

## Executive Director & Staff Report – October 2017



### Economic Vitality

**Grow & Diversify Employment:** Kimberlee attended the Longmont Real Estate Showcase – Site Selector Panel, facilitated by the LEDP. The overall perspective of the site selectors is that Downtown Longmont is very promising. She also attended the Longmont Start Up Week 2018 kickoff meeting. There was great feedback from 2017, especially its walkability because of its concentration in Downtown. They dates have been set for the last week of July.

**Business Attraction & Retention:** Kimberlee attended a pre-app meeting for the Roost redevelopment. She met with prospective business owners, including a food concept, entertainment venue and fashion retailer. Kimberlee met with staff of High Plains Bank regarding outreach. We are creating a series of short videos with Xseed, that highlight businesses, giving people a glimpse into what Downtown has to offer.

**Retail Committee:** We began a retail committee and held two successful meetings. The first meeting discussed the mission and impact of the committee. They would like to focus on ways to make Downtown a more desirable destination for customers and prospective business owners. We will work to do more collaborative marketing and outreach of our strengths. The group would also like to focus on the impact taxes play on retailers, as well as develop a robust education campaign around the benefits of shopping locally. The second meeting focused on joint holiday promotions and what they would like to see in our outreach efforts.

**Reinvestment Attraction:** Kimberlee met with Jessica from the LEDP and Brian Coppom from the Boulder County Farmers Market regarding a collaborative business model for the properties at 2<sup>nd</sup> & Kimbark.

**Incentives:** We are still working with Longmont Economic Development Partnership to finalize a revised Retail Conversion Grant for board review and approval. Georgia Boys BBQ was reimbursed \$15,000 for their Retail Conversion Grant and \$10,000 for the Façade Grant. Staff met with owners of the Roost and are working on their submittal for the alley patio and other exterior improvements.

**Development:** The appraisal of the 500 W lot was finalized. County, Burden and City/ LDDA staff met to discuss next steps. In the next 2 months, a decision on the land used for this project will need to be reached. Financing options of the project are being discussed. Kimberlee attended a pre-app meeting for Dryland Distillers and a planning weekly meeting to discuss projects or issues Downtown. She will attend in the future as needed.



### Placemaking and Urban Design

**Clean & Safe Issues:** We were reimbursed by the offender for the 300 E. block kiosk damage. Some small graffiti tags have happened Downtown and Imagine was able to clean those. However some larger graffiti has happened on Chamberlain Coins and Homerun Electronics buildings. They were informed of the free graffiti removal service from the City of Longmont. Del Rae has schedule to have the 4 large boulders by the 300 west trash enclosure broken down and adding cobblestone in that landscaping area to deter transient use.

Kimberlee gave a presentation to City Council regarding issues we have seen in the Downtown area. She gave photos and testimonies from business owners to show real examples of how behaviors are impacting business.

**Maintenance:** Maintenance of the Dickens patio is still under discussion. We communicated with the Dickens Tavern property owner about past maintenance to the patio. We continue to investigate to determination who should legally be responsible for the patio maintenance and repair. Ward's landscaping has begun removing the plants from the planters and irrigation is being winterized for the season. The fountain has also been shut off and winterized.

**Sign Standards:** Kimberlee and Del Rae continue to review and issue certificates of compliance for Downtown Signage.



## **Creative District**

The mural project at the Century Link building was awarded to an artist from Denver. It is on detail work phase which should be completed within a week. The artwork was also installed on the South Main St. bridge. Rob attended the Creative District meeting in Denver Golden Triangle district. Kimberlee and Rob toured CoSolve and discussed the possibility of having spaces for artist within the space. There is a strong concentration of creative tech businesses moving into the space.

**Arts Administrators Committee:** The group discussed ways to use the Creation Station for creative programs. Rob is currently talking with Recreation Services and the Library for scheduling of downtown events in the building. He also reviewed the purpose of a Creative District. There is new leadership for the group and we hope to increase the collaborations in the future.

**Program Committee:** There was no meeting this month due to unavailability of members. Will reconvene in November.

**Marketing Committee:** Discussions continued around Holiday marketing to include a gift guide, a video of downtown shopping and Holiday BINGO which will replace the bells promotion this year. A new LDDA volunteer through Chris McGilvray has started boosting social media campaign. Kimberlee will send a letter to businesses outlining the holiday marketing and get their feedback and participation.

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

**Marketing Stats:** Our Facebook followers grew from 6,106 – 6,144. Our post reach was up more than 300% and post engagements were all down from last month, based on less events. Our new business posts continue to perform best. Our web site decreased from 4,260 – 4,150 active users. The most viewed pages were calendar, Home page, Day of the Dead Trolley Tour, Chalk Fest, Events. We continued use of our Twitter account and have grown from 892 - 914 followers and 94 likes.

**Holidays:** Staff have been working on the Tree Lighting event on Nov. 24. Colin is reaching out to performers and contractors for the Dance Off and cultural representation. Goodie bags will be given away again this year. Small Business Saturday activities are also in the works including ice carving, roaming performers, carolers and giveaways. We were again awarded a Neighborhood Champion from American Express and received swag to distribute to businesses. Bright Christmas will begin the holiday light install in mid-November to be finished in time for the Tree Lighting Ceremony. We added additional lighting in St. Stephen's Plaza and in the medians to wrap those tree limbs all of the way. Samples restaurant expressed interest in paying extra to have lights extended higher up on the 2 trees in front of their business. A quote was provided to them. We will create Holiday Bingo and Own It discounts for businesses.

