



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: April 25, 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

- Tree Committee - Arbor Day Planting: April 26th, 11am-1pm (Location: Municipal Park)
- Succession Planning Training: April 30th, 10am-12pm (Location: Community Room)
- Business Resources Training: May 28th (Location: Oak Park)
- Morning Business Mixer: July (Location: Southfield)
- Lathrup Village Music Festival: September 13th, 1pm-9pm (Municipal Park)
- Resources to Boost Holiday Sales Seminar: September 17th, 8:30am-10-30am (Oak Park)

Past DDA Events

- Earned Sick Time Act: March 25th (Location: Meeting Place Room)
- SEED Lending: March 26th (Virtual)
- LVMF Fundraiser: March 13th, 6-11:00pm (Location: Dog & Pony Show Brewing)
- 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)



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Business/Property Updates

- 26600 Southfield Road (Holbrook Auto Parts) – Exterior façade improvements.
- 27310 Southfield Road (Nail Salon) – Interior buildout.
- 28250 Southfield Road Ste. 220 – Replacement of windows.

Infrastructure

- The installation of additional power supply for three High-Intensity Activated Crosswalk (HAWK) signals is ongoing.
- The multiyear alleyway repaving project has begun for this year.

Miscellaneous

- **Small Business Support:** DDA staff have established a new partnership with Oakland Thrive to bring workshops, seminars, and business development resources to the city. These offerings are designed to support and empower small local businesses.
- **Community Fundraiser:** DDA is partnering with the St. Baldrick's Foundation to help fund lifesaving childhood cancer research. As part of the campaign, the top donor will earn the honor of shaving the DDA intern's head at a public event on May 6th. To contribute or get involved, visit: <https://www.stbaldricks.org/events/ShaveTheIntern>
- **Business Locator Tool:** A new interactive business map showcasing all businesses located within Lathrup Village's DDA district is now available on the DDA page of the city website, helping residents and visitors explore local businesses more easily.