

Executive Director & Staff Report – July 2016

Alleyscape & Breezeways West Side: Construction continues on the 300 and 400 blocks and Xcel work started again on the 500 block. The 300 block pavers should be completed by the end of July and we anticipate a soft opening to pedestrians and to private parkers behind buildings by end of July. At this time, we are holding off and further discussing when to open the alley to public traffic, especially delivery trucks, when some large scale work still remains (screen walls, trash enclosures, and light poles). LPC finished their 400 block services and DeFalco is now doing concrete caisson work for trash enclosures, screen walls, and Los Arcos as well as starting concrete flat work. Xcel started redoing their 500 block main line on July 20 as it was in conflict with the alley drainage system. The alley will be closed for approximately 6-8 weeks during this time. This may delay the 500 block completion date. LPC will also be doing some work on the north end of the 500 block and in the 600 west parking lot adjacent to the alley. They plan to work for 1-2 weeks starting August 8. A poll was taken on the 500 block on whether to push and complete the alley this year, which could potentially go past the end of the year, OR start up again in spring (March-ish) 2017. Most feedback was to wait until spring 2017 so businesses can have complete access over the busy holiday and end of year season plus avoid winter weather delays. The Longmont Theatre Company expressed concern starting the project in spring 2017 because they booked larger performances in March/May 2017 based on the alley being finished. Faye Lamb, their President, sent an email explaining their 2016/2017 end of season productions and how they planned them around the Alleyscape schedule. A utility easement was not granted by Boulder County on the 500 block. LPC will place transformer locations on public property instead. Tom continues to get Temporary Construction easements from property owners where trash enclosures will be built on their property. Del Rae, Tom, and DeFalco will continue to meet with property owners to review improvements, issues, etc. An Every Door Direct Mail piece will be dropped in early August featuring the soft opening of the 300 block. DeFalco's Public Information Officer, Cathy Kramer, is providing great customer service to businesses or the public that bring up questions, issues, or concerns about the project. Businesses continue to express interests in the Alleyscape grant and we have three more applications for review this month.

Creative District & Committee Updates: Downtown Ventures continues to interview possible VISTA candidates to fill a position from September – September dedicated to facilitating the Creative District. Kimberlee and Del Rae are completing the final 2015 report for the State.

Arts Administrators Committee: The Arts Admin group discussed 2nd Fridays and a public survey to gain information about people's current participation or what people would like to see in the future. It will go live the beginning of August. We also discussed combining events. As this is an important process, we are proposing hold a Creative Summit with different organizations and board members to devise a plan of collaboration in the future. We discussed social media options and a calendar of events. We also discussed looking at getting a joint intern through the school district for social media and calendar updates. We discussed pursuing a National Endowment for the Arts Our Town Grant, as well as a Colorado Dept of Tourism grant for a placemaking initiative surrounding the Chicago-Colorado Colony.

Marketing Committee: The Marketing Committee discussed a branding guidelines document that was created for our Own Downtown Longmont logo. We discussed whether business owners needed our approval before they used it on their publications. Instead of making extra steps, we will allow businesses to use them. If we see misuse, we can discuss that with the business owners at that time. We discussed the Amazing Race – a partnership with Longmont United Hospital. We are hoping to get 100 people participating, along with many businesses throughout the footprint. We discussed Holiday promotions in 2016 and will continue to explore Small Business Saturday and a card deck of deals that we can use to add to gift card purchases. We also discussed ways to effectively market the 2-day Festival on Main event.

Marketing, Promotions & Events: Jennifer Ferguson was helping coordinate events, but took another job. Colin Arygs, a longtime volunteer, has been assisting. Our Facebook followers grew from 5,466 – 5,590. Our web site slightly decreased from 10,902 to 10,443 active users in the last 30 days. Our calendar and concert series pages, shopping and dining directories continue to be the most viewed pages. We continue to do bi-monthly event e-mails to 4,000 people. We have between a 20-30% open rate, which is good via industry standards.

Staff continues to meet with businesses/organizations for FOM involvement. We have secured performances for the 6 stages and are changing the footprint this year. We will have wrist bands for sale at \$5 for all kids activities.

We continue working on Saturday events and securing all the needed logistical details. Overall we will have less booths than last year, but the number of paid booths for outside of downtown has increased to 20 with revenues of \$6,000. We are planning Day of the Dead collaborations and will host an altar tour during the October 2nd Friday that will feature the Brew Hop Trolley.

