

MEMORANDUM

Janet Bloom – Assistant Director

July 16, 2024



Completed Events:

Lions Club Jubilee Carnival and Beer Tent (June 20-23). Extreme heat and some heavy downpours impacted crowds but those who attended had a great time. We connected with Chris from the Lions Club a few days beforehand and we worked through logistical information so we could notify our merchants. We plan to connect earlier and work hand-in-hand as they begin plans for next year's event.

Lake Orion's American Summer Restaurant Week (June 24 - 30). This was a great way to widen the audience to area restaurants. Top comment was many restaurants were only offering their usual specials. We will be working with organizer on this topic and ways that we can synergize with our restaurants and patrons for this event.

American Summer Pub Crawl (Lake Orion and Oxford) (June 28). This was the first year LOAS included Oxford businesses. Over 200 attendees and organizer was pleased with the results of the event. Again, we will be reviewing this event with the organizer to see how we can work together more cohesively next year.

Flare Night (July 5). The timing of a rain storm impacted participation this year. We haven't heard final fundraising outcome on this event. We hope it was successful.

Lake Orion Fireworks (July 6). A favorite event for the area! It helped having additional parking at the Lumberyard. With the various fundraisers, we hope the fireworks committee was able to reach their goal. The show was spectacular and it was great seeing so many residents and visitors sharing their photos and videos online.

Kickoff Concert Lake Orion Live! Concert Series (July 10). Remnants of Hurricane Beryl forced the party indoors to 20 Front Street but it was standing room only and a great 5-piece band of Adrian and Meredith got the crowd into high spirits. Thank you, 20 Front Street for making accommodations and providing a unique space to make the event special. We appreciate the support of our sponsors: Flipspot Gymnastics, Sparebox Storage, and sponsor/producer 20 Front Street. A special thanks to Cookies and Cream and Wee Bean Coffee Co. for being gracious hosts to all the attendees and band members.

Upcoming Events:

July 17, 24, 31 – LOLive! Concert Series at Children’s Park (DDA), 6:30 – 8 pm

July 28 – Lake Orion Cops & Kids Car Show

August 7, 14, 28 – LOLive! Concert Series at Children’s Park (DDA), 6:30 – 8 pm

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

Special Note: the Lake Orion DDA and Oxford DDA are participating in the Dragon Boat Races. Oxford DDA has pulled together a sponsor and 10 paddlers. If you are interested in joining the Lake Orion DDA team and/or being a sponsor for the #StrongerTogether Dragon Boat, reach out to Janet Bloom, bloom@downtownlakeorion.org.

Fall and Winter events (September – December) are in the planning stages with more details to come.

Social Media Stats

Downtown Lake Orion Facebook:

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

Estimated Reach: Previous: 104,000 (last 90 days); Current: 132,000 (# of people who saw content at least once)

Engagement: Previous: 33,004; Current: 38,387 (last 90 days) (reactions, comments, shares, or clicks on our posts)

Demographics: 78.6% female/21.4% male

Top post: Beer Cup photo in streets during Jubilee 12,700 reach (June)

Downtown Lake Orion Business Group:

124 members (added 1)

Instagram:

3,989 Followers (added 23)

X (formerly Twitter):

1,588 Followers (added 1)

Ribbon Cuttings in Downtown

Sawdust & Cider Trading Co. is celebrating a grand reopening, Saturday, **July 13**, at 3 pm. Address is 12 N. Broadway, Lake Orion, MI 48362.

The Orion Area Chamber of Commerce is hosting a Ribbon Cutting with Gwen Daubenmeyer at **Keller Williams Collaborative** on Thursday, **July 18**, 4:30 pm – 5:30 pm. Address is 59 S. Broadway, Lake Orion, MI 48362.

We invite you to come support these businesses at their openings!

Streetlight Banners

The majority of banners were installed by DPW recently. They ran out of time to do the ones needing a hired lift truck prior to preparations for fireworks, etc. An estimate on a rental was around \$300 so we will do preparations to get those installed shortly.

Other items

DDA Office Clean Up:

There is continued brush and weed clean up at the office. Gutter and clearing the roof of debris are also needed. A day or two will need to be devoted to shed and basement clean out. Due to the retaining wall by basement door giving way, efforts will be made to go through basement items and move what we can to the storage unit and pitch anything no longer needed.

DDA Storage Unit:

With the shelving up, we can now go through and organize the contents of the storage unit. I anticipate this to be a one to two day project.

Respectfully Submitted,

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