



2019 Annual Report

The Village of Lake Orion Downtown Development Authority (DDA) respectfully submits a report of its
2019 activities.



MEETINGS

The Lake Orion Downtown Development Authority met a total of fifteen (15) times in 2019. The meetings are typically scheduled for the second Tuesday of the month, at 6:30pm at the Village of Lake Orion Council Chambers; all meetings are held in compliance with the Open Meetings Act (PA 267 of 1976, as amended)

1. Tuesday, January 8, 2019
2. Tuesday, January 15, 2019
3. Tuesday, February 12, 2019
4. Tuesday, March 12, 2019
5. Tuesday, April 9, 2019
6. Tuesday, April 23, 2019
7. Tuesday, May 14, 2019
8. Tuesday, June 18, 2019
9. Thursday, June 20, 2019
10. Tuesday, July 9, 2019
11. Tuesday, August 13, 2019
12. Tuesday, September 10, 2019
13. Tuesday, October 8, 2019
14. Tuesday, November 12, 2019
15. Tuesday, December 10, 2019

DDA BOARD OF DIRECTORS, AS OF OCTOBER 2019

Officers, as of November 2019

1. Debbie Burgess, Chairperson
2. Anthony Reighard, Vice-Chairperson
3. Kristin Horvath, Secretary
4. Rob Romain, Treasurer (end of term)
5. Ken Van Portfliet, Village Council President
6. Chris Barnett, Orion Twp Supervisor
7. Lloyd Coe
8. Sam Caruso
9. Monica Squarcia

1. Debbie Burgess, Chairperson
2. Anthony Reighard, Vice Chairperson
3. Sam Caruso, Secretary
4. Matt Shell, Treasurer (new term of office)

PRIORITIES FOCUS

1. TIF plan update
2. Parking
3. Marketing





STATISTICS 2019

1. Public Improvements - \$943,461
2. 9 public improvement projects
3. Private Investment - \$1,467,3601
4. New Construction Project
5. 2 Rehabilitation Projects
6. 24 new housing units
7. 31,787 Square Feet new building space
8. 8 net gain new businesses
9. 74 net gain new jobs
10. 1,606 Volunteer hours
11. Advertising - \$18,000
12. Special Events - \$18,000
13. Sponsorship received - \$7,000

Parking and Street Projects

1. Parking Lot Maintenance (3)
2. Front Street Restoration
3. Lapeer Street maintenance
4. On street Parking additions- Anderson (8), Lapeer(4), Front(4), Broadway (4), Shadbolt (10 - 2018)
5. Parking Lot property Acquisition on Slater Street
6. Shadbolt Street Sidewalk addition
7. Downtown Pedestrian Safety - crosswalk improvements (5 intersections)
8. Wayfinding Signage
9. Wayfinding Kiosk Directory and Events Calendar





Other Projects in 2019

1. Hometown Holidays Banners
2. Hometown Holidays Lighting for Downtown Businesses
3. Hometown Holidays Lighting - Downtown Trees
4. TIF and Development plan update
5. LOL Marketing Campaign
6. Marketing

CONTRACTS

1. Spartan Paving - parking lot maintenance
2. New Moon Visions - Marketing, Competitive Analysis, Brand Identity, SWOT Analysis, Construction Blues Campaign
3. Murray Excavation - demolition
4. Birmingham Sealcoat - Parking and sidewalk work
5. McKenna - TIF Plan Update
6. Beier Howlett - Legal Services
7. Village of Lake Orion - Administrative and public works personnel and service



Partnerships

- | | |
|-------------------------|---------------------------------|
| 1. Sunshine Rotary Club | 4. Detroit Insititue of Art |
| 2. Love Inc. | 5. Friends of Paint Creek Trail |
| 3. Orion Art Cente | 6. Friends of Village Parks |



HISTORIC PRESERVATION ETHIC

1. Review Historic Preservation Feasibility Analysis by MSOC for Slater Street Parking lots
2. Awarded a Historic Preservation Grant - OatSoda (originally grist mill, then Orion Power & Light)
3. Organized a Preserving
4. Historic Character WorkshopHistoric Preservation by others
 - a. Builders Custom Flooring - Facade
 - b. Anita's Kitchen - full renovation (was a dry cleaners, maybe not originally)
 - c. OatSoda - full renovation
 - d. Treeside Psychology - ongoing renovation/maintenance



