



What do the NYRR fees go to?

The annual New Year's Resolution Run is sponsored by the **Lake Orion Downtown Development Authority**. The DDA can be described as an "arm" of the Village of Lake Orion, whose **mission** is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, the heart and hub of the Orion Community, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents, and other stakeholders.

The DDA receives most of its **funding** through a tax capture (not an additional tax), from the properties within the DDA District. Instead of dollars collected going to other taxing jurisdictions (like Oakland County, Orion Township & the Village), the money is captured by the DDA and is used for various projects, promotions, events, beautification efforts and other activities that help carry out our mission.

The DDA also obtains revenues from other sources such as income on property we own, sponsorships and special events like the **New Year's Resolution Run**.

After event costs are paid, the **Registration Fees collected from the NYRR** are not allocated to a specific project but instead go to support the overall mission of the DDA. Some examples of these types of projects for this current year include the following:

- **Downtown Beautification:** This included new holiday decorations, new Christmas lights & banners, hanging baskets in the summer and seasonally decorating the urns at the intersection of Flint & Broadway.
- **Historic Building Preservation Grant Program:** This grant provides up to a 30% match for historic renovation / restoration projects, geared towards specific properties in order to encourage the removal of historically inappropriate materials and improve the overall appearance of downtown
- **Free Events:** Many of our events do not cost money. The Summer Concert Series and Halloween Parade (just to name two) are free to the public and often provide families with a no cost way to visit and enjoy downtown!
- **Grow & Support Downtown Businesses:** Economic Development is a key part of our mission and one of our top priorities. DDA staff work regularly with current and potential business owners on various marketing opportunities or to find available space, resources or other information.
- **Public Improvement Projects:** We have budgeted and are currently planning some major projects to benefit the community. This includes the connection of the Paint Creek Trail to the downtown, wayfinding signage and boat docks.
- **Debt:** The DDA will be repaying a loan that helped us completed the 2011 streetscape & road repaving and improvements to children's Park

We are glad you have chosen to participate in the New Year's Resolution Run! Thank You for supporting our mission. Additional information is available on the DDA's Website, www.downtownlakeorion.org. Questions may be directed to the DDA Executive Director, Suzanne Perreault at 248-693-9742.