



2025 ANNUAL REPORT

Informational Meeting Pursuant to P.A. 57 of 2018



Lake Orion Downtown Development Authority Activities and Goals

Presented at Its Annual Informational Meetings

December 8, 2025 at 5:30pm

December 16, 2025 at 6:00pm



Community Overview

Downtown Development Authority
Village of Lake Orion

OAKLAND COUNTY MICHIGAN
ECONOMIC DEVELOPMENT

Contact
158 N. Broadway
Lake Orion, MI 48862
248.695.9742

Statistics
Authority: 231 acres
City Area: 231 acres
MSage: No

Legend
— Authority Boundary
Development/Capture Area

Map Date: May 12, 2023
Created by Oakland County Economic Development
This information provided herein has been compiled from received data. While we make every effort to ensure accuracy, we do not warrant the use of any data and are not responsible for any errors or omissions. Please contact us if you have any questions or concerns.

Informational Meetings Sec. 910 (4)

The state requires Downtown Development Authorities to hold two informational meetings annually. Informational meetings are meetings for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets or other operational matters. The informational meetings may be held in conjunction with other public meetings of the authority or municipality.

Our 2025 Board of Directors

Debbie Burgess, Chairperson
Sam Caruso, Vice-Chairperson
Hank Lorant, Secretary
Matt Shell, Treasurer
Teresa Rutt, Village Council President
Chris Barnett, Orion Twp Supervisor
Lloyd Coe, Ed's Broadway Gifts
Alaina Campbell, Cookies & Cream
Sally Medina, Broadway Embroidery



TIF and Development Plan

The Goals and Directives of the Lake Orion Downtown Development Authority are set forth in a publicly noticed and adopted Tax Increment Finance and Development Plan.

The TIF Plan was adopted unanimously in 2020 and is scheduled to complete its purpose in 2039.

By Law, the Lake Orion DDA has the TIF and Development Plan posted for access and review on our website . Find it Here:

<https://downtownlakeorion.org/about/#reporting-requirements>



Priorities and Focus in 2025

Gateway Project – Lumber Yard

Streetscape – Repair and Maintenance

Parking – Temporary / Maintenance

Economic Growth – New Business

Village Capital Improvement Plan

Seasonal Beautification



Budget Overview & Priorities 2025

Estimated Revenues	\$1,047,000
Key Expense Categories	
Bond Debt	(\$421,000)
Village Partnership	(\$331,500)
Organization	(\$ 11,300)
Design	(\$ 53,780)
Economic Dev.	(\$131,518)
Promotion	(\$ 68,450)

LUMBER YARD REPURPOSING
Blight Removal and Restoration

TIF PLAN TRAINING & UPDATE
Refocusing Cap/Op

FAÇADE IMPROVEMENT
Re-launching New Guidelines

LIGHTING AND STREETScape
Absorbing Repair and Maint.

BUSINESS DEVELOPMENT
Assist. Sale and Transfers

MARKETING / PROMOTION
Dev. ROI purpose/success



Fund Balance Outlook

DDA General Fund

Beginning Balance	\$356,811
Ending Balance	\$453,782
• 24-25 fiscal yr end gain	\$96,971
2025-2026 Budget	
• Transfer From Fund Balance	\$171,128
• Projected Ending Fund Bal.	\$282,654

MSOC Grant Fund

Initial Draw	\$446,867
Expense/PO (eff. 8.15.25)	\$403,581
• Balance plus 2 nd Draw	\$192,242
(Full Grant \$595,823)	

