

# Lake Orion DDA Promotions Committee

## 2026 Event Survey Summary Report

Prepared from Completed Surveys

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### Overall Participation Structure Preferences

#### Rating Scale

- 1 – Supportive Only
  - 2 – Collaborative Partner
  - 3 – DDA Exclusive
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### Events Consistently Rated as DDA Exclusive (3)

- Lake Orion Ice Fest
- Main Street Open House
- Lovely Lake Orion Spring Clean Up
- National Trails Day
- LOLive! Concert Series
- Outdoor Movie Nights
- Michigan Downtown Day
- Halloween Extravaganza
- Witches Night
- Sing & Stroll
- Shop Small Saturday
- Polar Express Trolley Rides

These events are viewed as:

- Core brand-building tools
  - Direct economic vitality drivers
  - Signature DDA identity builders
  - Strong downtown foot traffic generators
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### Events Frequently Viewed as Collaborative (2)

- Ice Golf Cup
- Oxford to Orion Ruck Walk
- Art & Flower Fair
- Jubilee Carnival
- American Summer Restaurant Week
- American Summer Pub Crawl
- Fireworks
- Dragon on the Lake
- Zombie Walk
- Cemetery Tours
- Shop Small (Oakland County)
- Christmas Parade

These are generally:

- High-traffic events

- Strong economic impact events
- But led by outside organizations

The committee sentiment suggests: “Support and leverage them — but don’t own them.”

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## **Events Frequently Rated Supportive Only (1)**

A significant number of events were consistently marked **Supportive Only**:

- Resolution Run
- Art show openings
- Easter Egg Hunt
- Green Up
- Memorial Day observances
- Boat Tours (2)
- Cornhole
- Fishing Derby
- Flare Night
- Reunion Party
- Kids & Kops Car Show
- Seafood Boil
- Senior Citizens Day

These are generally viewed as:

- Community goodwill
- Image-building
- Important to support
- But not core economic drivers

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## **Purpose Themes Identified**

Committee members labeled events under:

- IB – Image Building
- EV – Economic Vitality
- SE – Signature Event

### **◆ Strongest Economic Vitality (EV) Perception**

Repeatedly identified EV events:

- Ice Fest
- LOLive! Concerts
- Restaurant Week
- Pub Crawl
- Shop Small Saturday
- Halloween Extravaganza
- Witches Night
- Michigan Downtown Day
- Polar Express

These are clearly perceived as:

- Business-driven
- Revenue-impacting
- Foot-traffic generating

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### ◆ Strongest Signature Event (SE) Perception

Most frequently considered “Signature”:

- Dragon on the Lake
- Art & Flower Fair
- Halloween Extravaganza
- Witches Night
- Ice Fest
- LOLive! (emerging signature)

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### ◆ Image Building (IB) Dominance

The majority of art openings and partner civic events were classified IB.

This reinforces:

- Strong community partnership culture
- Emphasis on downtown identity
- Cultural enrichment value

But these were not consistently viewed as economic engines.

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## Strategic Patterns Emerging

From the surveys, events naturally group into 3 tiers:

### Tier 1 – Core DDA Economic Drivers

(Should receive highest budget + staffing priority)

- Ice Fest
- LOLive!
- Halloween Extravaganza
- Witches Night
- Restaurant Week
- Pub Crawl
- Shop Small Saturday
- Polar Express

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## **Tier 2 – Major Collaborative Traffic Events**

(Leverage, co-brand, limited staffing)

- Dragon on the Lake
- Art & Flower Fair
- Fireworks
- Jubilee
- Classic Car Show

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## **Tier 3 – Community Goodwill & Image Events**

(Supportive, low staffing allocation)

- Art show openings
- Memorial events
- Green Up
- Fishing Derby
- Veterans events
- Senior events

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## **Notable Comments & Sentiment**

A few qualitative themes stood out:

- Concern that some charity events “hurt downtown”
- Recognition that some events need restructuring
- Desire for stronger economic alignment
- Emphasis on teen and youth outreach
- Recognition that some events draw traffic but not necessarily spending

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## **Strategic Takeaways for 2026 Planning**

1. The committee strongly supports focusing staff time on high-EV events.
2. There is clear appetite to define “Signature” more formally.
3. Several events may need retooling or stronger economic integration.
4. Not all well-attended events are seen as downtown-benefiting.
5. Branding consistency matters.

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## **TIER 1 – Core DDA Economic Drivers**

## High Staffing | High Budget Priority | Brand Anchors | Economic Vitality

These events were most frequently rated **DDA Exclusive (3)** and/or **Economic Vitality (EV)**.

Event	Primary Purpose	Why It's Tier 1
Lake Orion Ice Fest	EV / SE	Major winter traffic driver
LOLive! Summer Concert Series	EV	Consistent restaurant impact
Halloween Extravaganza	EV / SE	High family draw & retail boost
Witches Night	EV	Strong merchant participation
Restaurant Week	EV	Direct restaurant revenue driver
Pub Crawl	EV	Adult demographic spending
Shop Small Saturday	EV	Holiday retail impact
Polar Express Trolley	IB → EV crossover	High holiday traffic generator
Michigan Downtown Day	EV	Business-focused engagement

### Strategic Intent:

These events define the DDA's public identity and drive measurable downtown impact.

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## TIER 2 – Major Collaborative Traffic Events

### Shared Leadership | Leverage Partnerships | Moderate Staffing

Often rated **Collaborative (2)** but recognized as high attendance events.

