsh in his Village Council President role, and Lake Orion DDA Executive Director Matt Gibb.

**MSOC Board of Directors Training** (Oct. 3) – Christina Sheppard-Decius of POW! Strategies, Inc. was brought in by MSOC to conduct board training. Board member Sally Medina and DDA Vice-Chair Sam Caruso were able to join Matt Gibb and Janet Bloom at the event. More details will be presented to all the board members for internal training purposes soon. It includes an organizational assessment tool and other materials.

**Here Lies Orion Cemetery Tours** (Oct. 5-6) – John Bry launched the tour in 2023 but was unable to participate this year. With the overwhelming support of the Orion Historical Society, we were able to continue with the Evergreen Cemetery Tour. OHS stepped up and did a wonderful job. Our thanks to Sharon Konieczny, Karen Smith, Carol Bacak-Egbo, Allan Allgaier and his wife for the preparation, research, image preparation and onsite participation.

**ONTV Interview** (Oct. 8) – Matt Gibb and Janet Bloom were interviewed on upcoming events and Lumberyard.

**MSOC Managers' Retreat** (Oct. 10) – held at Eastern Market and presented by Main Street Oakland County. It was a day of presenters sharing about operational best practices, economic development discussions, personal assessment reviews, and work-life balance methods. It concluded with a networking event.

**Storybook Stroll** (Oct. 11) – Partnership with the Orion Township Public Library. Seventeen (17) retailers offered space in their windows to display a page or two of a Halloween-themed children's book. A map is created to encourage families to go store window to store window to read the full story. This month's book is "The Little Witch Who Lost Her Broom" by Elaine Bickell and Raymond McGrath.

### **Upcoming Events:**

Oct. 16 – Halloween Extravaganza with Kids Costume Parade  
Oct. 25 – Witches Night (#strongertogether with Downtown Oxford)  
Nov. 16 (10 am - 2 pm) - Ladies Shopping Day (#strongertogether with Downtown Oxford)  
Nov. 21 (5 - 7 pm) - Sing and Stroll Tree Lighting Ceremony (plus horse and carriage rides)  
Nov. 30 (10 am - 2 pm) - Shop Small Saturday (plus horse and carriage rides)  
Nov. 30 - Dec. 31 - Hometown Holidays Shopping Passport Contest  
Dec. 7 (6 - 9 pm) - Orion Lighted Parade ([orionlightedparade.org](http://orionlightedparade.org))  
Dec. 14 (Noon - 3 pm) - Polar Express Trolley Storytime Rides

Sub-committee to meet soon on 2025 event schedule. Plan is to have it set by November.

### **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; October: 10,304.

**Estimated Reach:** Previous: 109,300; Current: 32,375  
(# of people who saw content at least once)

**Engagement:** Previous: 30,728; Current: 6,269 (reactions, comments, shares, or clicks on our posts)

**Video views:** Current: 1,760

**Demographics:** 78.5% female/21.5% male

#### **Downtown Lake Orion Business Group:**

Previous: 124 members; Current: 132 members

**Instagram:**

4,024 Followers (added 11)

**X (formerly Twitter):**

1,588 Followers

**Ribbon Cutting/Networking Events in Downtown**

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

**Other items**

**DIA Inside|Out 2025** – The Lake Orion DDA was selected as a community to receive the DIA Inside|Out community art program for 2025. The first meeting is slated for Oct. 28 to review proposed site selections. We will be forming programming, including community organizations and partners, for this activity in 2025.

Respectfully Submitted,

Janet Bloom

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