

# MEMORANDUM

Janet Bloom – Assistant Director

February 17, 2026



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## **Completed Events/Activities:**

Feb. 7 – **Ice Fest** – 10am – 4pm. Ice carvings, live carving demonstrations, Chilly Chili Cook-Off Competition, Jack Frost Scavenger Hunt for Kids, Business Bingo, Selfie Station, Winter Storybook Stroll, and Flint St. Alley Warming Hub. See Ice Fest Post-Event Report.

## **Upcoming Events:**

March 26 - Main Street Open House: Learn about the Main Street program, 4 pm – 8 pm, Lake Orion DDA office.

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.

## **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.

## **2026 Community Calendar**

Last round of edits should be wrapped up by Feb. 20.

## **E-Newsletters**

Via SnapRetail!: 9 e-newsletters created (Business/Consumer) Avg. open rate: 26.4%

## **Social Media Stats**

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

**Followers:** 11,485 (added 70)

**Reach:** 46,374 (Counts reach from organic and paid content plus tags, check-ins, and page/profile visits)

**Content Interactions:** Previous: 504; Current: 1289 (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: 61.2K; Current: 133,974 (The number of times our content was played or displayed. Content includes reels, posts, stories and ads.)

**Downtown Lake Orion Business Group on Facebook:**

143 members (added 2)

**Illuminators Private Volunteer Facebook Page:**

36 followers (added 19)

**Illuminators Public Page:**

73 members (added 15)

**Instagram:**

4,427 (added 8); Views: 5.3K; Interactions: 97

**X (formerly Twitter):**

1,536 (dropped 2). Since we do not pay for this site, it doesn't provide us analytics.

**Save the Dates:**

Downtown LOdown: Monday, February 23, 2026, 4-5:30 pm, Waterside Social

Main Street Open House: Learn about the Main Street program. March 26, 4 pm – 8 pm, Lake Orion DDA office.

***Scheduled Trainings for 2026:***

Date TBD: Main Street Oakland County – Hospitality Training in partnership with Oakland Thrive (focused on restaurants).

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

June 15, 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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