



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: August 16, 2024
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

- Summer in the Village – Back to School Rally: August 16th, 6 – 8:00pm (Location: Lathrup Village)
- Main Street Oakland County Workshop – Search Engine Optimization: September 24th (Location: Waterford)
- Business Beautification Workshop: September 25th, 5 – 7:00pm (Location: Oak Park)
- Oakland County All Board Training: October 3rd, 6 – 8:00pm (Location: Waterford)
- Oakland County Community Showcase: October 18th, 7:30 – 10:00am
- Succession Planning Workshop: November 14th, 8:30 – 10:30am (Location: Lathrup Village)
- Holiday Business Mixer: December 4th, 4 – 6:00pm (Location: Oak Park)
- Business Training - Art of Giving Great Service: February 4th, 9am – 1pm (Location: Oak Park)

Past DDA Events

- Morning Business Mixer: May 14th, 8 -10am (Location: Southfield)
- Plant Swap: May 18th, LV Pavilion
- Southfield Road Corridor Clean-up: June 8th
- Juneteenth Celebration: Unity in the Community, June 14th/15th Social Media/Marketing
- Lathrup Village Music Festival: August 10th, Noon-11am (Location: Lathrup Village)

Commercial Business/Property Updates

- 26600 Southfield Road (Holbrook Auto) – Interior and exterior remodel for auto parts store.
- 26727 Southfield Road (BP Gas) – Additional wall sign approved by ZBA.



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Infrastructure

- None

Miscellaneous

- The County has indicated foundation work for the new HAWK (High-Intensity Activated Crosswalk) signal on Southfield Road should begin in early September. The steel frame should be ready to be shipped by October 25th. The installation of the intersection should proceed in November.
- Back to School Rally, giving out backpacks with school supplies to students aged 5-18 on Friday, August 16th from 6:00pm until 8:00pm at 18411 W. 12 Mile Road, Lathrup Village, MI 48076.
- The 2nd Annual Lathrup Village Music festival on August 10th was a success. Liquor sales during the event increased by 77% compared to last year's festival. A more detailed report will be brought to the DDA board in September.