

MEMORANDUM

Janet Bloom – Assistant Director

September 16, 2025



Completed Events/Activities:

Dragon on the Lake: (Illuminators Launch & Dragon Boat): We had a successful launch of our new volunteer effort, The Illuminators, August 23 and 24. Flint St. Alley was buzzing with families taking photos at the chalk Dragon Wings, getting dragon tattoos, voting for our kids movie, picking up DDA event and shopping information or signing up for newsletters and/or to volunteer. We had several sign ups (estimate at around 50). We are planning our next Illuminators engagement soon. Dragon Boat News: we made 2nd place!

LOLive! : The last concert was held August 27, marking a 8 date schedule for 2025. We wish to thank FlipSpot Gymnastics, Lake Orion Review, 20 Front Street, and ONTV for supporting this music series.

Outdoor Movie Night – Date Night Edition: Held September 12, 25 attendees gathered in the new event/park space between Great Lakes Insurance and Orser Photography Studio. All of the patrons grabbed meals in town, settled in for free popcorn, or grab a photo, and watch “To Catch A Thief”. Thank you to our Date Night Package giveaway providers: Amazing Petals (one free bouquet), Lake Orion Bike & Adventure (Free rental of two bikes), 20 Front St. (two free tickets), Wee Bean Coffee (\$25 gift card), plus 4, \$25 Downtown Dollar Gift Certificates.

Upcoming Events:

We sent an **event participation survey** via e-newsletter on September 8 to the DDA businesses asking for their planned participation in America in Bloom, Michigan Downtown Day, Halloween Extravaganza, and Witches Night. We have six responses so far. We ask for business owners to fill that out as soon as possible (check spam folders).

See attached **Fall Events flyer** for September and October events.

See attached the **Downtown Lake Orion Calendar** to see **more upcoming** events.

We encourage other community organizations to let us know of event dates to add to the community calendar.

Project Status:

1) Kiosk Signs: Installed at beginning of September. Two at Broadway and Flint, and one at Front St. and Anderson.

2) Façade Grant - Check presentation at Lake Orion Bike & Adventure held Sept. 20 along with ONTV and attendees.

Social Media Stats

Downtown Lake Orion Facebook:

Followers: 10,933 (added 99)

Estimated Reach: Previous: 62,300; Current: 16,000 (# of people who saw content at least once)

Engagement: Previous: 932; Current: 5,300 (reactions, comments, shares, or clicks on our posts)

Views: Previous 56,804; Current 131,454 (# of times our content was played or displayed.

Includes reels, videos, posts, stories, and ads.)

Downtown Lake Orion Business Group on Facebook:

142 members (no new adds); 39 posts in the last 30 days.

Instagram:

4,299 (added 22); Views: current 26.2K, previous 23.2K; 16 posts over last 30 days.

X (formerly Twitter):

1,541(down 5) – total impressions this month: 785 impressions; 8 posts over last 30 days.

E-Newsletters

Via SnapRetail!: 11 e-newsletters created (Business/Consumer)

Grants:

DDA - T-Mobile Grant (up to \$50,000) – New submission deadline of September 30. Selected project must be shovel ready along with five letters of support. Response within 60 days of close date. Cassandra and Luca, new residents and volunteers, have been very helpful in the grant process.

Businesses – Genisys Credit Union grant “Spirit of Main Street” four Downtown Lake Orion businesses applied for this grant. The grant review process is currently underway.

Committee Meetings:

Organization Committee –meeting held 8/20-11:30am.

Promotions Committee – meeting held 9/2 -11am.

Design Committee – meeting held 8/18 – 3 pm.

Economic Vitality Committee – canceled, TBD - Lacking members.

Add to Your Calendar:

Downtown LDown: Monday, September 22, 4:00-5:30 pm. Location is TBD. These are held the 4th Monday of the month.

New Business:

Rise Lounge will be moving into Anita's Kitchen. Opening Date: TBD.

Other:

The MSOC training for Grants 101 on September 15 has been cancelled due to low participation numbers.

Respectfully Submitted,

Janet Bloom

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