



2025 ANNUAL REPORT

Lathrup Village
Downtown Development Authority



JANUARY 2026



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Lathrup Village, MI 48076
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In accordance with PA 57 of 2018, the Lathrup Village Downtown Development Authority (LVDDA) submits the following information to fulfill the reporting requirements of the aforementioned act.

History & Mission

The LVDDA was formed and established in 1998 and expanded in 1999. Its 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 LVDDA is dedicated to combining public and private resources for the physical and economic development of properties located within the district borders. LVDDA is active in the Main Street Oakland County program and is at the Associate Level.

The Board of Directors is comprised of nine members consisting of the mayor and eight appointees who are confirmed by City Council for four-year terms. These members have a vested interest in the district as a property owner, business owner/interest, and/or resident.

As of December 31, 2025, the Board of Directors is comprised of the following individuals:

Name	Office	Stake in District	Term Ends
Dr. Patricia Felton	Member	Business	2/1/2027
Bruce Kantor	Member	Mayor	n/a
Mike Greene	Member	City Administrator	n/a
Tracey Williams	Member	Business Assistance	2/1/2028
Charlotte Jones	Secretary	Business/Property Owner	2/1/2026
Kelly Garrett	Alternate	Mayor Pro-Temp/Alternate	n/a
Fred Prime	Chair	Resident	2/1/2026
Pam Shermeyer	Vice-Chair	Resident	2/1/2029
Dan Sugg	Member	Business	2/1/2026
Alex Green IV	Member	Business/Property Owner	2/1/2029

The LVDDA activities are supported by the following City of Lathrup Village staff:

DDA Staff	Title
Austin Colson	Director- DDA/Community & Economic Development
Thomas Kennedy	Project Coordinator - DDA/Community & Economic Development

In 2025, the LVDDA Board of Directors held nine (8) regular meetings. One (1) special meeting was scheduled in June to account for a previously canceled meeting, and four (4) meetings were formally canceled due to a lack of quorum.. See Appendix A for a complete meeting schedule and attendance roster.

The LVDDA fiscal year begins July 1st and ends June 30th annually, which mirrors that of the City of Lathrup Village. Therefore, LVDDA’s budgeted revenues, expenses, and fund balances for Fiscal Years 2024/25 and 2025/26 are shown below.

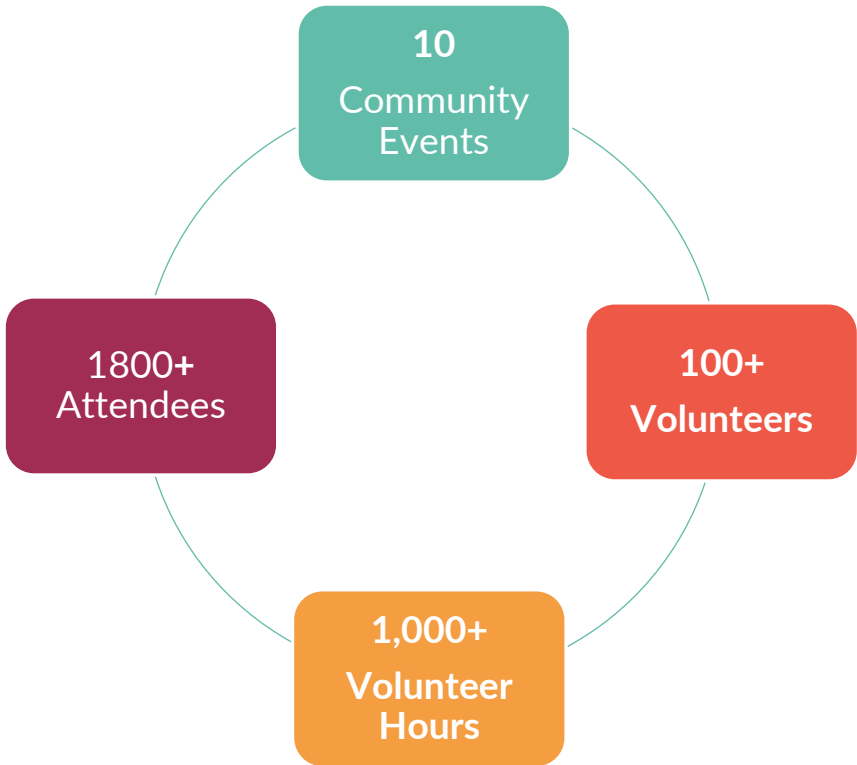
	Original Budgeted Revenues	Actual Revenues	Original Budgeted Expenses	Actual Expenses	Fund Balance
FY 25/26**	\$533,500	\$516,884	\$555,543	\$307,459	\$1,622,910
FY 24/25	\$510,488	\$481,174	\$907,017	\$213,050	\$1,437,734