Lumber Yard Bond Fund Balance

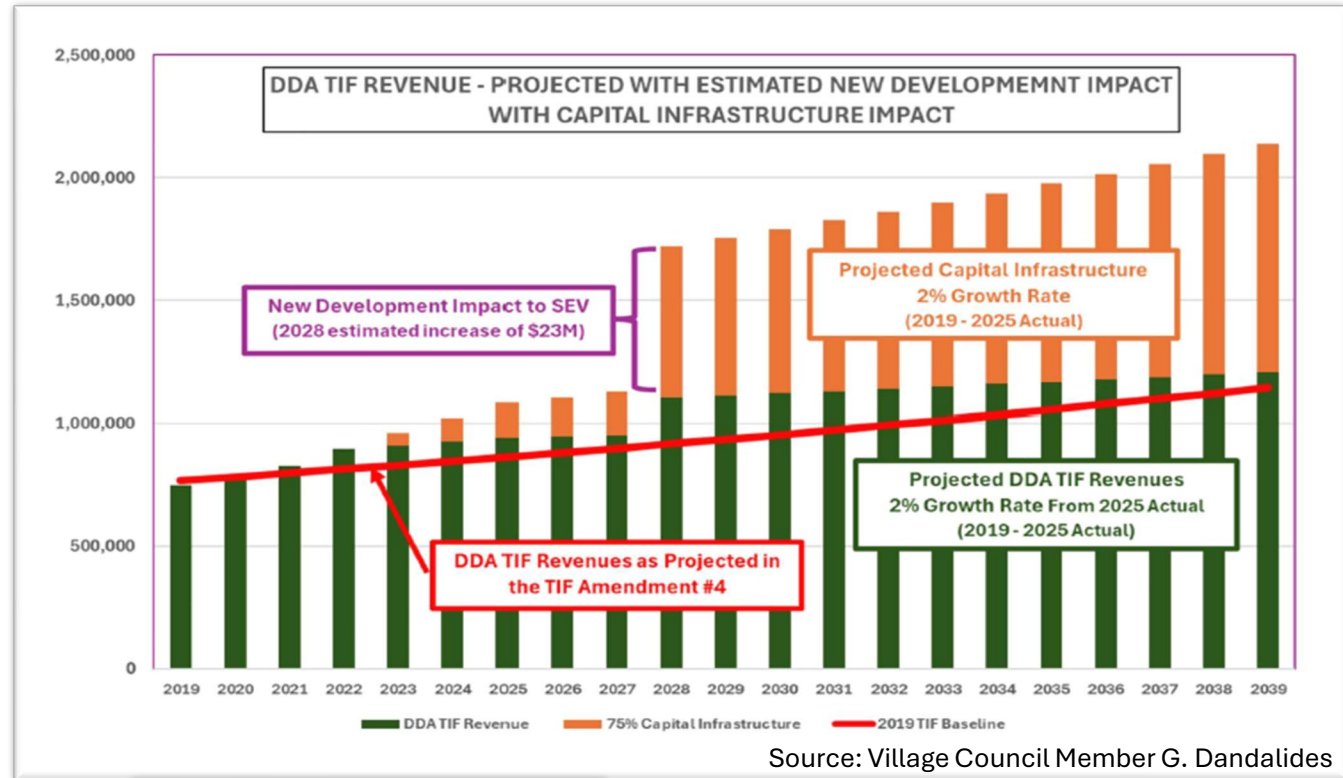
• Fiscal yr end 2025	\$2,588,722
----------------------	-------------

DDA Commitment to Village Capital Improvement

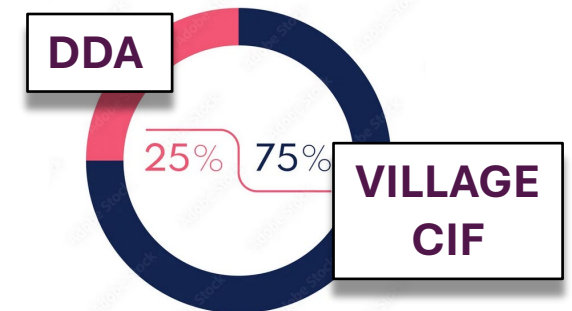
Over the past 40 years the partnership between the DDA and the Village of Lake Orion has resulted in \$millions of public investment; Sewers, Streetlights, Crosswalks, Trail Extensions, Parking Lots, Wayfinding, EV Charging, Playscapes, Boat Docks, ADA accessibility, Public Restrooms, and more...

The next Generation of this Partnership is the historic “75- 25 Agreement”

This agreement will see the DDA contribute 75% of the increase in capture revenue from and after 2022 into a separate Capital Improvement Fund for public infrastructure projects defined by the Village and implanted under the TIF Plan.



TOTAL TAX REVENUE 2025-2039	CURRENT PROJECTION
DDA	16,687,158
VILLAGE	9,706,060
TOTAL TAX REVENUE (DDA + VILLAGE)	26,393,218



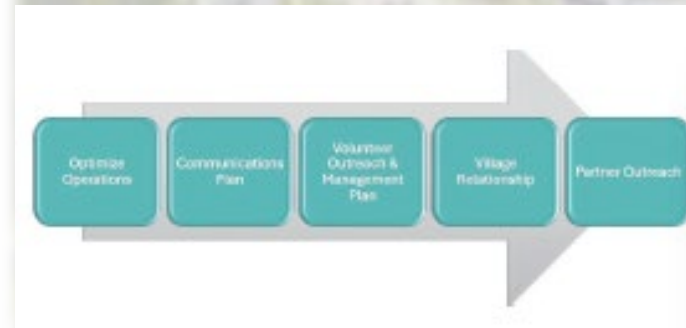
Update and Adoption of a New Strategic Plan

The Board, with the support of its Main Street Committees, undertook workshop-based training and assessment of the status of the TIF Plan and the Strategic Goals and Priorities of the organization.

