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Mission

The Lathrup Village Downtown Development Authority's 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 DDA is dedicated to combining public and private resources for the physical and economic development of properties located within the district borders.

Board of Directors

Fred Prime, Chair

Bryan Ford, Vice Chair

Pam Shermeyer, Secretary

Kelly Garrett, Mayor

Charlotte Jones

Danielle Huey

Mike Greene, City Administrator

Dan Sugg

Dr. Patricia Felton

Staff

Susie Stec, DDA Director

Brittany Dorsey, DDA & Special Projects Manager

Michelle Townsend, Treasurer

Steve Colliau, Code Enforcement

Historical Snapshot

Over the years, DDA activities included hosting events, implementing business assistance programs such as a façade improvement grant, sign grant, and streetscaping initiatives. These activities demonstrate the DDA's desire to foster a business-friendly environment while transforming the commercial corridor into an identifiable & desirable destination. While the DDA intends to continue and expand these activities, the circumstances of the pandemic challenged us to refine and find new ways to support our business community more fully. The 2023 DDA Annual Report details how the pandemic continued to influence our activities last year.

Southfield Road is the main commercial corridor; however, this thoroughfare poses many challenges to fostering a thriving business district. Some of these challenges include a wide public right-of-way, lack of curbing and pedestrian crossings, high travel speeds, and an old stormwater ditch system. The Road Commission for Oakland County (RCOC) has spent numerous years working with Lathrup Village, Southfield, and Beverly Hills to develop a preferred alternative for the reconstruction of Southfield Road. While this project is slow-moving, it is progressing through the necessary federal and state approval processes. The city, DDA and RCOC submitted a joint application for funding to implement this project; if successful, construction would begin in 2027. In the meantime, RCOC will be resurfacing Southfield Road and making drainage improvements from 11 Mile to 12 Mile in 2024.

The DDA continues to make strides in its streetscaping and accessibility. The Board of Directors initiated a 3-year Sidewalk Replacement Program to coincide with the city program, which saw the direct investment of DDA funds into the district infrastructure. The DDA also adopted a 5-year alleyway and approach program, and has already replaced 3 alleys and 15 approaches.

Planned Activities: 2024/2025

Business Development

Lathrup Village is a great location for small business startups – space is affordable and major transportation arteries are easily accessible. While attracting new business remains a priority, supporting and retaining current business is our current focus. At the outset of the pandemic the Lathrup Village DDA established an incubator program – Lovin' Lathrup Village Business Relief Mini-Grants. Implementation of this mini grant has faltered, and staff continues to explore the best path forward.

LVDDA assistance has not been exclusively financial but has included a concerted effort to provide opportunities for increased digital marketing, virtual events and trainings. LVDDA has partnered with the cities of Oak Park and Southfield to develop a series of

free learning opportunities for our businesses; these efforts are supported by Main Street Oakland County and the Southfield Regional Chamber of Commerce. Other programs to be rejuvenated and reimagined include Live in LV videos, Featured Fridays, and reestablishing a quarterly e-newsletter specifically for businesses.

Streetscaping and Beautification

In previous years, the DDA budget allocated funds for a façade improvement and sign grant programs. The sign grant program continues to be well-utilized by businesses. The façade improvements program was revamped to include site beautification activities such as landscaping and parking lot improvements. There has been a modest increase in the use of these funds since making adjustments to the parameters.

Enhancing the “curb appeal” of Southfield Road continues to be a DDA priority. In the past, the uncertainty of *when* the long-awaited Southfield Road reconstruction will occur put the DDA in limbo and resulted in an overall lack of investment. Over the past three (3) years, beautification & streetscaping efforts have included the installation of banners, flowers, and flower planters, increased the number of corridor cleanups, and landscaping improvements at both gateway flowerbeds and at City Hall. Streetscaping and accessibility improvements have been pervasive over the past two years. The business district saw the direct investment of DDA funds into the infrastructure through the DDA Sidewalk Replacement Program and the implementation of the alleyway and approach program, which has already replaced 3 alleys and 15 approaches.

The DDA continues to advocate to the Road Commission for Oakland County (RCOC) for improved pedestrian safety and accessibility along the Southfield Road corridor. RCOC granted the DDA permission to install a HAWK signal near the Margate/Southfield Road intersection, and a Safety Grant was awarded to LVDDA to install the signal (CY 2025). Two additional signals will be installed as part of the 2024 RCOC project work.

