



Lathrup Village

Downtown Development Authority

2024 Annual Report



LATHRUP VILLAGE
Downtown Development Authority



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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. As of December 31, 2024, the Board of Directors is comprised of the following individuals:

Name	Office	Stake in District	Term Ends
Dr. Patricia Felton	Member	Business	2/1/2027
Kelly Garrett	Member	Mayor	n/a
Mike Greene	Member	City Administrator	n/a
Danielle Huey	Member	Business	2/1/2028
Charlotte Jones	Secretary	Business/Property Owner	2/1/2026
Bruce Kantor	Alternate	Mayor Pro-Temp/Alternate	n/a
Fred Prime	Chair	Resident	2/1/2026
Pam Shermeyer	Vice-Chair	Resident	2/1/2029
Dan Sugg	Member	Business	2/1/2026

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

DDA Staff	Title
Austin Colson	Director- DDA/Community & Economic Development
Thomas Kennedy	Intern - DDA/Community & Economic Development

In 2024, the LVDDA Board of Directors held ten (10) regular meetings. Additionally, two (2) meetings were formally canceled, and during one (1) regular meeting, a board member's departure resulted in a lack of quorum, preventing the board from holding a formal vote on agenda items after the meeting had begun. See Appendix A for a complete meeting schedule and attendance roster.

The LVDDA fiscal year begins July 1st and ends June 30th annually, which mirrors that of the City of Lathrup Village. Therefore, LVDDA’s budgeted revenues, expenses, and fund balances for Fiscal Years 2023/24 and 2024/25 are shown below.

	Original Budgeted Revenues	Actual Revenues	Original Budgeted Expenses	Actual Expenses	Fund Balance
FY 24/25**	\$510,488	\$481,174	\$907,017	\$213,050	\$1,437,734
FY 23/24	\$437,364	\$53,531	\$932,790	\$193,685	\$1,284,694

**As of 12/31/24

Synopsis of LVDDA Activities, Accomplishments, & Events

The DDA stayed committed to its vital role of fostering economic growth, enhancing infrastructure, and strengthening community engagement within the district during 2024. Over the past year, the DDA has remained committed to business support and economic development, working to attract and retain businesses, encourage redevelopment, and provide resources for local entrepreneurs.

The Downtown Development Authority (DDA) underwent several changes in 2024, but its commitment to enhancing Lathrup Village’s downtown corridor remained strong. In January 2024, the city welcomed a new City Administrator, followed by the hiring of a new DDA Director in June 2024. A Code Enforcement Officer joined in the spring, working closely with the DDA to improve window coverage and signage compliance throughout the district. In November 2024, an intern was hired to assist with special programming, with a particular focus on restoring the city’s Redevelopment Ready Community (RRC) certification to good standing. These changes



reflect the city's ongoing efforts to strengthen its administrative leadership, compliance, and redevelopment initiatives in support of downtown growth.

The LVDDA continues to make significant progress in implementing key elements of the Capital Improvement Plan and TIFA Plan. This includes ongoing investments in district infrastructure, advocacy with the Road Commission for Oakland County (RCOC) for enhanced pedestrian amenities, and funding for façade improvement and sign grant programs. Initiatives have been launched to provide business support and strengthen social media presence, ensuring greater engagement with the business community.

Throughout the year, the LVDDA successfully organized and executed a variety of signature events and programs, including the Winter Festival, Southfield Road Corridor Cleanups, Juneteenth Celebration, Food Truck Fridays, and the annual LV Music Festival, among others. The DDA also continued its commitment to business development by offering a free series of workshops and seminars in collaboration with Oak Park Corridor Improvement Authority (CIA), Southfield DDA, Southfield Area Chamber of Commerce, and Main Street Oakland County (MSOC).

These efforts reflect the LVDDA's dedication to fostering a thriving, accessible, and connected commercial district while strengthening community engagement and business support.

Accomplishments

Tri-City Workshops

LVDDA collaborated with Oak Park, Southfield, the Southfield Area Chamber of Commerce, and Main Street Oakland County to provide free quarterly learning opportunities for local businesses.

These workshops focused on key areas such as small business financing, customer service strategies, and networking mixers, allowing business owners to gain valuable insights, improve operations, and connect with other entrepreneurs in the community. Through this partnership, LVDDA reinforced its commitment to fostering a supportive business environment and promoting economic growth in the region.





