

# MEMORANDUM

Janet Bloom – Assistant Director

May 20, 2025



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## **Completed Events/Activities:**

**April 21 - Oxford – Lake Orion Ruck Walk** – This was a ruck walk from Oxford to the Lake Orion Veterans Memorial. We supported the event with trolley transportation for two hours from 2 pm- 4 pm to get walkers back to their cars in Oxford. Normal trolley operations began at 4 pm. We were listed as a sponsor. We also donated \$50 to their raffle basket event.

**May 10 – Spring Clean Up Day in Downtown.** We were overwhelmed by the support of the Downtown Lake Orion community. We had over 65 volunteers who filled 64 yard waste bags over the course of three hours. Thank you to DDA board member Alaina Campbell, owner of Cookies & Cream, for feeding our volunteers free hot dogs along with a scoop of ice cream. The Lake Orion Horseshoe Club gets recognition for being the group with the most volunteers (five in total). They even returned Sunday to continue working on the rock wall by 20 Front Street/Wee Bean/Cookies & Cream. Thank you to all the volunteers who took a beautiful Saturday and came out to support the beautification efforts in Downtown Lake Orion.

**May 16 – Flint St. Alley Spring Plantings** – Thank you to Steve and Renee Samet along with Drea from Messy Designs for getting our flowers, which Piechnik's Greenhouse again supported, in the flower boxes and containers. The alley looks wonderful!

**May 17-18 – Art & Flower Fair presented by Orion Art Center.** The Lake Orion DDA has a booth onsite with 2025 event and downtown information, LOLive! flyer, drawing for \$25 Downtown Dollars, a Kids Spin to Win, and e-newsletter sign up. Heart Space Play Space set up a rock painting kids craft and a “first lemonade stand” in the Flint Street Alley.

## **Upcoming Events:**

**June 7 – National Trails Day.** We will open the area by the proposed Lumber Yard at Paint Creek Trail trailhead location to display 3D renderings of the new trailhead. We will ask for the community's input on what they want to see at this trailhead. We will also use this day for a trail scavenger hunt managed in partnership with Orion Parks & Recreation. We are answering one part of our mission to organically work to gather the community together to make connections. We are using this event as a launch off point of a guided trail run, a guided trail walk, and a Slow Roll guided bike tour. Each of these groups will be leaving from the trailhead then returning back to Downtown Lake Orion for a social gathering. We hope to encourage and gain champions to have these weekly activities continue into the Summer with our area restaurants as the return

points. We encourage you to give your ideas then find your group to enjoy the trail this day.

See attached **Summer Calendar** to see Downtown Lake Orion annual events and those weekly activities that happen in our downtown (i.e. cornhole, trivia, fiber arts, live music, etc.)

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

### **Social Media Stats**

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

**Followers:** May: 10,582 (added 51)

**Estimated Reach:** Previous: 31,900; Current: 21,200 (# of people who saw content at least once)

**Engagement:** Previous: 9,300; Current: 8,700 (reactions, comments, shares, or clicks on our posts)

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

137 members (lost 1)

#### **Instagram:**

4,198 (added 89)

**X** (formerly Twitter):

1,547 (lost 1)

### **Activities**

4/15: Shop OC Main Streets monthly meeting

4/15: DDA Regular Board Meeting

4/16: Budget presentation to Village Council

4/25: Oakland County/DDA/Orion Historical Society property walk throughs at Masonic building, former Orion Review building, and Elizabeth's Studio building.

4/27: Downtown LOrion at Irish Tavern (guest Theresa Doan of Genisys Credit Union)

4/29: DDA Executive team and Village Manager monthly meeting

5/1: Ribbon Cutting at Right Hook Branded Merchandise

5/6: Lake Orion DDA and Orion Area Chamber of Commerce monthly meeting

5/12: Lake Orion DDA/Oxford DDA meeting

5/13: Shop OC Main Streets monthly meeting

5/13: Lumber Yard Advisory Kickoff meeting

5/13: America in Bloom meeting with Orion Township

5/13: Budget Adhoc committee meeting

5/14: Budget Adhoc committee meeting

### **Conferences/Showcases/Trainings/Awards/Assessments:**

4/17: SEMCOG Webinar "Developing Vibrant Year-Round Places"

5/1: MSOC Design Series – “Design & Historic Preservation for Main Street Districts”

**Grant Submissions:**

Apply for **T-Mobile Grant** (up to \$50,000) – due by end of June. Selected project must be shovel ready along with five letters of support. Response within 60 days of close date. We could use support as we work on this grant. Reach out to the DDA office if interested.

**Committee Meetings:**

Organization Committee – April 16, 2025

Promotions Committee – May 6, 2025

Design Committee – May 19, 2025

Economic Vitality Committee – canceled.

**Add to Your Calendar:**

**Downtown LDown** – May 27 – Oat Soda. Appetizers and cash bar. 4-5:30 pm. This is a business owners meeting of our Downtown Lake Orion businesses.

**The Main Event – 25th Anniversary Celebration by Main Street Oakland County (MSOC)**

June 12, 2025 | 6-9 PM at The Roxy Rochester | 401 Walnut Boulevard in Downtown Rochester

Tickets are \$35 each. Deadline for registration is June 3.

The Main Event is a fun evening recognizing the past year’s successes, celebrating, and networking with elected and appointed officials, downtown leaders, economic developers, and small business owners from across Oakland County.

Alaina Campbell, owner of Cookies and Cream, has been entered in for the “Legacy of Main Street Excellence Award”. We wish Alaina luck as we await to hear the winner at the event!

Respectfully Submitted,

Janet Bloom

[bloom@downtownlakeorion.org](mailto:bloom@downtownlakeorion.org)

cell (248) 320-7599