Events

DDA-sponsored events include the annual Southfield Corridor Cleanup, Juneteenth Celebration, and Lathrup Village Music Festival. There is close coordination of events & programming between the DDA & the city. Opportunities to expand the DDA presence at events will be explored, as will adding new events such as an art fair and movie in the park. The DDA will continue partnering with the Southfield Regional Chamber of Commerce to provide ribbon-cuttings to new businesses.

Training & Strategic Planning

It is extremely important to ensure staff is being trained and keeping up-to-date on the latest best practices. It is equally as important that ensure board members have access to

training and they are actively encouraged to take advantage of these opportunities. The Board of Directors participated in strategic planning efforts lead by the National Main Street Center to guide our COVID-19 recovery efforts. These workplans will be the foundation to guide our activities over the next few years. Board members will be encouraged to attend the National Main Street Conference.

Joint Meetings

The DDA Board of Directors will continue participating in joint meetings with City Council and Planning Commission to ensure consistent communication and collaboration on planning projects, zoning ordinance amendments, and related initiatives.

Future Development

Interest in (re)developing commercial properties in the city has steadily been increasing over the past few years. As of April 2024, there are a dozen projects for which the city is anticipating plans or in-process. In nearly all of these instances, physical improvements to the commercial properties are proposed, which will have a positive impact on the DDA's revenue.

Main Street Oakland County

Lathrup Village is an associate level community – the second rung of Main Street Oakland County's three-tiered system. The DDA's goal is to strengthen our volunteer-base and community engagement with the intent to move up to the Select level. Advancing through the tiers at MSOC will provide greater access to MSOC resources and enhanced funding opportunities. The DDA continues to work closely with MSOC on numerous programs and initiatives.

DDA Revenue

Revenue 2010 through 2023

The district has seen revenues fluctuate in response to the various economic stressors. Revenues gradually began to climb in 2015, and by FY 19/20 the LVDDA district had exceed the highpoint from a decade ago. While investment in commercial properties happens at a slower pace than perhaps in neighboring communities, overall, the district sees a consistent number of redevelopment projects annually. This has led to increased property values.

Revenue Sources

The revenue sources for the DDA are outlined and briefly described below:

Tax Increment Financing (TIFA-CAPTURE TAXES): Tax increment financing is the largest funding source. This funding mechanism captures increases in taxable value for the DDA.

DDA Millage (TAX COLLECTED OTHER): The DDA levies an additional millage on properties within its boundaries. This is the second largest funding source for the DDA. For the past two years, the millage rate has remained consistent at **1.8823 mils** for every dollar of taxable value in the DDA District. This rate will remain the same in 2024/2025.

Special Assessment: No revenues are planned in this category.

Investment Interest: The DDA earns interest on its saved fund balance.

Federal/State Grants: The DDA routinely seeks out and applies for grant funding to support its programs & initiatives.

Miscellaneous Revenues: This is comprised of personal property taxes paid to the state and passed on to the DDA.

Table: 2024-2025 Budget Revenue Summary

REVENUES	ACTUAL 21/22	ACTUAL 22/23	ADOPTED 23/24	AMENDED MARCH 23/24	ACTUAL 3/31/2024	BUDGETED 24/25	INCREASE (DECREASE)
TIFA-CAPTURE TAXES	364,258	396,236	367,901	367,901	26,761	410,000	42,099
TAX COLLECTED OTHER	37,117	37,187	37,488	37,488	7,459	37,488	-
MISC. REVENUES	21,757	22,364	21,974	21,974	3,000	23,000	1,026
INVESTMENT INTEREST	4,104	39,300	10,000	40,000	35,471	40,000	30,000
FEDERAL/STATE GRANTS	-	-	-	-	-	-	-
Total Revenues	427,237	495,087	437,364	467,364	72,691	510,488	73,125

DDA Expenditures

Throughout the fall of 2020, the DDA Executive Committee and City worked to develop a Cost-Share Agreement that clearly articulated shared expenses and areas ripe for formalized collaboration. This agreement was adopted in January 2021 and is included in the appendix. The expenditures outlined below are aligned with this agreement. A detailed breakdown is included in the appendix.

Proposed 2024-2025 Expenditures

Salary & Wages: The DDA pays the salary for the DDA Director, DDA & Special Manager, and a percentage of the City Administrator, City Treasurer, and Code Enforcement Officer salaries.

