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To: Lathrup Village Downtown Development Authority  
From: Austin Colson, Director – Community & Economic Development/DDA Director  
Date: April 17, 2026  
RE: Good Neighbor Day – DDA Corridor Clean Up

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### **Background**

The DDA has historically organized spring corridor clean-up events to support beautification efforts, enhance the appearance of the commercial district, and foster community pride.

*Good Neighbor Day* is a nationwide movement focused on inspiring service, kindness, and community engagement. As part of the broader America250 initiative—commemorating the 250th anniversary of the United States—*Good Neighbor Day* is mobilizing communities across the country to participate in a coordinated day of service. This initiative aligns with national efforts to reflect on our shared history while investing in stronger, more connected communities.

### **Opportunity**

This effort would be a joint partnership between the DDA and Life of God Outreach (LOGO) to host a corridor clean-up event on May 16 in coordination with Good Neighbor Day. Partnering with LOGO and Good Neighbor Day presents a strong opportunity to expand and enhance the DDA's traditional corridor clean-up efforts by:

- Increasing volunteer participation through a nationally coordinated day of service
- Leveraging external resources and organizational support
- Strengthening partnerships with local faith-based and community organizations
- Enhancing the visibility and impact of beautification efforts within the corridor

The local *Good Neighbor Day* representative has indicated that the organization can provide planning and organizational support, as well as potential grant funding for event supplies such as banners, flyers, and volunteer amenities.

Additionally, LOGO Church has expressed interest in supporting the event by purchasing a pallet of returned Amazon goods to distribute as free items to volunteers at a centralized check-in location at Municipal Park behind City Hall.

**Requested Board Feedback**

The Board is asked to provide feedback on the DDA's participation in this partnership, including:

- Level of DDA involvement and coordination.
- Support for hosting and promoting the event.
- Board member willingness to volunteer.

Staff will incorporate Board feedback and proceed with coordination efforts accordingly.