A new and aggressive Strategic Plan was adopted by the Board setting the future of the District that respects our heritage and builds our long-term economic place in the region.

Find it Here:

<https://downtownlakeorion.org/wp-content/uploads/2025/12/Strategic-Plan-2025-Final.pdf>



**LAKESHORE
ECONOMY**



**COMMUNITY
BUILDING**

Strategic Plan

2025-2030



Lake Orion Downtown Development Authority

An Accredited Main Street America Program



Approved by DDA: _____



Contracts and Vendors

AKT Peerless – Environmental Testing
PEA Engineering – Survey Work
Davis & Davis – Architectural Services
Mikey’s Construction – General Const.
TimberBeast – Vegetation Removal
NOTA / Oxford DDA – Trolley
Blackstone Stables – Carriage Rides
Davis Listman – Legal Counsel
Santa’s Crew - Holiday Lights
20 Front Street – Marketing
Roll-Off Direct – Dumpsters
Turner Sanitation – Temp. Toilets

Village of Lake Orion - Admin, DPW, Audit, and Public Safety
Bendzinski & Co. – Bond Support
Miller Canfield - Bond Legal Counsel
DarWel Enterprises - Rug Maintenance
Paul’s Cleaning - Commercial Cleaning
Clear Cut Ice – Ice Fest Sculptures
Garrett Hoffman – Audio Visual Services
Eprint – Banners and Marketing
Right Hook – Signs and printing
Township of Orion – Services / Orion Living Magazine
Canoe Circle Graphics – Marketing Design
MiSwitch – Phones and Internet
Electrical Systems Inc – Electrical/Lighting
Huaxwell/MittenSnow – Winter Pkng/Walk clearing

For a comprehensive list see: www.downtownlakeorion.org

- Various Software subscriptions and licenses including Adobe, Canva, Snap Retail, and others
- Memberships including MainStreet USA, Michigan Downtown Association and Michigan Preservation Network

Project Focus in 2025

Lumber Yard at Paint Creek

- Completed Trail Head
- Completed Market Pavilion
- Main Barn (90% complete)
- Office – Ready for Tenant
- Site/Engineering Planning

Maintaining Other Stuff

- Fencing Repairs
- Electrical updates/fixes
- Wayfinding Replacements
- Light Pole replacements
- Parking Lot Repairs



Reinvestment in the District

As an Accredited Main Street Program, the DDA has invested in the historic preservation and improvement of properties in the District through a successful and funded “Façade Grant Program”

The DDA reinvested into three (3) preservation based projects in the District

- Orion Art Center \$ 2,000
- Irish Tavern \$ 2,000
- Spresser Ogden \$10,000

Information about the Program can be found at <https://downtownlakeorion.org/facade-grant-program/>





DDA Public Projects/Infrastructure	\$ 654,580
Private Sector Investment	\$20, 015,004
New construction Projects	Six (6)
Building Rehabilitation(s)	Eleven (11)
Square foot of New and Improved Bldgs	71, 240
Number of New Businesses	Fifteen (15)
Spent on Marketing/Promotion	\$ 28,196
Spent on Events	\$ 17,662
Net Gain of Full & Part time Jobs	Seventy-Six (76)

ONLY ONE CURRENT VACANCY IN THE DISTRICT

Economic Growth By the Numbers

Economic Growth By the Brand



Ribbon Cuttings in the DDA for 2025:

O Cigar Bar

Messy Designs

Orion Chamber of Commerce

Irish Tavern

Robotic Rehab

Right Hook Branded Merchandise

Moceri - Mystic Cove

Lake Orion Bike & Adventure Co.

Adamo Construction

Transitions and Start Ups in 2025

Rise Lounge

Clover & Creek

Thrive Therapy Solutions

Re-Connect Counseling

Brokaw Realty

Sick Pizza

Michigan By the Bottle



Growing Communication

Business and Owners

Launch – “Downtown LODown”

Monthly Business Roundtable
Eight (8) session held

Planned - “Notes & Needs”

Weekly one-on-one issues mtg
standing time with Exec Dir.