**As of 12/31/25

Synopsis of LVDDA Activities, Accomplishments, & Events

In 2025, the DDA continued to advance its mission of promoting economic growth, improving infrastructure, and strengthening community engagement within the district. Throughout the year, the DDA focused on supporting business development by attracting and retaining businesses, encouraging redevelopment, and providing resources to local entrepreneurs. There was also a focused effort to develop new relationships and strengthen existing partnerships with regional organizations that provide vital resources to the local business community.

2025 was a year of growth and success for the Downtown Development Authority (DDA), marked by continued organizational stability and a strong focus on enhancing Lathrup Village’s downtown corridor. DDA staff remained with the City throughout the year, ensuring continuity in operations and sustained momentum on key initiatives. The DDA intern hired in 2024 is now the DDA’s Project coordinator. In late 2025, the City received verbal confirmation from the Michigan



Economic Development Corporation (MEDC) that Lathrup Village's RRC certification has been successfully recertified.

During the year, DDA staff established a new partnership with Oakland Thrive to expand access to business-support resources within the district. Oakland Thrive is a nonprofit organization dedicated to empowering small businesses across Oakland County by connecting entrepreneurs with mentorship, technical assistance, and funding opportunities. Through this relationship, the DDA helped bring additional tools and regional expertise to Lathrup Village's business community, supporting entrepreneurship, economic growth, and long-term community resilience.

The local business community gained a new advocate with the establishment of the Lathrup Village Chamber of Commerce. The Chamber serves as an important voice for businesses by promoting collaboration, providing networking and professional development opportunities, and advocating for policies that support a strong local economy. Its formation represents a meaningful step toward strengthening communication, coordination, and long-term support for businesses operating in Lathrup Village.

Throughout the year, the Lathrup Village Downtown Development Authority (LVDDA) successfully planned and delivered a range of signature events and programs, including the Winter Festival, tree-planting initiatives, Food Truck Fridays, entrepreneur training workshops, and the annual Lathrup Village Music Festival.

The DDA also continued its commitment to business development by offering a free series of workshops and seminars in partnership with the Tri-City Business Support Partnership, in collaboration with the Oak Park Corridor Improvement Authority (CIA) and the Southfield Downtown Development Authority (DDA). Through this partnership, numerous workshops were hosted on topics such as customer service, succession planning, and a special seminar presented by ZingTrain.

Accomplishments

Tri-City Workshops

The Lathrup Village Downtown Development Authority (LVDDA) collaborated with the Tri-City Business Support Team, a partnership between City of Oak Park and City of Southfield. Additional partners included the Southfield Area Chamber of Commerce and Main Street Oakland County, who jointly supported a series of free, quarterly learning opportunities for local businesses.

These workshops focused on key topics such as small business financing, customer service strategies, and networking mixers, providing business owners with valuable insights, tools to improve operations, and opportunities to connect with fellow



entrepreneurs. Through this collaborative effort, the LVDDA reinforced its commitment to fostering a supportive business environment and advancing regional economic growth.

Chamber of Commerce

The establishment of the Lathrup Village Chamber of Commerce provided the local business community with a new and dedicated advocate. In its first year, more than 40 businesses located within the DDA have already joined as members, demonstrating strong interest and engagement from the business community. The Chamber plays an important role in supporting local businesses by fostering collaboration, providing networking and professional development opportunities, and serving as a collective voice to advance economic vitality. Its early growth reflects a positive step toward strengthening business connections and long-term support within Lathrup Village.



