



27400 Southfield Rd
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MEMORANDUM

To: Lathrup Village Downtown Development Authority Board of Directors

From: Susie Stec, Manager – Community & Economic Development / DDA Director

Date: January 21, 2022

Re: 2021 Year in Review

In accordance with PA 57 of 2018, the Lathrup Village Downtown Development Authority (LVDDA) submits the following information to fulfill the reporting requirements of the aforementioned act.

History & Mission

The LVDDA was formed and established in 1998 and expanded in 1999. Its mission is *to undertake public improvements that have the greatest impact to strengthen the downtown area and attract new investments*. To serve this mission, the LVDDA is dedicated to combining public and private resources for the physical and economic development of properties located within the district borders. LVDDA is active in the Main Street Oakland County program and is at the Associate Level.

The Board of Directors is comprised of nine members consisting of the Mayor and eight appointees who are confirmed by City Council for four-year terms. These members have a vested interest in the district as a property owner, business owner/interest, and/or resident.

| Name | Office | Stake in District | Term Ends |
|---------------|------------|--------------------|-----------|
| Kelly Garrett | Mayor | | n/a |
| Vacant | Secretary | City Administrator | n/a |
| Shyla Beltur | | Business | 2/1/2022 |
| Bobbi Lovins | | Business | 2/1/2024 |
| Bryan Ford | | Resident | 2/1/2023 |
| Fred Prime | Vice Chair | Resident | 2/1/2022 |
| Pam Shermeyer | | Resident | 2/1/2025 |
| Dan Sugg | Chair | Business | 2/1/2022 |
| Mark Watts | | Business | 2/1/2025 |

The LVDDA activities are supported by the following City of Lathrup Village staff:

| DDA Staff | Title |
|--------------|--|
| Susie Stec | Director- DDA/Community & Economic Development |
| Pam Bratschi | Treasurer |

In 2021, the LVDDA Board of Directors met twelve times, one special meeting, one joint meeting with City Council, and formally canceled two meetings. See appendix A for a complete attendance roster.

The LVDDA runs on a June/July fiscal year, which mirrors that of the City of Lathrup Village. Therefore, LVDDA’s budgeted revenues, expenses, and fund balances for Fiscal Years 2021/22 and 2020/21 are shown below.