New Business and Development

1. Anita's Kitchen
2. Edwin & Roy Grooming Co.
3. Broadway Embroidery
4. Wayne Haney Farm Bureau Insurance
5. Navarro Vezina Holdings
6. SOAR Learning and Soft Skills
7. Indianwood Psychological Group
8. Games4Life
9. Foglers Greenhouse
10. Cookies & Cookies by Sprout Bake
11. Real Nails & Spa
12. Elizabeth Studios
13. Bitter Tom's Distillery
14. 313 Detroit Pizza Bar
15. Residential Unites (120 S. Broadway)

Business Expansion

- Wine Social Patio
- Simply Marcella's new location
- Fork N Pint Patio Igloo

DOWNTOWN EVENTS HOSTED BY DDA

1. Local Focus Photography Contest, month of January
2. Love Lake Orion Shop to Win Contest, month of February
3. Lake Orion Flower & Art Fair, May 10-11
4. DIA Inside Out Art Installation, April 10 - July 10
5. Gazebo Summer Concert Series, Every Wednesday July 10 - August 28 (8)
6. babes on Broadway (partnership with Love INC), October 10
7. Halloween Parade, October 23
8. Small Business Saturday, November 26
9. Hometown Holidays Passport Contest, November 26- December 16
10. Sing & Stroll Tree Lighting, December 12





Red Carpet Ribbon Cuttings

1. Flint Street Alleyway Bench Eagle Scout Project by Arya Sunil
2. DIA Inside Out Art Installation
3. Navarro Vezina Holdings
4. Sarah's Bath Boutique
5. Cookies & Cream by Sprout Bake
6. Lucky's Natural Foods
7. Rio on Main luncheon to village workers and expansion ribbon cutting
8. Bitter Tom's Restaurant/120 S. Broadway Apartments

EDUCATIONAL TRAINING HOSTED BY DDA



1. DDA Board Training (December 2018, partnership with MSOC)
2. Preserving Historic Character, cancelled (partnership with MSOC)

3. Increase Your Sales & Profits as a Destination Business (Partnership with MSOC)
4. Main Street Now COnference, 2 DDA Board members
5. MDA Fall Conference 1 DDA Board Member



GRANTS, RECOGNITION AND AWARDS PURSUED BY DDA

- MSOC Telling your Story Communications Award - Granted
- MSOC Spirit of Main Street Video Essay Award - Granted
- MSOC Flagstar Grant for Downtown Bike Lot - Granted
- MSOC Travel Scholarships (2) - Granted
- Great American Main Street Award Nomination
- MSOC Local Leader of the Year Award Nomination, Joe Young
- MSOC Volunteer of the Year Award Nomination, Tim Williams
- MSOC Business Owner of the Year Award Nomination, Anthony Reighard
- MSOC Window on Main Street Award Nomination, Twice Blessed Consignment Boutique
- MSOC Out in the Open Placemaking Award Nomination - Flint Street Alleyway
- MSOC Game Changer Award Nomination, Navarro Vezina Holdings
- MDA Economic Development project Award Nomination, Wayfinding Signage

E-NEWSLETTERS - 111 TOTAL

- 1.23% open rate (6% above industry standard)
- 2.4% click through rate (double the industry standard)



Social Media marketing

For details please see Annual Report from New Moon Visions. Increase/decrease shown compared to 2018

- Followers
 - + 15% Facebook (6342 total)
 - + 7% Twitter (1503 total)
 - + 27% Instagram (1836 total)
- Posts per month
 - 117 Facebook
 - 21 Twitter
 - 57 Instagram
- Snapchat - Village of Lake Orion Filter
 - + 80% views
 - + 75% use
- Website
 - + 29% use
- Targeted Display ads, November 1 to December 24
 - Served 357,650 ads between 10.29 and 12.22
 - 1330 Page Views (Landing page on website)
 - 448 people that were served ads went to downtown LO
 - 10 people that were served ads went to the parade
 - 37 people that were served ads went to the tree lightingA
 - high % of people that were served ads went downtown on additional dates of 11.21, 11.25, 11.29, and 12.15
 - Hot areas of interest: Lapeer, Davisburg, Rochester Hills, Waterford, Ortonville, Utica, Troy