Employee Taxes & Benefits: The DDA pays the taxes and benefits for the DDA Director, DDA & Special Projects Manager, and a percentage of the City Administrator, City Treasurer, and Code Enforcement Officer salaries.

Part Time Seasonal Crew: This will fund any additional staff that may be needed.

Legal Services: This fund covers the costs of legal advice and/or the drafting of agreements.

Office Supplies: This fund covers general office supplies, Adobe subscriptions for staff, and shared cost of website, technology/software subscriptions.

Tax Tribunal Returns: The DDA sets aside approximately \$2,000 for the Tax Tribunal refunds.

Auditing & Accounting: The DDA sets aside approximately \$800 for these financial services.

Training and Memberships: Training sessions and memberships are important for staff and boards/commission. These opportunities help sharpen skills, educate about latest trends and research, and build social capital for the city. Funds in this line item include registration and travel expenses for regional, state & national conferences.

Main Street Program: The funds in this line item are broadly defined as business assistance. The DDA works to craft programs which are more accessible to Lathrup Village businesses and effective at achieving the district goals. This line includes costs incurred in the Southfield Corridor Cleanups, Juneteenth, Lathrup Village Music Festival and updated branding materials.

Streetscaping: Investing in the DDA district includes the maintenance of the two gateway gardens/signs in the district, landscaping surrounding City Hall. This line items includes district flowers, banners, holiday decorations, and Municipal Park Play Structure match.

Planning/Consulting Fees: This includes a monthly fixed retainer cost, development plan review fees, zoning ordinance updates, and implementation of the Comprehensive Plan.

Printing/Publication Costs: Expenses related to advertising & marketing of the DDA.

Postage Fees: Expenditures for mailing DDA-related items.

Repairs & Maintenance: This fund reflects investment in the DDA district and is used for paying electricity bills for the streetlights within the district, I-696 Service Drive Mowing & Snow Removal, alley & approach repaving, installation of a pedestrian (HAWK) signal, and new Landscape & Maintenance contract. The DDA will be utilizing a portion of its fund balance on these infrastructure projects, which are in alignment with the Development Plan.

Miscellaneous Expenditures: This includes general and/or unanticipated costs, as well as general board of directors' costs and portion of liability insurance premium.

Depreciation Infrastructure: This is related to the annual audit regarding infrastructure – primarily alleys – in the DDA district and is typically determined well after the budgeting process.

Capital Expenditure: This fund would include investments in the DDA district in the form of equipment purchases or maintenance.

Sign Grant Program: This program was reinstated two years ago and has been successful tool for new and existing businesses.

Façade Improvement Program Grant: A program expressly identified in the TIF Plan, the façade improvement program was reinstated two years ago. The program was revamped to be more responsive to business/property owner needs related to overall site beautification.

Table 2024-2025 Budget Expenditures Summary

EXPENDITURES	ACTUAL 21/22	ACTUAL 22/23	ADOPTED 23/34	AMENDED MARCH 23/24	ACTUAL 3/31/2024	BUDGETED 24/25
SALARIES & WAGES	163,062	162,929	170,940	180,000	125,298	180,000
PART TIME SEASONAL CREW	2,525	-	5,000	5,000	4,525	5,000
EMPLOYEE TAXES & BENEFITS	50,249	57,701	34,000	60,500	52,435	65,000
LEGAL SERVICES	-	-	900	900	-	900
OFFICE SUPPLIES	1,072	507	6,350	6,350	1,768	3,755
TAX TRIBUNAL RETURNS	13,800	-	2,000	2,000	-	2,000
AUDITING & ACCOUNTING	800	800	800	800	5,959	800
TRAINING/MEMBERSHIP	2,502	8,575	10,050	10,050	3,121	7,125
MAIN STREET PROGRAM	10,465	5,524	22,500	22,500	13,170	18,500
STREETSCAPING	24,035	9,047	132,000	132,000	9,980	117,000
PLANNING/CONSULTING FEES	50,646	15,497	15,300	17,017	17,059	15,300
PRINTING/PUBLICATION COSTS	2,145	972	2,000	2,500	1,807	2,000
POSTAGE FEES	135	-	200	200	-	200
REPAIRS & MAINTENANCE	252,007	335,203	417,293	350,000	40,606	503,980
MISCELLANEOUS EXPENDITURES	2,567	1,007	53,457	53,457	1,366	8,457
DEPRECIATION INFRASTRUCTURE	29,718	29,714	30,000	30,000	-	30,000
SIGN GRANT PROGRAM	4,000	-	10,000	10,000	3,730	10,000
FAÇADE GRANT PROGRAM	11,640	-	20,000	20,000	-	20,000
TOTAL EXPENDITURES	621,368	627,474	932,790	903,274	280,824	990,017

History of Expenditures and Revenues

The following charts and graphs are meant to provide an overview of previous budget years.

