

Monthly DDA Director Report

To: LVDDA Board of Directors
From: Austin Colson, CED/DDA Director
Date: January 16, 2026
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

- Holy Burger: Grand Opening Celebration – Thursday, January 22, 2026, 1:00 PM (26780 Southfield Road, Lathrup Village)
 - Join City officials, staff, and community members as we welcome Holy Burger, the newest restaurant in Lathrup Village. The grand opening will include a brief ceremonial welcome and an opportunity to meet the owners and staff while showing support for this new addition to the local business district.
- *Live2Lead 2026: Choices That Matter* – Friday, January 30, 2026, 9AM–2PM (Southfield, Lawrence Technological University)
 - Join leaders from across the region for a dynamic half-day simulcast event designed to elevate personal and professional growth. Live2Lead 2026 features world-class leadership experts sharing time-tested principles, actionable strategies, and personal development techniques to help attendees create meaningful change. This high-impact, four-hour experience equips participants with renewed focus, practical tools, and a clear action plan to accelerate their leadership journey in the year ahead.
- *The Magic of Customer Service – With a Twist!* – Tuesday, February 24, 2026, 10:00–11:30 AM (Southfield Public Library Auditorium, 26300 Evergreen Road, Southfield)
 - The Tri-Cities Business Support Team will host an engaging customer service workshop featuring Anthony Grupido, blending magic, humor, and practical insight to reimagine how businesses approach customer service. Participants will learn strategies to turn everyday interactions into positive service moments, strengthen customer engagement through a resilient mindset, and use unexpected experiences to create lasting impressions.



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www.lathrupvillage.org

Past DDA Events

- *BellViso Global Aesthetics: Grand Reopening Ceremony* – Wednesday, January 7, 2026, 1:00 PM (28801 Southfield Road, Lathrup Village)
 - A permanent makeup studio and training facility originally established in 2009 in London, UK, and based in Lathrup Village for the past seven years. The ceremony marked the business's continued growth and welcomed the community into an inviting space focused on expertise, empowerment, and exceptional service.
- *Tri-City Holiday Business Mixer* – Wednesday, December 17, 2025, 5:00–7:00 PM (Mother Handsome, 14661 W 11 Mile Road, Oak Park)
 - Local business owners and community stakeholders from Oak Park, Southfield, and Lathrup Village gathered for a Tri-City Holiday Business Mixer focused on networking, relationship-building, and regional collaboration. The event featured light food, informal networking opportunities, and a raffle, providing a festive setting to strengthen cross-community business connections and support local economic development efforts.

Business/Property Updates

- 26780 Southfield Road (Holy Burger) – All required approvals, including the Certificate of Occupancy and business license, have been issued, and the business is now open.
- 26600 Southfield Road (Holbrook Auto Parts) – Final approvals have been granted, including the Certificate of Occupancy and business license, and the business is now open. Wall sign and refacing of existing non-conforming monument sign to be installed shortly.

Infrastructure

- Meeting with local sign companies to inquire about pricing for two new monument welcoming signs along Southfield Road to be added to City's Capital Improvement Plan (CIP).



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Miscellaneous

- **Recast Leaders Program Application:** DDA staff submitted an application and completed an interview with Recast City for participation in the *Recast Leaders* program, a competitive initiative selecting six Southeast Michigan communities. In partnership with the Michigan Municipal League, the program provides no-cost technical assistance over a 10-month period to help communities develop an actionable economic development strategy focused on revitalizing main street districts, filling vacant storefronts, and supporting small-scale manufacturing and local entrepreneurs. Staff will keep the Board informed as selection decisions are announced.
- **GM on Main Street Grant – Traffic Safety Improvements:** DDA staff is developing a grant proposal for the *GM on Main Street Grant Program* to fund enhanced roadway striping and pavement markings aimed at improving traffic flow and safety within the DDA district. The proposal focuses on high-conflict intersections, including Southfield Road at 11 Mile Road, where crash data indicates a higher severity of injuries, as well as traffic movements associated with I-696, the 11 Mile Service Drive, and cross traffic coming from Lathrup Boulevard. The proposed improvements are intended to reduce conflicts, improve driver awareness, and enhance pedestrian safety.
- The Michigan Economic Development Corporation (MEDC) has provided verbal confirmation that the City's Redevelopment Ready Community (RRC) certification has been successfully recertified. In recognition of DDA staff efforts, the MEDC also awarded the City a \$28,000 technical assistance grant to support costs associated with updating the City's Comprehensive Plan.