



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: October 17, 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

- *Shop Small Tailgate Kickoff* – Tuesday, October 21, 2:00–5:00 PM at Southfield Plaza (My Salon Suites, 29746 Southfield Rd)
 - Oakland County, Southfield, Oak Park, and Lathrup Village will host an afternoon of food, prizes, and community spirit as we kick off the Shop Small season!
- *Bio & Branding Lunch Time Boost* – Tuesday, October 28, 2025, from 11 AM to 1 PM:
 - Join the Southfield Area Chamber of Commerce for a professional development session featuring a new headshot, a 15-minute brand audit, and expert guidance from LaToya Early and photographer Shaleena Cole. Registration is \$55 at southfieldchamber.com
- *Perfect Fit: Defining Your Buyer with Precision* – Wednesday, November 12, 2025, at the Southfield Public Library (26300 Evergreen Rd., Southfield):
 - The National Association of Women Business Owners (NAWBO) of Greater Detroit and Oakland Thrive will host an interactive workshop on crafting detailed buyer personas to better understand, target, and connect with your ideal customers.
- *Candid Conversations with Entrepreneurs: The Good, the Bad, and the Real* – Thursday, October 30, 2025, at Incubizo (1938 Burdette St., Ferndale):
 - Join fellow entrepreneurs for an open, judgment-free discussion on the highs and lows of running a business, featuring real-world insights, peer networking, and practical strategies for growth and resilience.



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- MSOC Training: *Search to Sales—Boosting Your Business with Google & AI (Virtual)* – Tuesday, Nov. 18, 2025, 9:00–10:00 AM:
 - Learn how to optimize your Google Business Profile, use AI to streamline marketing, and convert online searches into sales with Janet E. Hurn (Future Ready Consulting); questions: venettisg@oakgov.com | (248) 858-5618.

Past DDA Events

- Networking luncheon and public art exploration: August 12th, 10:30am-1pm (Location: Meet at the “SFLD” letters in front of Southfield City Hall)
- Developing a Business Plan: August 19th, 10am-12pm (Location: Community Room)
- Lathrup Village Third Annual Music Festival: September 13th, 12pm-9pm (Municipal Park)
- Resources to Boost Holiday Sales Seminar: September 17th, 8:30am-10:30am (Oak Park)

Business/Property Updates

- 27000 Southfield Road (Discount Tire) – Interior buildout of updated showroom ongoing.
- 27411 Southfield Road (Jay Birds Bar & Grille) – Requesting site plan approval to install canopy over existing patio during October 21st Planning Commission meeting.
- 27651 Southfield Road (Middle Eats) – Requesting site plan approval to expand dinning room at November Planning Commission meeting.

Infrastructure

- Ongoing installation of two electric vehicle (EV) charging stations in the City Hall parking lot.
- Installation of HAWK (high-intensity activated crosswalk) on Southfield Road between Kilbirnie and Margate Streets is ongoing.



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Miscellaneous

- The **third annual Lathrup Village Music Festival** was a major success, drawing an estimated **1,500 attendees** throughout the day.
- **Total sponsorships raised: \$32,045** – providing strong community and business support for the event.
- **Event-day revenue: \$3,813.44** from bar sales, T-shirt sales, and vendor booth fees.
- The event came in **\$8,572.08 under budget**, reflecting expanded programming and production quality.
- The organizing committee has already secured **\$6,000 in projected/pledged sponsorship** for next year's festival.
- Overall, the festival continues to strengthen the DDA's community engagement, attract regional visitors, and showcase Lathrup Village's downtown as a vibrant destination.

2025 Lathrup Village Music Festival

Expenses	\$ 27,286.36
Sponsorship	\$ 32,045.00
Event Day Revenue	\$ 3,813.44
Total Revenue	\$ 8,572.08