



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: January 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

- Business Training: Art of Giving Great Service: February 4th, 9am-1pm (Location: Oak Park)
- Succession Planning Training: April (Location: Lathrup Village)
- Business Resources Training: May (Location: Oak Park)
- Morning Business Mixer: July (Location: Southfield)
- Lathrup Village Music Festival: September 13th, 1pm-9pm (Location: Municipal Park)

Past DDA Events

- Family Winter Fest: December 6th, 6-8:00pm (Location: City Hall)
- Holiday Business Mixer: December 4th, 4 - 6:00pm (Location: Oak Park)
- Light Up Michigan First: November 25th, 5:30-8:00pm (Location: Lathrup Village)
- Southfield and Lathrup Village Veterans Day Ceremony: November 8th, 11am (Location: Southfield)

Business/Property Updates

- 27310 Southfield Road – Interior build out for “white box”.
- 28200 Southfield Road – Roof replacement



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Infrastructure

- The installation of additional power supply for the three High-Intensity Activated Crosswalk (HAWK) signals is ongoing.

Miscellaneous

- The Lathrup Village Music Festival (LVMF) received a commitment from the Community Congregational Church for a \$3,000 sponsorship.
- The LVMF planning committee has secured verbal agreements with four artists to perform during the September 13, 2024, event.
- Work has officially begun on the 2025 Main Street America Accreditation Assessment, with preliminary steps already underway to ensure compliance with program standards and successful accreditation to maintain "Affiliate" program status.