Downtown Concert Series: Our final concert of the season will be on July 22 featuring the ColoRODans car show. We added an additional sponsor for the night – Mile High Harley. The social media for the event was very well received, with more than 290 likes, 16 comments and 59 shares. The new format of the concert series is still working out nicely. Attendance numbers have been strong - Week 1 – 2,568; week 2- 3,322; week 3 – 3,491. We have seen increased sponsorship and have done advertising more broadly this year. We are working with Sample Supports to do concert set-up. We also have a wonderful partnership with Central Presbyterian Church, who are opening their bathrooms to patrons, as well as giving water. The South End Block Party on June 24 focused efforts on the businesses between 1st – 3rd with concerts at Wibby and 300 Suns and attendance was 1,294. Being these venues were smaller, the attendance was lower than the 4th Avenue venue which holds more people.

Development: Del Rae continues to order items for the \$60,000 CDBG grant we received to extend the Main St. streetscape on the 100 and 200 Main St. blocks. The Main St. Pavement project is finishing up on the 100 west block and will be focusing more south of the 1st Ave. and Main St. intersection down to Ken Pratt Blvd. The lighting is reinstalled on the 100 west block of Main St. and irrigation will be finished soon. Trees and flower pots will then be planted followed by installing bike racks, benches and trash cans. All of these streetscape items are funded by the CDBG grant.

Kimberlee has had several conference calls and meetings focused in revitalization of the 200 block of Main St. She has spoken to business owners, current property owners and potential investors. She continues to work on redevelopment of the County parking lot, 1st and Main Transit area and South Main Station. She attended a webinar on retail recruitment and community development. She met with a current business owner about a new venture, as well as 2 prospective business owners; and Gold Key Travel about a mural project they are exploring. Del Rae and Kimberlee met with Christ Church International about their overall sign plan. Kimberlee met with Dick Lyons on how to proceed with the Art Spaces.

Master Plan Update: We have identified the steering committee for the Master Plan and will hold our first meeting in August. We have also been gathering information for the overall Market Assessment and continue to work closely with consultants on the process.

Downtown Block Captain Meeting: We held the July Block Captains meeting and covered safety, events, including Halloween and holiday events/promotions, marketing, Downtown studies, and development. We further discussed a deck of deals for the holidays. Businesses think this is a great holiday promotion. We discussed the gift card and the possibility of switching to a new company. There were many questions, so the company will be attending the August meeting. We will also invite a few other key downtown businesses to this meeting to get their feedback on this gift card company.

Clean & Safe Issues: Breaker's Grill and Sample Supports have removed their oil barrels from the shared trash enclosure on the 300 block, therefore they did not need to sign an oil enclosure agreement and pay an annual fee. Del Rae continues to work on a signed agreement from The Dickens Tavern. We hired a new intern, Dade, from the Career Development Center to help maintain plants downtown. We continue to manage irrigation and electric issues as they arise.

Del Rae and Kimberlee attended a City Homeless Services Action Team Presentation. It included a discussion of a proposed City Facilities Standards of Behavior which included a Tier 1 level for criminal behaviors and a Tier 2 level of related inappropriate behaviors and infractions for each level. Del Rae and Kimberlee will be involved in the next phase to develop Standards of Behavior for outside areas (i.e, not inside City facilities), including sidewalks, plazas and parks.

Parking Study: We have set the date for the pedestrian audit for August 11. This will include an evening session for public comments and input. Data for the final report continues to be compiled and the draft of the study is being written.

Parking: With the support of the City Parking Enforcement Staff, we continue to monitor and troubleshoot parking during Alleyscape, especially the delivery zones on Main St. The 300 west parking lot will still be used for staging during the 400 block alley construction which could last through September 2016. Given this parking lot has been used since February 2016, the Board may want to consider offering another one month credit to the 300 west permit holders on their January – June 2017 bill. This would be a retroactive credit for the congested parking lot situation during the Alleyscape project.

During the July-December 2016 permit renewal we did have some permit cancellations, mostly from the 300 west lot due to the Alleyscape construction and people moving. Emelie has been contacting people and selling these returned permits.

Del Rae and Lauren Greenfield did a bike rack assessment Downtown and created a list of additional rack locations. When Del Rae purchases bike racks for the CDBG grant, she will also purchase extra for the City Public Works Department who has offered to give us some of their racks for Downtown.

Del Rae and Kimberlee met with the Longmont eGo CarShare representative. Their designated spot in the 600 west parking lot will remain through December 31, 2016 as this pilot funding has been extended until then. We will help promote the program by including it in future Business emails and continue to dedicate a page on our website.

Financial Development: We have completed the budget for 2017 and Jim submitted a letter regarding the Mill Levies for 2017. Times Call will again be an in-kind sponsor of Festival on Main. Wyatt's is sponsoring the beer garden.

Downtown Collaborations: Kimberlee attended: the Visit Longmont Board Meeting, Executive Committee; Rotary (for Thaxter's swearing in ceremony as President!); Advance Longmont Partners Happy Hour. Thaxter Williams and Kimberlee attended City Council to support the Envision Longmont plan and update council on our own Master Plan Update. Kimberlee presented at the Guaranty Bank 50 club.