



27400 Southfield Rd
Lathrup Village, MI 48076
(248) 557 - 2600
www.lathrupvillage.org

MEMORANDUM

To: LVDDA Board of Directors
From: Austin Colson, CED/DDA Director
Date: February 21, 2025
RE: Department/Director Report

In an effort to provide consistent updates to the DDA Board of Directors, City Administrator, and City Council the following monthly report is submitted for your review.

Upcoming DDA Events

- LVMF Fundraiser: March 13th, 6-11:00pm (Location: Dog & Pony Show Brewing)
- Succession Planning Training: April 30th (Location: Lathrup Village)
- Arbor Day Planting Tree Committee: April 26th (Location: Lathrup Village)
- Business Resources Training: May (Location: Oak Park)
- Morning Business Mixer: July (Location: Southfield)
- Lathrup Village Music Festival: September 13th, 1pm-9pm

Past DDA Events

- Parks and Recreation Sourdough 101 Class: February 1st (Location: Community Room)
- Business Training: Art of Giving Great Service: February 4th, 9am-1pm (Location: Oak Park)
- Family Winter Fest: December 6th, 6-8:00pm (Location: City Hall)
- Holiday Business Mixer: December 4th, 4 - 6:00pm (Location: Oak Park)

Business/Property Updates

- 27310 Southfield Road – Interior work.
- 27601 Southfield Road (Rita's Ice) – Installation of final segment of wall sign.
- 28200 Southfield Road – Roof replacement.



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Infrastructure

- The installation of additional power supply for the three High-Intensity Activated Crosswalk (HAWK) signals is ongoing.

Miscellaneous

- The Lathrup Village Music Festival received a commitment from Giffels Webster for a \$1,500 sponsorship.
- A fundraiser for the Lathrup Village Music Festival will take place on March 13th at 6:00pm at Dog & Pony Show Brewing in Oak Park. As part of the event, the brewery has pledged to donate \$1 for every beer sold between 6:00pm and 11:00pm to support the festival.