



For Immediate Release

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Lovin' Lathrup Village! Small Businesses Receive Mini-Grants for COVID-19 Expenses

Lathrup Village, MI (September 8, 2020) – The Lathrup Village Downtown Development Authority (LVDDA) is pleased to announce that seven (7) local businesses have been awarded grants through the Lovin' Lathrup Village Business Relief Mini-Grant Program. This is an incubator program meant for small, “mom & pop” businesses impacted by the coronavirus pandemic. Each business was awarded \$2,000 to be used for a broad spectrum of operational expenses related to COVID-19 including, but not necessarily limited to: rent/mortgage, utilities, payroll, marketing/promotion, etc.

“As the magnitude of the pandemic was becoming more and more apparent, the Board of Directors knew we had to do something to support the businesses in our district. We acted quickly to redirect funds to establish the Lovin' Lathrup Village Business Relief Mini-Grant Program. Shortly after, Main Street Oakland County presented the crowdfunding initiative through Patronicity and we jumped at the chance to add to our available funding,” said Dan Sugg, DDA Chair and representative from Michigan First Credit Union.

“We were in an extremely fortunate position to be able to reallocate \$13,000 from the budget to the Lovin' Lathrup Village Business Relief Mini-Grant Program. Then Michigan First Credit Union immediately stepped up to the plate and donated \$4,000 to the crowdfunding campaign to ensure we received the county's match. Then we lucked out some more with an additional \$2,600 from PNC Foundation! All told, we raised \$12,600 through the crowdfunding campaign, which is a pretty impressive feat,” said Susie Stec, Lathrup Village DDA Director and Manager of Community & Economic Development.

“The Lathrup Village DDA was one of the first communities in Oakland County to reach their crowdfunding goal. It was matched by Main Street Oakland County up to \$4,000. The crowdfunding campaign was the first mass crowdfunding campaign in the nation for downtowns and small business relief raising over \$300,000 in about 45 days among the participating communities. It is vital we sustain and support our mom and pop businesses and healthy vibrant downtowns and historic commercial corridors this difficult time, and this was one way we could partner with the local downtown development organizations such as the LV DDA to do so,” said John Bry, Program Coordinator of the Main Street Oakland County Program.

The primary goal of the Lovin' Lathrup Village Business Relief Mini-Grant Program is to provide immediate, flexible funding in order to stabilize our small businesses as they seek to weather the

economic storm of the coronavirus pandemic. The LVDDA still has funds available through the Lovin' Lathrup Village Business Relief Mini-Grant Program. The LVDDA is accepting additional applications until September 22, 2020 at 12 Noon. Questions should be directed to Susie Stec at sstec@lathrupvillage.org.

Applications may be found at: [http://www.lathrupvillage.org/how do i/development_grants.php](http://www.lathrupvillage.org/how_do_i/development_grants.php)