

## Executive Director & Staff Report – August 2017

### **Economic Vitality**

**Business Attraction & Retention:** Kimberlee gave referrals to prospective tenants regarding office space. She met with a prospect that is working to sign a lease on a retail space. She continues to work with the prospective bakery moving into Downtown.

**Entrepreneurial Attraction:** Kimberlee coordinated three Start Up Week panels. She moderated a panel on the RiNo Creative Arts District. All staff members volunteered at sessions. Most sessions were held in Downtown Longmont and CoSolve served as the BaseCamp for the weekend. There was record attendance and we have received very positive feedback.

**Incentives:** Kimberlee corresponded with the owner of 380 Main regarding incentives for the 2<sup>nd</sup> floor of the building. She also discussed options with 450 Main St. on incentive options. Del Rae and Kimberlee met with Jessica from Longmont Economic Development Partnership to review the proposed revised Retail Conversion Grant. Once final, the grant application will be brought to the Board for final approval. Most Alleyscape grant applicants have been reimbursed. Two remain including Marty McElwain who just finished his concrete improvement and a trash enclosure project for Rosalee's Pizzeria.

**Development:** Kimberlee and David Starnes met with staff at Boulder County regarding next steps for the 500 Coffman St. project. Staff will follow up with Burden Inc and schedule a meeting for all three parties to begin negotiations. Kimberlee ordered the appraisal of the 500 W lot and should expect the final version mid-September.

### **Placemaking and Urban Design**

**Clean & Safe Issues:** Staff is still awaiting more comprehensive bids to complete needed fixes on the entire Dickens patio. Del Rae is having a hard time finding companies that are interested in working the project. V&S finished assessing and fixing irrigation breaks along Main St. to the trees and flower pots. Del Rae is reviewing a final invoice. Ward's Landscaping is maintaining flower pots and fixing irrigation repairs related to flower pots. Two of our concrete pots in the 300 east breezeway were pushed over and left on their sides, resulting in irrigation breaks. Wards fixed the repairs.

**Maintenance:** We will be awarding the Downtown Pressure Washing RFQ to Top Gun Pressure Washing. The company will be used for smaller projects this year and will be contracted for the more extensive washing in 2018. We finalized the Oil Storage Permit with Sun Rose Café to allow oil in the 300 west trash enclosure.

We finalized a simple Maintenance Agreement with Guaranty Bank reflecting the responsibility of landscaping installed on Guaranty's property as part of the Alleyscape project and their utility easement. The agreement points out the responsibilities of Guaranty and LDDA. Another agreement is in development with US Bank where new landscaping was also installed on their property during the Alleyscape project.

**Sign Standards:** Kimberlee and Del Rae continue to review and issue certificates of compliance for Downtown Signage. We are working with a new business that will be converting a formally residential apartment in a storefront location into a retail space.

**Design & Planning:** Kimberlee and City staff met with staff from UC Denver about their Hometown Colorado program. Through the program, faculty and graduate students do a variety of planning and other projects over two years for a community. We will continue to explore the feasibility and funding of this collaboration.

### **Creative District**

We submitted our 2016 final report to the State to maintain our Certified Creative District status. Rob held a focus group with the Teen Advisory Council at the Longmont Public Library. He is working with the Longmont Community Foundation and Art in Public Places on a mural project for the Century Link building on the corner of Coffman and 6<sup>th</sup>. The group has identified 4 potential artists and will be reviewing proposals in the future.

He has developed a relationship with Sticker Giant and secured two in-kind donations for downtown Block Party and Oct. 2<sup>nd</sup> Friday – Day of the Dead Celebration.

**Arts Administrators Committee:** The group met discussed Joanne Kirves' resignation and how the group would move forward. Firehouse Art Center Exec Beryl Durazo will direct the meetings. The group discussed upcoming event collaborations including Day of the Dead, Chalkfest and Word Walk.

**Program Committee:** August meeting entailed planning the rest of 2017 2<sup>nd</sup> Friday events. The group also brainstormed switching the focus of the committee to a major fundraiser in 2018. The concept of the event is 'Dining under the Stars' utilizing breezeways for community dinners, featuring a restaurant, craft beverage provider and musician. We explored themes and other ideas.

**Marketing Committee:** The committee focused on boosting marketing for Downtown Block Party. Rob shared the mural project on the Century Link building. The group also discussed an app that is being created and wants to utilize Downtown Longmont as a test market. Rob and Brandy from Artwalk met with the group who would be able to give meaningful content to visitors while giving meaningful data to us about foot traffic, etc.