Event	Lead Org	Strategic Role
Dragon on the Lake	Orion Art Center	Signature regional draw
Art & Flower Fair	Orion Art Center	Long-standing summer anchor
Fireworks	Fireworks Foundation	Lake-wide attraction
Jubilee Carnival	Lions Club	Multi-day traffic generator
Classic Car Show	Golling	Niche audience draw
Oxford-Orion Ruck Walk	OORuck	Regional participation
National Senior Citizens Day	Parks & Rec	Targeted demographic event
Flare Night	Lions	Lake tradition

### Strategic Intent:

Maximize branding presence and downtown merchant integration without owning operations.

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## TIER 3 – Community Goodwill & Image Events

### Supportive Role | Minimal Staffing | Image Building (IB)

Frequently rated **Supportive Only (1)**.

<b>Event Category</b>	<b>Examples</b>
Art Show Openings	Multiple Orion Art Center Exhibits
Memorial Observances	Memorial Day, Veterans Day
Fishing Derby	Lake Orion Lake Assoc.
Green Up	Parks & Rec
Senior Events	Senior Citizen's Day
Cemetery Tours	Historical Society
Boat Parade	Lake Assoc.
Charity Fundraisers	Seafood Boil, etc.

**Strategic Intent:**

Strengthen community identity and partnerships while limiting DDA operational burden.




 **Observed Planning Insight**

The survey responses clearly show:

- Committee members want **intentional prioritization**
- Not all well-attended events are seen as economic drivers
- There is strong support for defining and protecting “Signature” events
- Staff allocation should align with measurable impact

## 2026 Promotions Planning Heat Map Calendar

### Legend

-  **Tier 1 – Core Economic Drivers (High Staff + Budget)**
-  **Tier 2 – Major Collaborative Traffic Events**
-  **Tier 3 – Community / Image Building (Supportive)**

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## JANUARY

-  Resolution Run

**Heat Level:** Low  
**Staff Load:** Minimal

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## FEBRUARY

- Ice Golf Cup
- Ice Fest
- heART Show Opening

**Heat Level:** 🔥 High (Ice Fest spike)

**Strategic Note:** Winter anchor month — major economic opportunity.

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## MARCH

- Main Street Open House
- Primary Foundations Show

**Heat Level:** Moderate

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## APRIL

- Easter Egg Hunt
- Middle School Show
- Green Up
- Oxford-Orion Ruck
- Flora Show
- Spring Clean Up (DDA-driven)

**Heat Level:** Moderate build

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## MAY

- Art & Flower Fair
- Memorial Observances (multiple)

**Heat Level:** 🔥 High (Art & Flower Fair weekend concentration)

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## JUNE

- Pedal Boat Tours
- Boat Tours
- Cornhole
- National Trails Day
- Abstract Show
- Kids Fishing Derby
- Jubilee Carnival

- Restaurant Week
- Pub Crawl

**Heat Level:** 🔥🔥 Very High

**Observation:** Heavy stacking late June (Restaurant Week + Pub Crawl + Jubilee)

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## JULY

- Flare Night
- Fireworks
- LOLive! Concerts (weekly)
- Art Show
- Reunion Event
- Kids & Kops Car Show

**Heat Level:** 🔥🔥 Sustained High

**Staff Impact:** Weekly staffing commitment due to concerts.

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## AUGUST

- Seafood Boil
- LOLive! Concerts (weekly)
- Outdoor Movie (Teens)
- Dragon on the Lake
- Senior Citizens Day
- Lighted Boat Parade

**Heat Level:** 🔥🔥🔥 Peak Density Month

Dragon + Concerts + Movies = High staff demand.

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## SEPTEMBER

- Storytelling Show
- Outdoor Movie (Adult)
- Outdoor Movie (Kids)
- Zombie Walk
- Michigan Downtown Day
- Classic Car Show

**Heat Level:** 🔥 High

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## OCTOBER

- Cemetery Tours
- Midnight Gallery
- Halloween Extravaganza
- Witches Night

**Heat Level:** 🔥🔥 Very High

Two major Tier 1 events within 2 weeks.

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## NOVEMBER

- Oakland County Shop Small
- Veterans Breakfast
- Sing & Stroll
- Artists Holiday Market
- Shop Small Saturday

**Heat Level:** Moderate to High (Retail Focused)

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## DECEMBER

- Lighted Christmas Parade
- Polar Express

**Heat Level:** 🔥 Holiday Spike

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### Visual Density Overview

Month	Heat Level	Risk Level
Jan	● Low	Low
Feb	🔥 High	Moderate
Mar	● Moderate	Low
Apr	● Moderate	Low
May	🔥 High	Moderate
Jun	🔥🔥 Very High	Elevated
Jul	🔥🔥 Sustained High	Elevated
Aug	🔥🔥🔥 Peak	High
Sep	🔥 High	Moderate

Month	Heat Level	Risk Level
Oct	🔥🔥 Very High	Elevated
Nov	🟡 Moderate	Low
Dec	🔥 High	Moderate

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## Strategic Observations

### **1** Peak Operational Pressure Months

- June
- July
- August
- October

### **2** Potential Overlap Risks

- Late June stacking
- Weekly concerts + Dragon (August)
- Halloween + Witches proximity

### **3** Opportunity Months for New Programming

- January
  - March
  - Early April
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## Planning Discussion Prompts

For Promotions Committee:

- Do Tier 1 events cluster too heavily in summer?
- Should one summer EV event move into other seasons?
- Can Tier 2 events be better integrated with Tier 1?
- Do we have staffing bandwidth for August density?