

MEMORANDUM

Janet Bloom – Assistant Director

April 21, 2026



Upcoming Events:

May 9 – Spring Clean Up Day, 9am – Noon, meet at Cookies & Cream. Bring gloves and gardening tools. The DDA will have yard bags ready to go.

LOLIVE! Summer Concert Series – July 8, 15, 22, 29 and August 5, 12, 19, 26. 6:30pm – 8:00 pm in Children’s Park.

DDA Event Support to Boutique Chic’s Fashion for a Cause: April 25, Noon to 3 pm. A live fashion show and High Tea. Proceeds to support Love INC of North Oakland County. Includes the participation of Roses of Silverbell providing a High Tea, Amazing Petals & Gifts supplying centerpieces, and the event venue is 20 Front Street. Tickets are available now. For more information or to reserve your seat, please visit <https://www.shopocmainstreets.com/product/fashion-for-a-cause/>

Completed Activity:

April 9: Main Street Oakland County – One-on-One Training in partnership with Oakland Thrive. Five downtown businesses took part. Response was positive from the business, MSOC and Oakland Thrive.

ShopOCMainStreets.com

Now – June 2026 – ShopOCMainStreets.com \$100K challenge. Even online, you can still support local. Shop at ShopOCMainStreets.com and stores, DDAs and shoppers all get a chance to win money based on top shopping amounts during Challenge dates.

We encourage businesses to get listed on the site, if only to direct them to their website. It is another marketing tool for them to use. Contact the Lake Orion DDA office for more information.

E-Newsletters

Via SnapRetail!: 3 e-newsletters created (Business/Consumer) Avg. open rate: 28.6%

Social Media Stats

Downtown Lake Orion Facebook:

Followers: 11,616 (added 81)

Reach: 16,600 (Counts reach from organic and paid content plus tags, check-ins, and page/profile visits)

Content Interactions: Previous: 694; Current: 530 (The number of likes or reactions, saves, comments, shares and replies on our content, including ads. Content can include formats such as posts, stories, reels and more.)

Views: Previous: 75,408; Current: 53,781 (The number of times our content was played or displayed. Content includes reels, posts, stories and ads.)

Downtown Lake Orion Business Group on Facebook:

146 members

Illuminators Private Volunteer Facebook Page:

68 followers (added 16)

Illuminators Public Page:

87 members (added 14)

Instagram:

4,490 (added 31); Views: Current 938, Previous 465; Interactions: 5

X (formerly Twitter):

1,535 (down 5). Since we do not pay for this site, it doesn't provide us analytics.

Save the Dates:

Ribbon Cuttings, presented by Orion Area Chamber at 4:30 pm:

May 14 – Stitch and Sew (next to Right Hook)

May 21 – Waterside Social (Celebrating 1 year anniversary)

May 28 – Haney Farm Bureau Insurance (moved onto M24)

Downtown LOdown: Monday, April 27, 2026, 4-5:30 pm at Michigan by the Bottle. Next date is May 25.

Illuminators Welcome Gathering (new Illuminators from Main Street Open House) – at Cookies & Cream on 4/28/26, anytime 5:30-7:30 pm. Free ice cream.

State of the Township – April 30 at 6:30 pm.

Scheduled Trainings for 2026:

May 18, 2026: Joint Training with Lake Orion DDA and Oxford DDA – Michigan Retailers Association presentation on “Trends for Retailers”.

June 16, 2026: Oakland Thrive, along with Orion Area Chamber of Commerce, Lake Orion DDA and Oxford DDA - Educational Training: “Brand Love in Action: How Emotion Wins Hearts and Builds Loyalty”.

September 21, 2026: Joint Training with Lake Orion DDA and Oxford DDA – “Small Business Insurance and Preparedness”.

Respectfully Submitted,

Janet Bloom

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