#### **Marketing, Promotions & Events:**

**May Marketing Stats:** Our Facebook followers grew from 6,021 – 6,076. Our page views (+80%), reach (+204%) and post engagements (+322%) were all up from last month. Our new business posts continue to perform best. The post welcoming Delicioso to the neighborhood reached more than 9,000 people and had 1,200 engagements. The Deluxe Barber post had more than 3,500 reach and 431 engagements. Our web site decreased from 9,954 – 8,458 active users in the last 30 days. The most viewed pages were calendar, home page, Block Party, concert series, Amazing Race. We continued use of our Twitter account and have grown from 845 - 862 followers and 77 likes.

The LDDA supported a Downtown Photographer Shoot Out Competition organized by Lisa Patchem, local photographer. It was a contest for local photographers to meet Downtown for 2 hours on Aug. 1 to take outdoor photos around the District. All of the photos will be added to our resources to use for advertising, marketing, social media, etc. Three photographer participated and brought nearly 30 volunteers to be in the photos. The LDDA and Martini's Bistro hosted a follow up thank you happy hour at Martini's Bistro for all participants.

Two 100 amp electric services were installed on 4<sup>th</sup> & 5<sup>th</sup> Ave. west of Main St. to accommodate events in the future. This was an approved west Alleyscape amenity. The 5<sup>th</sup> Ave. service will be used during the Downtown Block Party.

**Downtown Summer Concerts:** July 28 was our second concert of the season and featured a local band, Francis and the Wolf, and nationally known band, Great American Taxi. We changed staffing services by contracting with a private security company instead of the City of Longmont Recreation Services and the Police Department. We complement staffing by using volunteers to man gates. Attendance for the concert was 2253 and the revenue was \$4570. Revenues and attendance are down from last year. The last concert of the season is Aug. 25 featuring Josh Hoyer & Soul Colossal with Space Orphan opening. We will discuss in the future the date change for these events.

**Downtown Block Party:** Event planning and logistics are in the final stages. Marketing continues to be distributed. Amazing Race has 10 teams to date with 15 downtown businesses participating as pit stops. Artisan Market has 30 vendors. To date, there are 26 booths from outside the District. Event steering committee has been very helpful in planning the activities in each respective area. Every Door Direct Mail was also used to market the event to 5,000 residences in Longmont. Most of sponsorship monies have been received.

#### **Connectivity and Access**

**Alleyscape & Breezeway West Side:** Los Arcos metal artwork re-installation has been postponed to October or November on the west end of each breezeway. After installation, black Main St. benches will be relocated into the sitting areas by Los Arcos. The project remains on budget and any leftover funds will be utilized for the Mike O'Shays east alley repair, which has not been scheduled yet.

**Main St. Rehab Project:** The Main Street Rehabilitation project is finished and a post construction survey was sent out. We received 23 responses, most from Downtown businesses. Overall people were very satisfied with the project. Some

of the extremely satisfied items were the scheduling, crossing guards, and coordination. Business access however, was still a concern for some businesses. Small punch list items will need to be completed at a later date but will have minimal impact to parking and traffic.

**Alternative Transportation:** We plan to install two more bike racks in the 300 east alley in support of a Bicycle retail/repair shop that opened on the block. We also have a request to place another rack on the 400 west block of Main St. and will install one as well. We continue to run 2<sup>nd</sup> Friday BrewHop Trolley and it is gaining more riders each month.

**1<sup>st</sup> & Main St:** Kimberlee is working closely with David Starnes on the proposed 1<sup>st</sup> & Main Transit Center Transit Oriented Development (TOD) project. He will present to the Board in September or October.

**Parking:** Parking permit waitlist continues to grow especially at the east parking lots. Currently, permits are still available at the 600W lot and RPA garage. Parking Study and time changes were approved by City Council on August 15. Those changes should go into effect by the end of the year.

### **Land Use**

**Development:** Kimberlee sent letters to property owners and will be meeting with them individually before the planning charrette for the 300 Coffman block (tentatively set for Sept 13 or 14). The scope of work and contract have been finalized.

Kimberlee and Alex attended City Council where a potential development moratorium was being considered. Council will not be moving forward with this request.

Kimberlee and Brien Schumacher continue to discuss relevant pieces of the code update. Kimberlee and Del Rae reviewed Retail Conversion Grant (see above)

### **Leadership and Management**

**Block Captains Meeting:** The July meeting was held and we invited all Downtown businesses to attend. We focused on safety, proposed parking changes, development updates and reviewed summer events, including the Downtown Block Party. There was no meeting held in August and the next meeting on Sept. 13 will be the all Downtown Business Owners Meeting.

**Financial Development:** Rob secured in-kind sponsorships from Sticker Giant. Emelie secured an in-kind sponsorship for Ron's Printing for trick or treat bags.

**Downtown Collaborations:** Kimberlee met with the Community Foundation on its Live & Give Longmont initiative. She attended: the Visit Longmont board meeting; Economic Partners meeting. We held an Executive Committee met to set the agenda.