

LDDA Board Communication

Meeting Date: Wednesday, January 26, 2022

Current Incentive Fund Availability:

Retail Conversion: \$74,100	Signage: \$24,845	DIP: \$203,444	Alleyscape: \$11,089
Residential: \$19,749	Safe Re-opening: \$6,175	TIF: \$2,522,933 (net projected available)	

Agenda Item: Annexation into LDDA Boundaries:

Executive Summary: Staff met with legal counsel regarding the LDDA annexation process. Included in the packet is information from the state statue regarding inclusion in the LDDA. Formal petitions were sent out to everyone who expressed interest after receiving our initial letter in October. To date, we have received petitions from four businesses. We have heard there is one other property owner interested, but for now that application is pending.

- 33 Pratt St. - Front Range Real Estate Partners, LLC (Paul Terhaar)
- 721 Main St. - Mike Luebesmier
- 723 Main St. - Curtis & Amy Kosteck
- 727 Main St. (pending)
- 729, 731, 733 Main St. - Greg & Abby Ellis

Next steps include going to Longmont Planning and Zoning Commission (Mid-February) then going to Longmont City Council (March).

Board Action Needed: Approve annexation petitions and make recommendation to Planning Commission and Longmont City Council to include properties into the LDDA.

Agenda Item: Intergovernmental Agreements

Executive Summary: Each year, the LDDA enters into Intergovernmental Agreements with the City of Longmont and the Longmont General Improvement District (IGA). This agreement outlines the scope of work and exchange of services between the entities. After the LDDA Board approves these IGAs, they will be added to a Longmont City Council agenda in February.

This year, both agreements have minor changes from last year.

- LDDA & LGID - Updates are only dollar amounts and dates
- LDDA & City - Updates include dates and events.

- LDDA staff added Summer on the Streets, clarified that the May Artwalk will be only on 4th Avenue and removes the wording for another Main Street festival.
 - It removes wording of a lane closure and includes a partnership for utilizing parklets in the Right of Way

Staff Recommendation: Approve both as presented

Agenda Item: LDDA Retreat Topics

Executive Summary: The Executive Committee met and discussed possible topics for the February 11th Board Retreat. The meeting will be held at the Longmont Economic Development Partnership conference room. Ideas include:

1. State of Downtown - Review of data & CEDAR survey results
2. Sugarmill + Steam initiative - Presentation & feedback from the Board regarding this effort
3. Future of LDDA TIF funding / Top projects to pursue
4. Use of LDDA / GID parking lots for future development
5. The future of parking within the LDDA boundaries

Staff would like to discuss this agenda and gather any other topics/ideas that Board Members would like to discuss at the 2022 retreat.

Agenda Item: 2022 Proposed Work plan

Executive Summary: Staff is working on creating a 2022 work plan. A DRAFT work plan will be presented at the Board meeting.

Agenda Item: 2022 Events Update

Executive Summary: Currently, staff is working on updating and refreshing its slate of events. Some will have substantial changes.

Event Update:

- Winter Walkabout - due to the huge spike in cases, we postponed the event until April 9. All website, social media, and marketing has been updated. Lineup for the new date is nearly complete, and tickets are on sale now. The event will still be fully vaccine verified. APRIL
- Clean & Green - annual clean up event around downtown APRIL
- Summer Concerts - Planning to hold concerts every Friday in June (3rd, 10th, 17th, 24th) including the SVVSD All High Schools Reunion on June 10. JUNE

Partnerships:

- ArtWalk - Two ArtWalk events - a food-centered event in May on 4th Avenue, and a Main Street ArtWalk Festival in September. Summer on the Streets will be held on 300 block of Kimbark every Saturday from July 9 - August 27, featuring art booths, interactive art activities, local music, movies and more. MAY - AUGUST
- Day of the Dead - work with Longmont Museum to host Day of the Dead celebration OCTOBER
- Trick or Treat Street - work with Recreation to host Trick or Treat after parade OCTOBER

Reimagined Events:

- Second Saturday Creative Crawl - the re-imagining of Second Fridays have led to planning Second Saturday Creative Crawl - a monthly, family-friendly, interactive, play- and fun-based event to be held the second Saturday of each month. Staff is in communication with businesses and stakeholders to produce different activities, programs, and promotions each month. Planning to launch in April.
- Holiday Tree Lighting - staff is looking at possibilities of changing, moving and enhancing this event for better attendance and impacts.

New Events:

- Sample the Slope- Bring awareness and customers to businesses south of 3rd Avenue with Sample the Slope event. Visit 8 locations and do challenges (physical or creative). Finish at the top of South Main Station apartments on the roof top and win a t-shirt for visiting all spots
- Taco Trail - Working with Bandwango to create a Taco Trail where customers can 'check in' at downtown restaurants with tacos on the menu, and win a prize for checking in at all locations. Planning to hold a kickoff/launch centered around Dia del Taco (March 31). MARCH - OCTOBER
- Wine Walk - Working on a 'Wine Walk' event to drive customers to various retail stores throughout Downtown, and let them sample different wines at each location. He has met with two other cities who have hosted this type of event before, and also met with the City's licensing coordinator to discuss logistics of the liquor permit. LATE SEPTEMBER

Staff would like to discuss some new/changed events and get feedback from the Board.