Streetscaping Projects

Over the past year, dedicated volunteers came together to enhance the beauty of the DDA district and City Hall grounds through various community-driven initiatives. They organized planting parties to fill the hanging baskets along Southfield Road and flowerbeds around City Hall with vibrant seasonal blooms, bringing color and charm to the area. Volunteers partnered with Hortulus Gardens, a local business, to maintain and care for the flowerbeds, ensuring they remained well-kept and visually appealing throughout the seasons. The Tree Committee planted a dozen trees in the public spaces throughout the DDA district. These ongoing efforts have significantly contributed to creating an inviting and picturesque downtown environment for residents and visitors.

Infrastructure Improvements

Since its establishment in 1998, the LVDDA has been strategically building its fund balance to ensure the availability of matching funds for the eventual reconstruction of Southfield Road. While that project remains unfunded, the Board of Directors has prioritized investing in physical improvements throughout the district

- In coordination with RCOC the electrical Infrastructure and support structures for two HAWK (High-Intensity Activated Crosswalk) systems have begun to be installed north of I-696.
- Southfield Road was repaved between 11 Mile and 12 Mile Roads.
- The Alley & Approach Program is a five-year plan that began implementation in 2021. Over the first three years, significant progress has been made, with three alleyways and 15 approaches completed, representing a total investment of \$318,689. Efforts in 2024 focused primarily south of I-696 to avoid conflicts with RCOC's Southfield Road repaving project between 11 Mile and 12 Mile Roads.
- The planned work included the reconstruction of one complete alleyway, including both adjacent approaches, as well as improvements to two additional alleyways, each with one adjoining approach. One extra approach was repaired as part of this phase. This ongoing investment in infrastructure will continue to enhance accessibility, safety, and overall conditions in the district.

Events & Promotional Campaigns

Lathrup Village Music Festival

LVDDA partnered with residents and local businesses to host the Second Annual Lathrup Village Music Festival in August. Building on the success for two previous festivals, the event was expanded in 2024, delivering another incredible festival featuring eight performers, seven food trucks, 23 local business vendors, a full bar, and over 700 attendees.



Juneteenth Celebration: Unity in the Community

The LVDDA proudly hosted the *4th Annual Juneteenth Celebration: Unity in the Community* on June 15, 2024. This vibrant event was planned in collaboration with the Juneteenth Task Force and Promotions Committee, bringing the community together to honor and celebrate freedom, history, and culture. The celebration featured storytellers, live music, children’s activities, vendors, and talented artists, creating a memorable and engaging experience for all who attended.



Fall Road Rally

Participants had an amazing time at this year’s Fall Road Rally embarking on an exciting journey across town, solving clues and completing fun missions along the way. The event wrapped up with a group dinner, where everyone shared stories and celebrated their adventures. If you missed out this time, don’t worry—there will be more road rallies in the future, and we’d love for you to join in on the fun!

Food Truck Fridays

The Parks and Recreation Committee’s Food Truck Fridays behind City Hall and along Municipal Park were a huge success. Residents and visitors enjoyed a variety of delicious food options while gathering to relax and connect with the community. Due to the overwhelming positive response, this new tradition will continue next year, bringing even more great flavors and fun to our city. We look forward to seeing everyone again for another season of Food Truck Fridays.



Lathrup Village Winter Festival

The inaugural Lathrup Village Winter Festival brought the community together for a joyful and festive celebration. Seven local groups provided engaging games, crafts, and activities, ensuring a fun and inclusive experience for families. The event embraced multiple holiday traditions, creating a welcoming atmosphere for all. Families enjoyed interacting with the Grinch, who roamed the event for photos, while Mayor Garrett led the Christmas tree lighting with the support of local children. The hope is to make the Winter Festival an annual event.



2024 DDA Board of Directors Attendance

	DDA Board of Directors Attendance 2024									
	Felton	Ford	Garrett	Greene	Huey	Jones	Kantor	Prime	Shermeyer	Sugg
1/22/2024	Canceled									
2/16/2024	x	x	e	x	na	x	na	e	x	x
3/15/2024	x	x	x	x	na	e	na	e	x	x
4/19/2024	x	x	e	e	na	e	x	x	x	e
5/17/2024	x	e	x	x	na	e	na	x	x	x
6/21/2024	e	e	x	e	x	x	na	x	x	x
7/19/2024	x	e	x	x	e	x	na	x	x	x
8/16/2024	x	e	e	x	x	e	x	e	x	e
9/20/2024	e	e	x	x	x	x	na	x	x	e
10/18/2024	Canceled									
11/15/2024	e	x	e	x	x	e	x	e	x	x
12/20/2024	e	x	e	x	x	e	x	x	x	x

x - present na - not applicable
 e - excused a - absent