Typical Lake Orion Customer*
- Median Age: 40 years old
- Average Income: $100,389
- Total Population: 31,505

Close to it all
- Less than 10 miles: Auburn Hills, Clarkston, Oakland University, Pontiac, Rochester
- Less than 20 miles: Birmingham, Lapeer, Troy
- Less than 50 miles: Detroit, Flint, Novi

“I love living here, and I love all the work the DDA has done for the village. We have three small children and the parks, the shops, the events and the walkability make living here too hard to leave.”
Jessica Watterworth, Lake Orion Resident

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Psychographic Profile
- Rustbelt Tradition: 9%
- Bright Young Professionals: 19%
- Soccer Moms: 24%
- Other: 12%
- Green Acres: 12%
- Professional Pride: 15%
- Savvy Suburbia: 18%

Prime Retail Space
- 82% of downtown business have been here longer than 5 years.
- 15 businesses located their second or more location here
- 25+ events held downtown annually, including the largest lighted holiday parade in Michigan and our nationally ranked Independence Day fireworks

Competitive Rent for the Marketplace

Eats
- Lockhart’s BBQ
- Fork N’ Pint
- C’J’s Lakeside Grill
- Valentino’s Italian Grill
- Sagebrush Cantina
- Anita’s Kitchen (coming soon)
- 20 Front Street Creamery & Cafe

Trails
- Paint Creek Trail: 10 miles connecting Rochester to Downtown
- Lake Orion with parking
- Iron Belle/PollyAnn Trail: Less than 2 miles away

Waterways
- Lake Orion, with a public dock, public access and beach close to Downtown
- Paint Creek: Designated trout stream
- Two all-season recreational lakes that are walkable to Downtown

Live Music
- 20 Front Street: Intimate concerts
- ABeanToGo: Eclectic and cozy
- Lockhart’s BBQ: Social late nights
- C’J’s Sandbar: Lively and fun
- Wine Social: Conversation friendly

Profiles pulled from 48362, 48360, and 48371

*Based upon Zip-code Study conducted in Downtown Lake Orion Fall 2016. Customers predominantly live along M-24.

Interested in doing business? Visit us at downtownlakeorion.org • 248.693.9742