

# MEMORANDUM

Janet Bloom – Assistant Director

May 21, 2024



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## **EVENTS:**

### **Mystery Art Stroll**

5/17/24 - Ten local artists within ten downtown businesses along with ten pop-up art exhibits with clues for the over 50 ticketed participants to solve. Motor City Granite hosted the Taste of the Town portion with small plates and libations before heading to the Afterglow at the Beer Garden with a live band. The Lake Orion DDA assisted with marketing this event along with providing 4, \$25 Downtown Dollars for the gift basket giveaways.

### **Art & Flower Fair**

5/18-19/24 – The Lake Orion DDA had a booth onsite for both days. The focus was to ask patrons for their ideas on Flint St. Alley as we reimagine what the next phase of that project will be. Other materials at the booth were upcoming event flyers, a \$25 Downtown Dollar giveaway, new Shopping and Dining Guides, talking to event attendees about all things Downtown and how to stay connected with us. We also brought on three new volunteers and someone who was interested in applying for the part-time grounds position. There were many compliments on the work being done by the DDA.

The Lake Orion DDA assisted with marketing the event and also encouraged business owners to add flowers to their storefronts for a social media shout out. The Lake Orion DDA also did additional efforts on beautification prior to the event by having the 60 hanging baskets delivered before the event, plus adding in flowers by Wine Social, putting flowers at the DDA office, and starting on the 8 landscaping beds at Broadway and Flint. We are thankful for the donation of flowers and time by the owner and flower designer from Piechnik's Greenhouse. They came down personally to beautifully add more plant materials to the urns at the Broadway and Flint intersection. Additional thank you's go to Rene, Debbie Burgess, Diane Kochis, and Cindy Klonke for their time and efforts on making our downtown beautiful.

Thank you also goes to Bill Kokenos and Linda Crane for volunteering their time at the DDA booth on Sunday.

## **UPCOMING EVENTS:**

May 23 – Researching Your Old House - 7 pm at Lake Orion Village Hall. Learn how to research details on your historical home. Presented by local historians Carol Bacak-Egbo and Ron Campbell. Hosted by Orion Historical Society, Orion Township Public Library and Lake Orion DDA.

May 27 – Memorial Day Services and Parade and Orion Veterans Memorial Day Walk/Race

June 14 – 80's Night Ladies Night - #StrongerTogether with Oxford - 5 pm – 10 pm. Shopping, dining, themed activities, and trolley rides between Lake Orion and Oxford.

June 20 – 23 - Lions Club Jubilee Carnival and Beer Tent

June 24-30 – Lake Orion's American Summer Restaurant Week

June 28 – American Summer Pub Crawl (Lake Orion & Oxford)

July 6 – Lake Orion Fireworks

July 10, 17, 24, 31 – LOLive! Concert Series at Children's Park (DDA)

July 27 – Lake Orion Cops & Kids Car Show

August 7, 14, 28 – LOLive! Concert Series at Children's Park (DDA)

August 22-25 – Dragon on the Lake (Orion Art Center)

## **MSOC Awards**

We applied for three awards and Oxford DDA completed one award including us regarding the Downtown Trolley Express program.

Program is June 6, 6pm – 9pm, at The Roxy in Rochester and the theme is Main Street – Looking Back, Moving Forward (80's theme). Tickets are \$35.

## **Identified Projects**

- 1) Sponsorship Package – create sponsorship package and continue solicitations
- 2) Continue website updates
- 3) Update directories in town (qty. 4)
- 4) Engage Message Center board
- 5) Holiday Lights – need to order replacements and get quotes on across street and roofline holiday lights.
- 6) Update newsletter email lists
- 7) Research use of LinkedIn for DDA
- 8) Create Summer Events Flyer (June-August) and distribute

9) Beautification projects – larger baskets getting installed at Broadway and Flint, Eagle Scout flower boxes – six to be made, filled with plant materials, and installed by June 22 in Flint St. Alley; DDA office Spring clean up, repairs and flowers (date will be forthcoming to help with this project); Flint St. Alley – re-energize space with rotating gallery art, more seating, bulb or strand replacement, repaint lettering on signs, and plantings.

10) Storage Unit – reset shelves and organize storage unit (date will go out asking for help with this project, too).

11) Content Calendar – for events, store focus, and general Downtown Lake Orion stories, histories and people.

We will continue to add to our list as we build out our events, marketing and communications.

### **Social Media Stats**

#### **Downtown Lake Orion Facebook:**

9,938 Followers in April, now at 10,116

Gained 178 new followers since last month.

Estimated Reach: 60,344 (April), 98,173 (May) (# of people who saw content at least once)

Engagement: 12,770 (April), 27,254 (May) (reactions, comments, shares, or clicks on our posts)

78.8% female/21.2% male

Top post: St. Paddy's Day – 16,871 reach (April), History Being Preserved (Lumberyard sign) – 30,391 (May)

#### **Downtown Lake Orion Business Group:**

Currently 123 members – need to boost

Private group

#### **Instagram:**

3,911 Followers

#### **Twitter:**

1,590 Followers

### **Ribbon Cuttings in Downtown**

Presented by the Orion Area Chamber of Commerce, come and support our local downtown merchants.

We wish to congratulate Orion Boat House for their Ribbon Cutting on May 2.

We also congratulate Boutique Chic, formerly Simply Marcella, for their Ribbon Cutting on May 9.

We have an upcoming Ribbon Cutting on May 30 at Epique Realty Lake Orion, formerly EXP Realty, for committee member Sandra Wood and team. The Ribbon Cutting is 4:30pm – 5:30pm and the address is 129 South Broadway St., Suite B, Lake Orion.

### **Oakland Press 2024 Reader's Choice Award**

We will be recognizing the Lake Orion DDA winners of the Oakland Press 2024 Reader's Choice Awards. We will put on our website and also via social media. Congratulations to the winners!

### **National Main Street Conference**

A wrap up will be done collecting all of information we learned while at the National Main Street Conference. We look forward to implementing industry best practices and instituting new ideas in our community.

Respectfully Submitted,

Janet Bloom

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