Facebook – Downtown Business Owners Private Page:

starting followers:133

current followers: 141



Focus on Volunteerism

Shining a NEW light on our Town



Communication

By the Numbers

E-newsletter:

63 e-newsletters
16,954 interactions
3,566 customers
Open Rate: 29.1%, industry
standard is 20-25%

INSTAGRAM

starting followers: 4,072
current followers: 4,399
Views: 90.9K
Interactions: 1.2K
Link Clicks: 620
Visits: 2.1K
Follows: 535
Reach: 13.5K

FACEBOOK

starting followers: 10,457
current followers: 11,160
Views: 1.3 M
Interactions: 12.8K
Link Clicks: 4.4K
Visits: 33.6K
Follows: 917

GOOGLE WEBSITE ANALYTICS

29k active web users
Business Interactions: 918
Calls made from Profile: 54
Direction Requests : 616
Website Clicks: 248
Viewed Business Profile: 5,056
Searches showing Business Profile in
results: 746

Volunteers

By the Numbers



DDA Event Hours:

LOvely Lake Orion: 65 people, 195 hours

National Trails Day: 7 people, 42 hours

Outdoor Movie Nights (kids): 2 people, 8 hours

Outdoor Movie Night (teens): 4 people, 15 hours

Halloween Extravaganza: 13 people, 30 hours

Lake Orion & Oxford Witches Night: 4 people, 18 hours

Sing & Stroll: 47 people, 75 hours

Polar Express: 29 people, 53 hours

Total: 171 people, 436 hours

Partnered Event Hours:

Art & Flower Fair: 12 people, 23 hours

Dragon on the Lake: 45 people, 63 hours

America in Bloom: 10 people, 60 hours

Here Lies Lake Orion: 12 people, 44 hours

Total: 79 people, 190 hours

DDA Led Events in 2025

Ice Fest - February 1

Lake Orion and Oxford Restaurant Week - February 21 - March 1

St. Paddy's Day Pre-Game Pub Crawl - March 15

DIA Inside|Out Art Installation - May - October

LOvely Lake Orion - Spring Clean Up - May 10

National Trails Day - June 7

Lake Orion LOLive Summer Concert Series - July 9, 16, 23, 30 &
August 6, 13, 20, 27

Outdoor Movie Night (Teens) - August 15

Outdoor Movie Night (Adult Date Night) - September 12

Outdoor Movie Night (Kids) - September 19

Michigan Downtown Day - September 27

Halloween Extravaganza & Costume Parade - October 15

Lake Orion & Oxford Witches Night - October 24

Sing & Stroll Tree Lighting and Wagon Rides - November 20

Shop Small Saturday and Horse & Wagon Rides - November 29

Polar Express Trolley Rides - December 13



DDA Supported Events in 2025

- Lake Orion Resolution Run - January 1
- Lake Orion Ice Golf Cup Challenge - February 1
- Easter Egg Hunt in Children's Park - April 19
- Oxford to Orion Ruck Walk - April 26
- Art & Flower Fair - May 17-18
- Memorial Day Parade, Race, Memorials - May 26
- Cornhole Tournaments - June 5 - September
- Lake Orion Jubilee Carnival - June 19-22
- Lake Orion/Oxford American Summer Restaurant Week - June 23-29
- Lake Orion/Oxford American Summer Pub Crawl - June 27
- Flare Night on Lake Orion - July 4
- Lake Orion Fireworks - July 5
- Lake Orion Kids & Kops Car Show - July 27
- National Senior Citizen's Day - August 21
- Lake Orion Dragon on the Lake - August 21-24
- Lighted Boat Parade - August 22
- Zombie Walk & Poker Run - September 20
- America in Bloom - September 25-27
- Here Lies Lake Orion - October 4-5
- Oakland County Shop Small "Local Gems" Sweepstakes - November
- Artists Holiday Art Market - November - December
- Orion Lighted Christmas Parade - December 6



Recognized for Excellence

Nationally and Next Door

Main Street USA

NATIONAL ACCREDITATION (18th)

Genysis Credit Union

**SPIRIT OF MAIN STREET MICRO
BUSINESS STARTUP GRANTS**

Oakland County

PLACEMAKING AND PUBLIC SPACES



Looking Ahead to 2026

- Enhancing the Façade Grant
- Lumber Yard at Paint Creek Public Market
- Streetscape Electrical
- Dumpster –Trash Areas
- Village Capital Improvement Planning



THANK YOU

Matthew Gibb, Executive Director
Janet Bloom, Assistant Director

Lake Orion Downtown Development Authority
www.downtownlakeorion.org

