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

2020 Annual Presentation
Presentation Dates

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