DOWNTOWN DEVELOPMENT AUTHORITY VOLUNTEER APPLICATION

Please return completed forms to:
Lathrup Village City Hall
27400 Southfield Road, 48076
Or scan and email to: assistant@lathrupvillage.org

The City of Lathrup Village Downtown Development Authority is always in need of volunteers to help pursue the Main Street Four-Point Approach. There are two types of volunteers, and we hope that you will choose to join us in either capacity (or both!):

1. Event Volunteers
   Individuals who help with one-time events, such as the Farmers Market, Summer in the Village, the City's Summer Concert Series, etc. Their commitment is generally a handful of times per year in shifts that are a minimum of 2 hours and up to 5 hours, each.

2. Committee Volunteers
   The heart of the Main Street Program, these volunteers commit 1 – 2 hours each month to work with other committee members on one of the Four Points. These include:

   - **Design:** Volunteers will get Lathrup into top physical shape by creating a safe, inviting environment for shoppers, workers, and visitors. Areas of focus are public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, etc.
   - **Promotions:** Individuals will help with advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. They will also help with fundraising efforts for the Lathrup Village Main Street Program.
   - **Organization:** This group establishes consensus and cooperation by building partnerships among the various groups (Time Bank, Homeowners' Association, etc.) that have a stake in the commercial district. The committee is also responsible for recruiting more volunteers for Main Street.
   - **Economic Restructuring:** Volunteers will be responsible for retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support.

Name: _____

Address: _____

Phone _____ Email: _____

Relationship to Downtown Lathrup: _____

Sign Me Up For: ☐Design ☐Organization ☐Promotions

☐Economic Restructuring ☐Events Only