

MEMORANDUM

Janet Bloom – Assistant Director

August 20, 2024



Completed Events:

July 17, 24, 31 and August 7 and 14– LOLive! Concert Series at Children's Park (DDA), 6:30 – 8 pm

Storybook Stroll – Summer book pages are down. Next installation to be in October with a Halloween book.

Upcoming Events:

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

Special Note: We will have a booth onsite by Flint St. Alley. The Lake Orion DDA and Oxford DDA are participating in the Dragon Boat Races under the team name "DDA Legends".

August 23 – Lighted Boat Parade (LOLA)

August 28 – LOLive! Concert Series at Children's Park (DDA), 6:30 – 8 pm

See the list of 2024 DDA events attached listing upcoming Fall and Winter events.

Social Media Stats

Downtown Lake Orion Facebook:

Followers: April 9,938; May 10,116; June 10,141; July 10,166; Now: 10,209

Estimated Reach: Previous: 132,000 (last 90 days); Current: 110,519 (# of people who saw content at least once)

Engagement: Previous: 38,387; Current: 37,035 (last 90 days) (reactions, comments, shares, or clicks on our posts)

Demographics: 78.6% female/21.4% male

Top post: Meet the team photos 3,589 reach (August)

Downtown Lake Orion Business Group:

124 members

Instagram:

4,006 Followers (added 17)

X (formerly Twitter):
1,588 Followers

Ribbon Cutting/Networking Events in Downtown

Orion Area Chamber – Summer Networking Mixer - August 21, 4 – 6 pm at **Bitter Tom's** (120 S. Broadway St., Lake Orion); free to attend; appetizers and cash bar.

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

O'Cigar Bar opening. Visit them at 34 S. Broadway, Lake Orion.

We invite you to come support these businesses!

Other items

Hanging Baskets:

We are replacing 9 hanging baskets that didn't fair so well during the hot summer days.

Committees:

The four committees, Design, Promotion, Economic Vitality, and Organization, have been restarted beginning August 2024.

Design will have a new role, adding in Façade Grant Review as a new task. Training will be scheduled and reviews to begin immediately after. Applications are already being received and queued.

Respectfully Submitted,

Janet Bloom

bloom@downtownlakeorion.org

cell (248) 320-7599