

MEMORANDUM

Janet Bloom – Assistant Director

November 19, 2024



Recent Events/Activities:

Halloween Extravaganza (Oct. 16, 5-7pm) – Great weather ushered in trick-or-treaters in the streets of Downtown Lake Orion. A Trick-or-Treat Trail Map was created to encourage families to visit shop to shop so they can meet the retailers in our downtown. Over 30 businesses participated. Trick-or-Treating ran 5 pm – 8 pm. Cider and Donuts, a DJ, a hot cocoa station, a chance to win Downtown Dollars, and other groups and organizations joined up in Children's Park to add to the festivities. The return of the parade brought over 200 participants. It was the first time the parade ran since Covid. The route worked well from Village Hall to Children's Park, taking Anderson Street. Many participants mentioned running out of candy this year so that speaks to the crowds we experienced. We wish to thank Kroger, Meijer, and Yates Cider Mill for their contributions to the event.

Witches Night, #StrongerTogether with Oxford DDA (Oct. 25, 5 – 10 pm) – The trolley shuttled witches and warlocks between Lake Orion and Oxford. Over 13 Downtown Lake Orion businesses participated in the event, hosting fun activities within their stores, with several donating raffle baskets to the event. Oxford Professional Theatre set up a photo booth at the corner of Flint and Broadway doing a free Harry Potter-themed photo booth. We appreciate the restaurants who also matched the vibe with great food and themed drink features.

Oakland County – Shop Small & Local Local Gems Sweepstakes (Nov. 1 – 30) – Thank you to our volunteers who stepped in to help distribute posters, shopping bags, and counter cards for this annual event. This year shoppers didn't have to track receipts – they only needed to grab photos in the shops and share. The program is still running so we encourage people to learn more at oakgov.com/shopsmall for a chance to win \$1000, \$500, or \$250. More photos gets you more chances to win.

Shop OC Main Streets Deals (Nov. 1 – Dec. 31) – ShopOCMainStreets.com is the e-commerce site that many Oakland County Main Street programs and their downtown shops use to add to the outreach to consumers. The organization is running a promotion to encourage shoppers to use the sites. We encourage residents and shoppers to check out the great items our merchants have online.

American Express Shop Small Saturday (Materials distributed Nov. 15) – We signed up to be a Neighborhood Champion this season. We received around 30 bags and various signs and stickers for our merchants. Those were distributed on Nov. 15. Unfortunately, they don't provide enough for all our merchants and it has really changed over the 15 years to less items and more about the American Express connection.

Upcoming Events:

Mid-November – Storybook Stroll holiday book to be installed, partner program with Orion Township Public Library

Nov. 16 (Shop Hours) – Merry & Bright Ladies Shopping Event (#strongertogether with Downtown Oxford) – partners with Dudes Day

Nov. 16 - Dec. 31 - Hometown Holidays Shopping Passport Contest

Nov. 20 (Shop Hours) – Dudes Day Shopping (Food/Beverage) Event (#strongertogether with Downtown Oxford) – partners with Merry & Bright Ladies Shopping Event

Nov. 21 (5 - 7 pm) - Sing and Stroll Tree Lighting Ceremony (plus horse and carriage rides 5 pm – 7 pm)

Nov. 30 (Shop Hours) - Shop Small Saturday (plus horse and carriage rides 10 am – 2 pm)

Dec. 7 (6 - 9 pm) - Orion Lighted Parade (orionlightedparade.org)

Dec. 14 (11 am - 3 pm) - Polar Express Trolley Storytime Rides

Social Media Stats

Downtown Lake Orion Facebook:

Followers: April 9,938; May 10,116; June 10,141; July 10,166; August: 10,209; September: 10,255; October: 10,304, Current: 10,388.

Estimated Reach: Previous: 32,375; Current: 85,200
(# of people who saw content at least once)

Engagement: Previous: 6,269; Current: 9,000 (reactions, comments, shares, or clicks on our posts)

Video views: Previous: 1,760; Current: 524

Demographics: 78.6% female/21.4% male

Downtown Lake Orion Business Group:

Previous: 132 members; Current: 134 members

Instagram:

4,034 Followers (added 10)

X (formerly Twitter):

1,569 Followers (lost 19)

Ribbon Cutting/Networking Events in Downtown

Amazing Petals Florist Ribbon Cutting– October 24. Great turnout for owner Kyle and crew. She also shared the space she is working on for in-store for classes and demonstrations. We welcome the new owner, Kyler, to Downtown Lake Orion!

Other items

DIA Inside|Out 2025 (Oct. 28) – The Lake Orion DDA was selected as a community to receive the DIA Inside|Out community art program for 2025. I met with a DIA representative on Oct. 28 and ten preliminary locations have been determined. We will be forming programming, including community organizations and partners, for this activity in 2025.

Orion Living Magazine RFP meeting (Nov. 4) – Reviewed received RFPs for design services and printing.

Conferences/Showcases/Trainings:

Community Showcase with Economic Developers (Oct. 18) by Oakland County

BS&A Training (financial software) (Nov. 6) by BS&A

Michigan Downtown Association Annual Conference (Nov. 7-8) in Ann Arbor by MDA

Digital Training – Business Growth Using Google Tools (Nov. 12) by MSOC with Main Street America

ShopOCMainStreets.com Holiday Campaign meeting (Nov. 12) by ShopOCMainStreets Team

Grant Workshop (Nov. 13) by MSOC

Main Street America Evaluation Platform Training (Nov. 14) by MSOC

Committee Meetings:

Oct. 21 – Design Committee

Oct. 23 – Organization Committee

Oct. 24 – Economic Vitality Committee

Nov. 5 – Promotions Committee

Respectfully Submitted,

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