



# 2020 Annual Presentation

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



# Presentation Dates

- Village Council, November 9, 2021 at 7:30pm (Virtual)
- DDA Board Meeting, November 10, 2021 at 6:30pm (Virtual)

# PA 57 OF 2018

# INFORMATIONAL MEETINGS

## **Informational Meetings Sec. 910 (4)**

The state requires Downtown Development Authorities to hold two informational meetings annually. Informational meetings are meetings for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets or other operational matters. The informational meetings may be held in conjunction with other public meetings of the authority or municipality.



# MEETINGS

The Lake Orion Downtown Development Authority met a total of Twenty two (22) times in 2020. 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). Beginning with April 7, 2020 Meeting all meetings have been held virtually.

1. January 14, 2020 (2 meetings)
2. January 22, 2020
3. February 11, 2020
4. February 27, 2020
5. March 10, 2020
6. April 7, 2020
7. April 14, 2020
8. May 12, 2020
9. May 21, 2020
10. June 9, 2020
11. June 18, 2020
12. June 26, 2020
13. July 14, 2020
14. August 11, 2020
15. August 28, 2020
16. September 8, 2020
17. September 15, 2020
18. October 20, 2020
19. November 10, 2020
20. December 8, 2020 (2 meetings)

# DDA BOARD OF DIRECTORS

## 2020

Debbie Burgess, Chairperson

Anthony Reighard, Vice-Chairperson

Dr. Sam Caruso, Secretary

Matt Shell, Treasurer

Ken Van Portfliet, Village Council President

Chris Barnett, Orion Twp Supervisor

Lloyd Coe

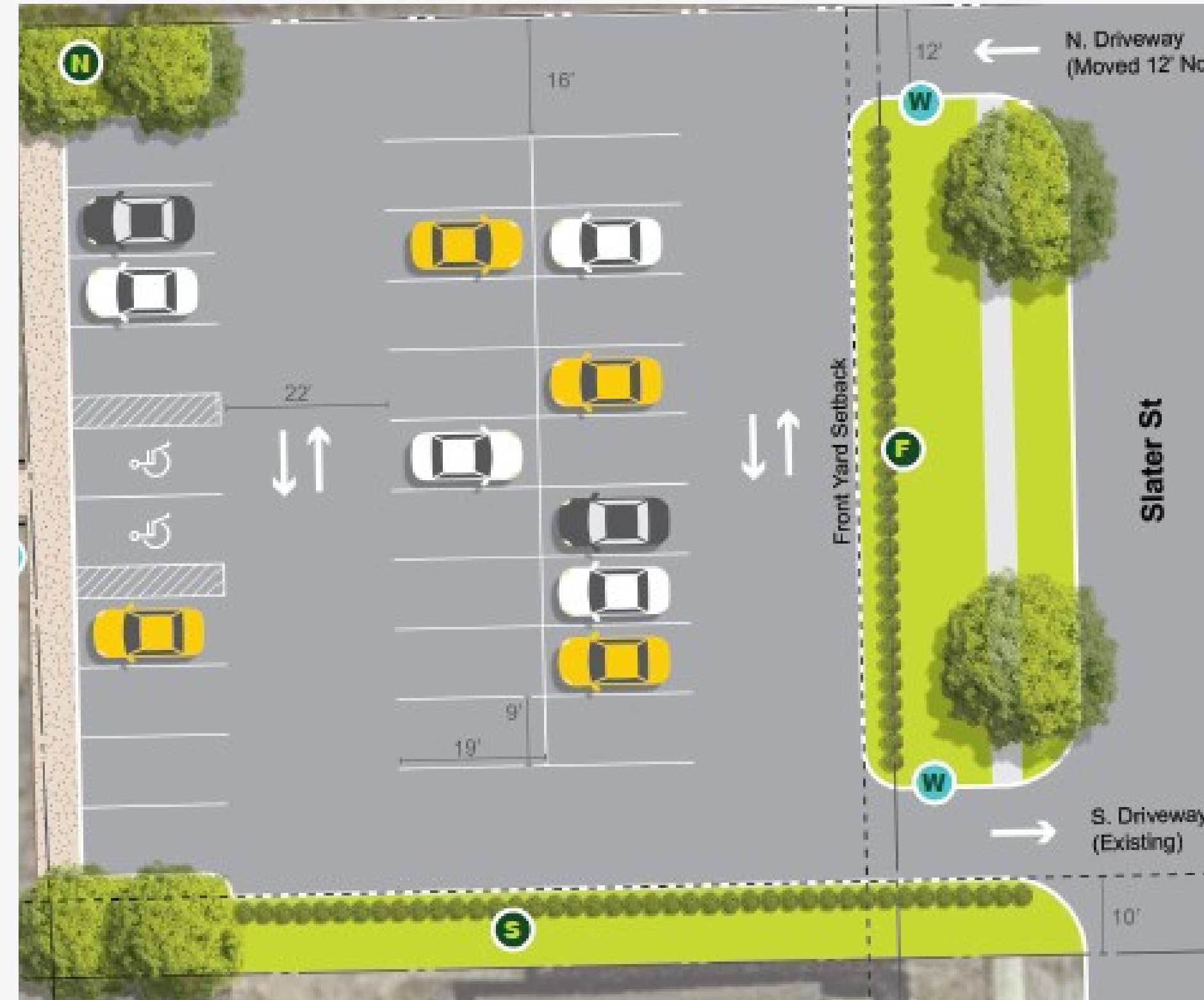
Kristin Horvath

Monica Squarcia

# PRIORITIES FOCUS

## as of January 2020

1. Pedestrian Safety Plan - Lighting
2. Parking and Alternatives
3. Walkability
4. Farmers Market



# PRIORITIES RE-FOCUS

## May 2020

1. Events
2. Placemaking
3. Pedestrian Safety/Lighting



# PROJECTS

1. Tree replacement - Downtown streetscape
2. Slater Street Parking Lot Landscaping
3. LOL Marketing Campaign
4. Patronicity Business Assistance Crowdfunding Campaign, partnership with MSOC
5. Social District
6. Picnic Tables and Barriers for additional outdoor seating
7. Bike Lots - Children's Park and Meek's Park



# Contracts

- Visionary Sound - Holiday Light Installation
- MEI Construction - Fencing
- Birney Directive - Marketing (July - Dec)
- New Moon Visions - Marketing (Jan-June)
- Beier Howlett - Legal Services
- Village of Lake Orion - Administrative and public works
- McKenna - Slater Street Parking Lot Design - Phase 1
- 20 Front Street - LOLive! First Friday Concerts
- Sidewalk Construction - KMI Maintenance
- MiSwitch Communications - Office Phone System
- Gardening by Cindy - Downtown Landscaping
- Jame Jayson - DJ services at outdoor events
