

MEMORANDUM

Janet Bloom – Assistant Director

June 16, 2026



The Main Event Awards:

We would like to say thank you to the almost 20 board and committee members, and volunteers who joined us for the Main Street Oakland County Main Event Awards program on June 11 at The Roxy in Rochester.

We entered for three award categories:

- Small Business Retention and Attraction – Downtown LOdown
- Main Street Leader – Debbie Burgess
- Volunteer of the Year – The Illuminators (WINNER!)

Lake Orion Accolades Received:

- 1) Received our 2026 Plaque from Main Street America and MSOC as an Accredited Program
- 2) Received Pewabic Tile plaque and \$600 check for winning the Volunteer of the Year award for our Illuminators volunteer program
- 3) Recipient of a \$20,000 grant from Ralph C. Wilson, Jr. Foundation (one of many rural Main Street communities to receive).

Congratulations to everyone who made contributions towards our Main Street program and our Illuminators program! We couldn't have done it without you!

Announcement: The national Main Street America conference will be held in Detroit in 2027. Tours and ways to engage are in the planning process. More details to come!

Upcoming Events:

Mother's Day REDO: Retail Experience Dine Orion – June 14-June 20. This is an Orion Twp. led program encompassing Orion Township and Lake Orion businesses. It is a community-wide Mother's Day Do-Over benefiting local businesses impacted by the May water emergency. Use #OrionREDO to share selfies and photos for a chance to win gift cards and other prizes.

LOLIVE! Summer Concert Series – July 8, 15, 22, 29 and August 5, 12, 19, 26. 6:30pm – 8:00 pm in Children's Park. See attached flyer for schedule. Thank you current sponsors: Independence Bank (Season Sponsor) and FlipSpot Gymnastics (Gazebo Stage Sponsor). Sponsorship opportunities are still available.

Outdoor Movie Nights – Teens (August 14, 6:30-10 pm), Adult Date Night (September 12, 6-9:30 pm), Kids (September 18, 6-9:30 pm). Teens movie night is the Live Action How To Train Your Dragon along with a pizza party from Lake Orion Little Caesar. Each teen gets a free slice! Kids movie is Zootopia 2. Adult Date Night movie – TBD. Each movie night will have fun activities, self station, free popcorn, characters, and more!

Dragon on the Lake (Aug. 27-30)– DDA Dragon Boat Race (Aug. 30) – need more participants in the boat.

Reminder: Each Thursday evening until end of August is Cornhole in downtown, and the Tour on Orion Boat Tours and Pedal Boat Pubs are now operating for the season.

Completed Activity:

Memorial Day activities (memorials/parade): we wish to thank the Lake Orion Sunrise Rotary group for purchasing 30 new flag poles and flags to display in downtown before the Memorial Day activities. Thank you to the Lake Orion DPW crew for installing them. They will stay up until after Labor Day.

National Trails Day – June 6 – 10am-2pm - at The Lumber Yard at Paint Creek in conjunction with Dianne's Ride for Alzheimer's presented by Lake Orion Bike & Adventure Company. They held rides of 9, 44, and 81 mile routes. Approximately 60-70 participants joined in for the first year. We only expect that to climb. We had information on The Lumber Yard at Paint Creek along with merchandise sales, kids activities, Illuminator information, and a drawing for a \$25 Downtown Dollars Gift Certificate.

ShopOCMainStreets.com

Now until end of June 2026 – ShopOCMainStreets.com \$100K challenge. Even online, you can still support local. Shop at ShopOCMainStreets.com and stores, DDAs and shoppers all get a chance to win money based on top shopping amounts during Challenge dates.

We encourage businesses to get listed on the site, if only to direct them to their website. It is another marketing tool for them to use. Contact the Lake Orion DDA office for more information.

E-Newsletters

Via SnapRetail!: 8 e-newsletters created (Business/Consumer) Avg. open rate: 27.3%

Social Media Stats

Downtown Lake Orion Facebook:

Followers: 11,807 (added 66)

Reach: Previous:13,425; Current: 11,819 (Counts reach from organic and paid content plus tags, check-ins, and page/profile visits)

Views: Previous: 169,494; Current: 163,845 (The number of times our content was played or displayed. Content includes reels, posts, stories and ads.)

Downtown Lake Orion Business Group on Facebook:

152 members (no change)

Illuminators Private Volunteer Facebook Page:

68 followers

Illuminators Public Page:

101 members (added 3)

Instagram:

4,511 (added 21); Views: Previous 938, Current 6,700; Interactions: 113

X (formerly Twitter):

1,536 (added 1). Since we do not pay for this site, it doesn't provide us analytics.

Save the Dates:

Ribbon Cutting, presented by Orion Area Chamber at 4:30 pm:

August 6 – Sick Town Hall

Meet Me in Orion – See Orion Area Chamber for details.

6/24 – Sick Town Hall

7/22 – Irish Tavern

8/5 – Bitter Tom's

Downtown LDown: Wednesday, June 22, 2026, 4-5:30 pm at Sick Town Hall.

Scheduled Trainings for 2026:

June 16, 2026: Oakland Thrive, along with Orion Area Chamber of Commerce, Oxford Chamber of Commerce, Lake Orion DDA and Oxford DDA - Educational Training: "Brand Love in Action: How Emotion Wins Hearts and Builds Loyalty". Seats are still available. Contact our office.

September 21, 2026: Joint Training with Lake Orion DDA and Oxford DDA – "Small Business Insurance and Preparedness".

America in Bloom:

MSOC offered memberships in America in Bloom at half off to Main Street communities. We joined in February. Two representatives, Millie and Jack, will be doing an onsite visit June 22-23 to assess our beautification, invasive species mitigation, landscaping, and streetscaping efforts. We encourage you to join in the sessions that will be planned. Agendas will be forthcoming soon.

Respectfully Submitted,
Janet Bloom

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