



DDA ACTION SUMMARY SHEET

MEETING DATE: September 16 2025

TOPIC Social District - Refresh

BACKGROUND BRIEF:

The Lake Orion Social District was approved by resolution in 2020, taking advantage of the newly crafted legislation to combat the effects of state policy decisions closing dining and entertainment venues at the start of the COVID response. The District was the first in the state, and has been a very popular and successful effort.

Like any program, the Social District is in need of a refresh.

1. Signage that was purchased and installed at the launch is now faded or misplaced, and as the downtown has continued to grow other improvements and hazards has made the signage difficult to follow.
2. The purpose and legal rules of the District have likewise been faded into confusion as to where the boundaries are, what can go where, and the rules about selling and designations by businesses.

Attached are a small sampling of some of the things approved in the original application, how the DDA promoted Thursdays as a Social District Day, etc. The status quo raises several questions, which need some attention in the form of a special committee to review, cost, re-fresh and recommend a new brand and design scheme to the DDA Board.

1. What is the actual boundary? Is it the application map or the recently published maps.
2. Should we seek expansion of the district to the lumber yard, and the new offered pocket park on Flint St?
3. Do we need branded drinkware? Who pays? Sponsors? (this was previously looked at)
4. The Police Chief wants a complete refresh on signage, how do we stay out front of that?
5. How can we better protect the public from crossing M24, which is NOT allowed in the license.
6. _____

FINANCIAL IMPACT:

None, at this time.

RECOMMENDED MOTION:

Move to form a Special Committee of the Board to review and re-brand the Lake Orion Social District, to be populated with at least three business owners, three members at large and three DDA Board or Committee Members. The Committee shall report progress and recommendations not later than December 16, 2025.