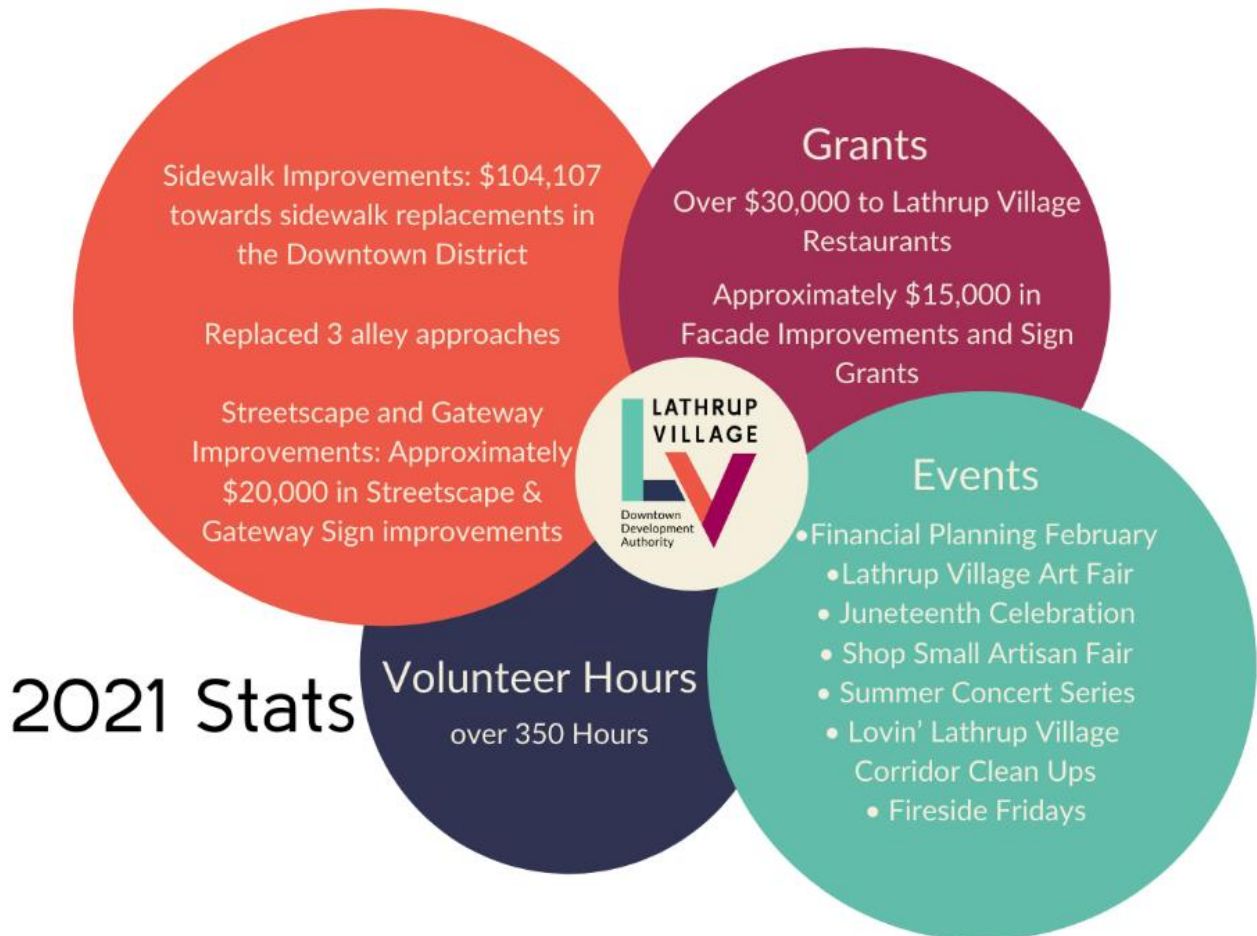
| | Budgeted | Revenues | Expenses | Fund Balance |
|------------|-----------|-----------|-----------|--------------|
| FY 21/22** | \$347,443 | \$65,897 | \$201,167 | \$1,611,212 |
| FY 20/21* | \$297,443 | \$419,010 | \$324,611 | \$1,518,413 |

**As of 12/31/21

*Actual figures

Synopsis of LVDDA Activities, Accomplishments, & Events

As with the rest of the world, 2021 has been a year of adaptation for LVDDA. The global COVID-19 pandemic required the LVDDA to quickly reimagine and implement new plans for events, programs, and support for businesses.



Accomplishments

Streetscaping

- Redesign of the City Hall Flowerbed and Gateway Flowerbeds at Lincoln and 12 Mile.
- Expansion of hanging flower baskets along Southfield Road

Beautification Task Force

- The Beautification Task Force was launched in April 2020 and meets May-October. The Task Force oversees the hanging baskets, redesign of the flowerbeds, and the Lovin' Lathrup Village Clean Ups.
- Officially "adopted" Southfield Road as part of the Road Commission for Oakland County (RCOC) "Adopt-A-Road" Program.

Awarded Grants

- Awarded over \$30,000 to Lathrup Village Restaurants through the Oakland Together/Restaurant Relief Reimbursement Grant
- Awarded over \$4,000 in reimbursement through the Sign Grant Program
- Awarded over \$10,000 in reimbursement through the Façade and Site Improvement Grant

COVID-19 Resources

- LVDDA created a COVID-19 Resource page on the city's website and regular communication, particularly at the height of the pandemic. As the pandemic went from bad to worse in the spring, the DDA was sending weekly emails to businesses highlighting the multitude of financial resources and programming available. This was all synthesized on the COVID-19 Resource page, which continues to be updated regularly: [http://lathrupvillage.org/how do i/resources.php](http://lathrupvillage.org/how_do_i/resources.php)

Informational Meetings

- Per the requirements set forth in PA 57 of 2018, LVDDA held informational meetings on March 10th and September 15. Approximately four individuals attended these meetings. These meetings were held via Zoom (and in-person!).

