



Student Internship Program: SPECIAL EVENTS INTERN

Organizational Summary

The Lake Orion Downtown Development Authority is an arm of the Village of Lake Orion. As a nationally accredited Main Street community, we use a comprehensive commercial district revitalization strategy that has been widely successful in towns nationwide. Funded through tax capture, the Lake Orion DDA is responsible for downtown development activities including public improvement projects, special events, marketing, volunteer recruitment, fundraising and the overall business health of the DDA District. The Main Street Committee structure, our Board of Directors, volunteers & staff work to provide the best opportunities for ongoing downtown revitalization efforts. This internship provides a paid stipend of for the semester.

Intern Responsibilities

- Assist with planning of DDA events
- Assist with recruitment of vendors for annual Flower Fair event
- Solicit and assist with selection of musical entertainment for summer concert series
- Work with downtown businesses to create tie in to events
- Assist with coordination of event marketing and promotions including press releases, advertising, event listings, event program, website updates, etc.
- Coordinate sponsorship development, grant-writing and other fundraising methods

Learning Objectives

- Obtain experience planning community events
- Obtain an inside understanding of DDAs and how they relate to the business community they serve
- Opportunity to take initiative and develop leadership and collaborative skill-sets
- Development of an expanded network of local business professionals
- Learn to track event budget and ensure profitable events, when applicable
- Build confidence in fund development

Candidate Requirements

- Self-starter & creative thinker with strong organizational skills
- Excellent written and verbal communication skills
- Ability to work independently and in a collaborative process
- Follow-through and attention to detail
- Interest in event planning, community and downtown development
- Knowledge of Microsoft applications

HOW TO APPLY:

Send resume to: Lake Orion DDA, 118 North Broadway Street, Lake Orion MI 48362 or email director@downtownlakeorion.org.

For more information contact: Molly LaLone, Executing Director at 248-693-9742.