



Lake Orion Downtown Development Authority

LOLive Concert Series 2026

Event Summary Report

Dates and location: Wednesdays 6:30pm-8:00pm in Children's Park,
July 8, 15, 22, 29, August 5, 12, 19, 26 Prepared by: Tracy Woodrum

July 8 : Cousin Curtiss wsg/Jacki Daniels – Roots Rock/Blues

July 15: Nathan Graham wsg/Julia rose – Americana/Blues

July 22: The Wildwoods wsg/Bill Arnold – Indie-Folk

July 29: On The Lash wsg/Frank and Cora – Irish Traditional Music

August 5: Philip Bowen wsg/McKayla Prew – Americana/Folk

August 12: Garrett Boys wsg/Mia Green – Bluegrass/Folk

August 19: Belles wsg/Anthony Retka – Country

August 26: Colleen Orender wsg/Brandon Calhoon – Blues/Jazz

Event focus and summary

The events began with a local opener from 6:30-6:50/6:55pm and headliner from 7:00-8:00pm.

These concerts brought people into the downtown & often had dinner, beverage and ice cream before, during and after the events.

These were very well attended as well as much positive feedback on the quality of the artists, regardless of the genre.

Attendance weather and volunteers

Item	Details
Attendance	July 8 : approx.. 400 July 15: approx. 200 July 22: unknown July 29: 410 (*started using clicker this week) August 5: 371 August 12: 100 August 19: 617 August 26: approx.. 60-70 (no one clicking)
Item	Details
Weather	July 8 : Nice weather July 15: Smokey/hot (Canadian wildfires) July 22: unknown July 29: Gorgeous night August 5: Nice weather August 12: Moved indoors @20 Front due to possible rain – stood at park & directed attendees to 20 Front August 19: Beautiful night August 26: moved indoors – no personal notification at park
Volunteer hours	None, but could use volunteers next year for counting attendance

Comparison to previous years

This is the first year with detailed reporting.

LOLIVE Concert Series

Pre event marketing

Listed on calendar of events on DDA Website

Advertised in Lake Orion Review

Advertised in Orion Living Magazine (prior to obtaining sponsors)

Posted on Downtown Lake Orion Facebook & Instagram pages/stories: approx. 2k views each post

Sent to 20 Front Street Email Distribution List

Posted on 20 Front Street Facebook & Instagram pages: views range from 2k to 5k each week

Advertising expenses

Lake Orion Review (View Newspaper Group)

**sent to 14,940 households, 3,000-5,000 unique website views*

4/22/26: \$878.00 -(2) ¼ page ads, (1) ½ page (also included spring clean up)

6/17/26: \$0.00 – Full Page (BOGO from Mother’s Day redo full page @\$878.00)

6/27/26 & 7/1/26: \$1,260.00 – Full Page/Back covers of All four publications

**7/1/26 sent to 51,833 households*

7/29/26: \$1,687.00 – Full Page/Back covers of Oxford, LO, Clarkston

**sent to 40,978 households*

Orion Living Magazine

Summer 2026: \$700.00 – 1 Full page (Ad was a two page spread for multiple events @\$1398.63,
1 page solely LOLive)

**sent to over 19,000 households and businesses in the Lake Orion/Orion Township area*

Ad-Rite Oxford Billboard

May 2026: \$0.00 – community donation

20 Front Street E-Mail Distribution

Weekly July-August: \$0.00 – email sent each week highlighting the artist performing that week

**sent to approximately 20,000 each week with a 99% delivery rate*

Total advertising expenses [\$4,525.00]

Financial summary

Item	Amount or details
Sponsorships	Season Sponsor: Independent Bank, \$7,500 Stage Sponsors: Meijer, \$2,500 Flipspot, \$2,500
Ticket pricing if applicable	N/A, this was a free event for attendees
Event costs and expenses	Artists fees (payment made to 20 Front): \$13,000
Total revenue	\$12,500 sponsorship revenue
Total expenses	(\$13,000 + \$4,525) = \$17,525
Profit or loss	(\$5,025.00)

Anticipated budget for next year

Estimated expenses \$ 18,000.00 including artist fees & advertising Expected revenue \$12,500 in expected sponsorships. Aim to retain current sponsors and add two additional ‘stage’ sponsors at \$2,500 for the season.

Notes

- For 2027 season: Create an event on FB each week & add 20 Front Street as a co-host. While the DDA posts/stories did well this year, an event created on the Downtown Lake Orion pages in advance will get more visibility. This will also give the ability to make a note in the event for that week if the concert needs to be moved indoors and notification will be given to those noted as 'attending'.
- July 8 had an event prior to the start of the concert – a reading of the Declaration of Independence, in costume/character, by high school theater student Rowan Dantzler. This mini event was well received & attended by approximately 150-200.
- Partnership with 20 Front Street has been integral to the success of this event series. 20 Front St handles the booking of artists, does day of event set-up/tear down, helps with the promotion of the events through their socials and email distribution list. These are high quality, professional productions only possible through the partnership with 20 Front St.
- DDA Staff was the MC for these events, providing a welcome & introduction of both the opener and headliner, reminders of businesses open for dinner, drinks, desserts, closing remarks/thank you. Information about the artists for introductions provided by 20 Front St.
- The evenings that the concerts were moved indoors it was key to have someone at the park notifying those that showed up without seeing the socials notifications about the change. Additional physical signs to place in multiple locations would be helpful as well.
- Use multiple volunteers to 'count' attendance. This season it was done by staff (Tracy) & the summer social media interns. Recommend having several people count as it is difficult for one person to catch everyone as people are constantly moving in and out of the park.
- Suggest some promotion via social media. Potentially partner with a local restaurant or shop of the week for a boxed dinner or special for that week – and then put paid social advertising behind it.
- Begin soliciting sponsors earlier in the year to include sponsor logos on early print advertising. Recommend having campaign in See My Legacy created six months in advance