**Events:** The October 2<sup>nd</sup> Friday Day of the Dead Celebration was a huge success! All 3 altar tours were full and feedback from attendees was positive. There are 29 altar displays in downtown thru Nov. 3<sup>rd</sup>. The LDDA built an altar on the event night at St. Stephen's Plaza and a group of youth dancers performed there as well. A Day of the Dead procession will be taking place Downtown on Friday, November 3 and the LDDA altar will also be displayed that day. Kimberlee met about the Longmont Jazz Fest and the possibility of hosting the event Downtown.



## **Connectivity and Access**

**Alleyscape & Breezeway West Side:** The Los Arcos metal artwork was re-installed in early October. They are now being painted. Black Main St. benches will be relocated into the sitting areas by Los Arcos in the 400 and 500 breezeways. Leftover Alleyscape funds will be applied to the east alley repairs behind Mike O'Shays. This will be scheduled sometime in November.

**Rehab Project:** The City began concrete shaving and paver leveling on the east side of Main St. between 3<sup>rd</sup> and 6<sup>th</sup> Ave. They will get to the west side at a later date.

**Alternative Transportation:** We continue to run 2<sup>nd</sup> Friday BrewHop Trolley and it is gaining more riders each month. We are updating our parking map and have included two new electric charging locations on 3<sup>rd</sup> Avenue. Our first Community

Walk, Glow in the Dark Walk, features businesses on the south side of Downtown (between 1<sup>st</sup> – 3<sup>rd</sup>). The second walk will start on Terry St. and featuring holiday lights and displays.

**Parking:** Kimberlee and Emelie met with Parking Enforcement staff and NuPark Sales on Oct 18 to discuss current and future program and technical support. We originally thought full use of the software system, including management of our permits was part of the City's subscription. We discovered that much of it does not. We also explored day permitting thru the website to enable the public to park all day and not have to come in to the office. We will work with the company to either allow us to customize our needs or we will have to maintain our old system for permits. Signs for the new time limits throughout Downtown will begin getting updated on October 23. Flyers were also put on cars this weekend to affected streets and lots and will continue through the following week.



## Land Use

**Development:** Kimberlee is beginning to set meetings with property owners that have finalized projects in the past few years. Hopefully these meetings will be completed by late November.

Kimberlee has met with the Elks regarding the charrette and the group met with historic preservation planner Karen Bryant to begin the preparation of the grant for the structural assessment and economic impact study. Staff from the state historic preservation organizations are coming for a visit and tour of the Elks on October 25. We are planning a dedication of the Historic District from February of next year. We received the final draft for the charrette report and it is currently under review.

Kimberlee and City Staff discussed future plans with Front Range Community College staff.

**Land Development Code:** Kimberlee and Brien Schumacher met to update proposed language for the code update.

**Design & Planning:** Staff met with Fort Collins regarding their design standard and review process. We will expand the committee and have a meeting by the end of November. Kimberlee attended the quarterly ELiTe (Envision Longmont Implementation Team) to discuss the overall implementation of the plan.

### **Leadership and Management**

**Block Captains Meeting:** The group met the new Beat Officer, Don Goldware. Some businesses reported theft and other safety issues and Don offered ways to handle incidents. He also suggested reporting cases to the police so they can track activities. Cameras in the shops would be very helpful especially during the holiday season. More information on Homeless Services was shared. Businesses asked to bring back the bag giveaways during the holiday season. Kimberlee is reaching out to the City for funding support.

**Financial Development:** We received the American Express Small Business Saturday Neighborhood Champion Grant and have already received our resource kits. We are working with businesses to secure sponsorships for the holidays. The Ventures group updated the 501c3 application and is getting it vetted through Downtown Colorado Inc. Kimberlee presented the budget to City Council. Kimberlee, Jim and David Starnes had a conference call with Boulder County staff to discuss possible financing models for a joint parking structure on 500 Coffman,

**Downtown Collaborations:** Emelie attended the Food and Brews Collaboration meeting on Oct. 16 thru the Longmont Chamber. The group is focusing on a need for a comprehensive Longmont dining guide. The group is looking into a funding source for a website hub, maintenance etc. The Chamber also introduced Longmont Restaurant Week on April 22-28, 2018. LDDA will partake on this committee for the Downtown restaurants.

Staff went to Fort Collins and met with their DDA staff. The day included a tour of their project and open spaces, one-on-one discussions with staff counterparts and an overview and presentation on their design standards and Façade Improvement programs. Staff attended a ribbon cutting at Cheba Hut. Kimberlee attended: the Visit Longmont board meeting and Executive Committee; Economic Partners meeting. She attended the Longmont EDP Board Meeting. She attended the Mile High Leadership Conference and A Woman's Work annual luncheon. We held an Executive Committee met to set the agenda. Staff had a DDA/City collaboration meeting. Kimberlee toured the Executive Director of Downtown Boulder Inc through our alley project.