Streetscaping Projects

Over the past year, dedicated volunteers played a key role in enhancing the appearance of the DDA district and City Hall grounds through a variety of community-driven beautification efforts. Hanging flowers for the light posts along Southfield Road were started in February by a horticulturist in Macomb County and installed throughout the main street district in May. By mid-summer, the flowers were in full bloom, spilling from their baskets and adding vibrant color to the corridor.

Due to the hard work of residents willing to volunteer their time they helped maintain the flowerbeds surrounding City Hall remaining healthy and visually appealing throughout the season. In addition, the City's Tree Committee planted over fifty new trees in public spaces throughout the DDA district and surrounds residential neighborhoods. Together, these ongoing efforts significantly contributed to creating a more welcoming, attractive, and picturesque downtown environment for residents and visitors alike.

Infrastructure Improvements

Since its establishment in 1998, the Lathrup Village Downtown Development Authority (LVDDA) has deliberately built its fund balance to position the district to provide matching funds for the future reconstruction of Southfield Road. While the project has not yet received funding, the Board of Directors has continued to prioritize strategic investments in physical improvements throughout the district.

- All three HAWK (High-Intensity Activated Crosswalk) pedestrian signals have been installed. The two signals located north of I-696 are fully operational, while the third signal is awaiting final power connection by DTE. The remaining signal is anticipated to be connected and operational in spring 2026.
- The Alley & Approach Program was a five-year plan that began implementation in 2021. Over the five-year project, significant progress was made to improve the quality of the

alleyways and approaches throughout the DDA district, representing a total investment of \$1,288,899. In 2025, efforts were made by the DDA to expedite the installation and complete the project a year early.

Events & Promotional Campaigns

Lathrup Village Music Festival

LVDDA partnered with residents and local businesses to host the fourth Annual Lathrup Village Music Festival in September. Building on the success of the previous festivals, the event was expanded in 2025, delivering another incredible festival featuring ten performers, seven food trucks, 23 local business vendors, a full bar, and over 1500 attendees, doubling last year's number.



St. Baldrick's Fundraiser

The LVDDA partnered with the St. Baldrick's Foundation for Cancer Research to raise money in a months-long fundraiser event, featuring the DDA Project Coordinator getting shaved by the highest donor. This campaign was done as a community-building event and to raise money for cancer research. Bringing businesses and residents together, the event raised over \$1,500 in a first-of-its-kind event for the city.



Food Truck Fridays

The Parks and Recreation Committee's Food Truck Fridays behind City Hall and along Municipal Park were a huge success. Residents and visitors enjoyed a variety of delicious food options while gathering to relax and connect with the community. Due to the overwhelming positive response, this new tradition will continue next year, bringing even more great flavors and fun to our city. We look forward to seeing everyone again for another season of Food Truck Fridays.



Lathrup Village Winter Festival

The Lathrup Village Winter Festival brought the community together for a joyful and festive celebration for the second year in a row. Nine local groups provided engaging games, crafts, and activities, ensuring a fun and inclusive experience for families. The event embraced multiple holiday traditions, creating a welcoming atmosphere for all. Families enjoyed interacting with Santa, while Mayor Kantor led the Christmas tree lighting outside with the support from the community.



	DDA BOARD OF DIRECTORS ATTENDANCE 2025									
	Felton	Green IV	Garrett	Greene	Huey	Jones	Kantor	Prime	Shermeyer	Sugg
1/17/2025	e	N/A	N/A	x	x	e	x	x	x	x
2/1/2025	x	x	N/A	x	x	x	x	e	x	x
3/21/2025	Canceled									
4/25/2025	x	x	N/A	x	x	e	x	e	x	x
5/15/2025	e	x	x	x	x	e	x	x	x	e
6/26/2025 (Special)	e	e	x	x	e	x	N/A	x	x	x
7/18/2025	e	x	N/A	x	x	e	x	e	x	e
8/16/2025	Canceled									
9/19/2025	e	e	x	x	x	x	N/A	e	x	e
10/17/2025	x	e	N/A	x	e	e	x	x	x	x
11/21/2025	e	x	x	x	x	x	N/A	x	x	e
12/20/2025	Canceled									

X – Present	A – Absent
E – Excused	NA – Not Applicable