Planning-Related Activity

- Continued participation Comprehensive Plan update and implementation.

Infrastructure Improvements



- Sidewalk Replacement Program - LVDDA is funding the Sidewalk Replacement Program in the Downtown District over the course of three (3) years
- LVDDA had an Alley Assessment completed in order to prepare a 5-year plan for the improvement and maintenance of the alleys and approaches.
- Three alley approaches in the DDA District were replaced
- Partnered with the city on the implementation of the city-wide bike route including the installation of bike repair kiosk.

Events & Promotional Campaigns

Live in LV

- LVDDA businesses did virtual interviews over Zoom with a variety of Lathrup Village businesses. The interviews were shared on the Lathrup Village website and social media

Rebranding

- LVDDA hired kittyShark for a rebranding campaign with new logos and promotional materials. The logos and promotional items were used for a variety of items including to create new bags to give away at events and create event calendars.

Fireside Fridays

- To encourage residents to order carry out from Lathrup Village restaurants, LVDDA launched Fireside Fridays at the Municipal Park Pavilion from February to April and in October



Financial Planning February

- The DDA partnered with Wallace Financial to provide a virtual financial workshop for retirement savings.

Spring into Self-Care

- LVDDA launched a new campaign this spring to promote shopping at local health, beauty, and wellness businesses. Shoppers could submit their receipt from



Southfield Road Corridor Clean-Up

- LVDDA continues to hold two clean ups annually in the Downtown Corridor.

Summer Concert Series

- The DDA tabled at the Summer Concert Series, businesses were invited to table at each concert.

Business Workshops

- LVDDA partnered with RevLocal to host a free business workshop for Digital Marketing

- LVDDA hosted a ZingTrain Workshop with Lathrup Village businesses.

Juneteenth

- LVDDA hosted Lathrup Village's first-ever Juneteenth Celebration on June 19th, 2021. The day was planned in collaboration with the Juneteenth Task Force and Promotions Committee. The celebration included an array of activities including a storyteller, hustle instructor, live music, and a panel discussion.



Roadmasters Corvette Show

- Partnered with local corvette club – Roadmasters – to host the 1st Annual Corvette Show.

Fall Fest

- LVDDA hosted Fall Fest which included a kids costume contest, cider and donuts, and pumpkin patch.

Winter Market

- For Shop Small Saturday, the LVDDA hosted the annual Winter Market with local artisans, vendors, and bakers.



Appendix A

| Meeting Date | Bobbi Lovins | Bryan Ford | Kelly Garrett | Sheryl Mitchell Theriot | Fred Prime | Pam Shermeyer | Dan Sugg | Shyla Beltur | Mark Watts |
|---------------------|---------------------|-------------------|----------------------|--------------------------------|-------------------|----------------------|-----------------|---------------------|-------------------|
| 15-Jan | present | present | present | present | present | present | present | N/A | N/A |
| 19-Feb | present | present | excused | present | present | present | excused | present | present |
| 19-Mar | present | present | excused | present | present | present | excused | present | present |
| 16-Apr | present | present | present | present | UA | present | present | present | excused |
| 21-May | present | present | present | present | present | present | present | excused | present |
| 18-Jun | present | excused | present | present | present | present | present | present | excused |
| 24-Jun SM | present | excused | present | present | UA | present | present | excused | present |
| 16-Jul | excused | present | excused | present | present | present | present | present | present |
| 20-Aug | Cancelled | | | | | | | | |
| 17-Sep | present | present | excused | excused | excused | present | present | present | present |
| 15-Oct | present | present | excused | present | present | present | present | excused | present |
| 19-Nov | present | present | present | present | present | present | present | present | present |
| 17-Dec | Cancelled | | | | | | | | |