History of Revenues & Expenditures

Fiscal Year	Revenue	Expenditure
2010-2011	323,943	147,303
2011-2012	254,118	200,418
2012-2013	193,228	198,028
2013-2014	156,217	176,392
2014-2015	142,843	215,848
2015-2016	151,691	200,782
2016-2017	137,045	264,682
2017-2018	146,375	171,420
2018-2019	163,875	106,400
2019-2020	366,232	143,678
2020-2021	419,011	324,610
2021-2022	420,776	378,589
2022-2023	489,396	293,531
2023-2024	437,364	932,790
2024-2025*	510,488	990,017

*budgeted

Since its inception the DDA has been building a fund balance with the intent of utilizing those funds as the primary match for the reconstruction of Southfield Road. The DDA has only use its fund balance for operational expenses in a limited manner. The DDA began dipping into the fund balance to enhance the physical appearance and functioning of the Southfield Road corridor. Projects include the Sidewalk Replacement Program, Alley & Approach Paving, and installation of pedestrian (HAWK) signals.

Fund Balance: FY 16-17 to FY 23-24

Historical Fund Balance	
Fiscal Year	Fund Balance
FY 16-17	\$1,256,738
FY 17-18	\$1,237,849
FY 18-19	\$1,329,994
FY 19-20	\$1,340,050
FY 20-21	\$1,340,050
FY 21 - 22	\$1,611,212
FY 22 -23	\$1,417,808
FY 23-24	\$1,284,694

Appendix

Fiscal Year 2024/2025 Budget Detail

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EXPENDITURES	AMENDED 3/2024	BUDGETED 24/25
SALARIES & WAGES	180,000	180,000
DDA Director		83,232
DDA & Special Projects Mgr		46,079
City Administrator & Treasurer		20,400
Code Enforcement		24,647
PART TIME SEASONAL CREW	5,000	5,000
EMPLOYEE TAXES & BENEFITS	60,500	65,000
LEGAL SERVICES	900	900
OFFICE SUPPLIES	6,350	3,755
Adobe Subscription		360
DDA Website		375
Computers		2,000
Cell Phone		720
Office supplies		300
TAX TRIBUNAL RETURNS	2,000	2,000
AUDITING & ACCOUNTING	800	800
TRAINING/MEMBERSHIP	10,050	7,125
Michigan Downtown Association Membership		250
National Main Street Center Membership		375
National Main Street Conference		2,500
IEDC Trainings		
MEDA Membership		
MAP Annual Conference		2,000
misc. trainings		2,000
MAIN STREET PROGRAM	22,500	18,500
Corrdior Cleanup		500
Juneteenth		2,000
Branding/Swag		2,000
LVMF		10,000
Tri-City Partnership/Business Mini-Grant		4,000
STREETSCAPING	132,000	117,000
Plants Materials		5,000
Banners		2,000
Holiday Decorations		10,000
Trash Receptacles		
Municipal Park Play Structure Match		100,000
PLANNING/CONSULTING FEES	17,017	15,300
PRINTING/PUBLICATION COSTS	2,500	2,000
POSTAGE FEES	200	200

REPAIRS & MAINTENANCE	350,000	503,980
Alleys & Approaches		345,000
Excell (696 Mowing & Snow)		5,000
Landscape Maintenance		43,980
HAWK Pedestrian Signals		100,000
Streetlight/DTE		10,000
MISCELLANEOUS EXPENDITURES	53,457	8,457
Meadowbrook Liability Insurance		4,657
misc. expense		500
LVTV -DDA mtg		3,300
DEPRECIATION INFRASTRUCTURE	30,000	30,000
CAPITAL EXPENDITURE	-	-
SIGN GRANT PROGRAM	10,000	10,000
FAÇADE GRANT PROGRAM	20,000	20,000
TOTAL EXPENDITURES	903,274	990,017