- M&B Graphics - Signs (Bike Lot, Social District)

# DOWNTOWN EVENTS

## Hosted by DDA

1. Local Focus Photography Contest - January
2. Love Lake Orion Shop to Win Contest - February
3. LO Loyalty Shop small campaign - May and June
4. Beasely Media - Toughen up your Tailgate Radio promotion
5. Lake Orion Flower & Art Fair, May - cancelled
6. Virtual Flower Fair with ONTV - May 29 - 30 2020
7. LOLive! Summer Concert Series, Every Wednesday July 8 - August 26
8. LOLive! First Friday Concerts, August 7, September 4, October 2
9. LOLucky Contest, June 2020 - August 2020
10. Downtown Bingo - month of October
11. Halloween Extravaganza, October 21
12. Sing & Stroll Tree Lighting, November 12
13. Small Business Saturday, November 28
14. Hometown Holidays Passport Contest
  - a. Early bird - November 12 - 27
  - b. Regular program - November 28 - December 18
15. Business Spotlight with ONTV - October and November 2020





# HISTORIC PRESERVATION ETHIC

1. Awarded a Historic Preservation Grant - Treeside Psychology
2. Historic Preservation by others
  - a. Ed's Broadway Gift & Costume - Received placemaking grant for renovations to building
  - b. Treeside Psychology - Received placemaking grant for historic window replacement.
3. Historic Building Signs Project - working with Orion Historic Society for an event in May 2021 honoring history of downtown.



# NEW BUSINESS & DEVELOPMENT

Anita's Kitchen  
Bitter Tom's Distillery  
Lo's Beauty Bar + Med Spa  
Vanity Vixen  
313 Pizza Bar  
Jodey Kerr Designs

# EDUCATIONAL TRAINING



1. Community Reinvention - 6 Business Owners,  
1 Staff member
2. Main Street Now Conference, Cancelled
3. MDA Fall Conference (Virtual) 1 Staff Member

4. MFEA Events Conference (Virtual) - 1 Staff  
Member
5. DDA Board Training (December 2020,  
partnership with MSOC)



# GRANTS, RECOGNITION AND AWARDS PURSUED BY DDA

Oakland County Business Stabilization Grants  
MEDC Match on Main Small Business Grants  
MSOC Patronicity Small Business Crowdfunding Campaign  
Hartbeat of Main Street Grants  
MSOC Flagstar Placemaking Grant  
MSOC Genisys Business Grant  
MDA Annual Awards - Best Marketing Program  
MDA Annual Awards - Best Economic Development Program

# UPCOMING IN 2021

Main Street Recovery Planning

Recovery Dashboard - Helping DTLO continue to THRIVE!

Establishing 'Safe Distancing' Protocol for all future events

Flower Fair

Master Plan Amendment

Downtown Outdoor Speaker System

Partnerships

Orion Historical Society

ONTV

Orion Township Public Library

Sons of the American Legion Post 233

Orion Art Center and Detroit Institute of Art





# THANK YOU!

Contact Molly LaLone at  
[director@downtownlakeorion.org](mailto:director@downtownlakeorion.org)  
248.693.9742