

LDDA Board Communication

Meeting Date: Wednesday, November 15, 2023

Current Incentive Fund Availability:

Retail Conversion: \$41,587	Signage: \$7,610	DIP: \$477,946	Alleyscape: \$11,089
Residential: \$19,749		TIF: \$3,489,079 (net projected available)	

Agenda Item: Holiday Update & 2024 Events

Executive Summary: Staff will provide an overview of Holiday initiatives. There are several storefronts that are either actively under construction or awaiting permits in the Downtown area. Staff would like to engage these storefronts so that it provides a sense of hope and anticipation to those shopping throughout the Holiday season.

We have reached out to several property owners and have received permission to hang either coming soon banners or banners featuring local art in the windows of storefronts.

- Tinkermill will stage all the 380 Main windows with interactive lighting
- Aflorae will work with their window designers to stage 360 Main St
- Cynthia Barnes worked with artists to license original works of art to be reprinted on banners to be hung inside vacant storefront
- DDA would be producing banners that say Coming Soon for several restaurants that are currently under construction
- Staff will work to hang banners and paper the rest of the properties to screen construction work

Upcoming events:

1. Plaza Lighting - Saturday, November 18
2. Small Biz Sat - Saturday, November 25

Additionally, we have had several meetings with business owners regarding next year. Staff will facilitate a 1/2 day meeting in January with restaurant and retail owners to discuss next steps.

Agenda Item: Spoke on Coffman Parking Agreement

Executive Summary: Staff is working with Boulder County staff members on an agreement for use of garage spaces at The Spoke on Coffman. There are up to 80 spaces that we can access on a first come - first served model. The County is proposing that we split the carrying costs (~\$613) of the spaces, which is approximately \$306 per space (LDDA cost).

LDDA would sell permits, but the annual offset of revenue would be no more than \$100 per year. I am working with the County to only provide reimbursement on the number of spaces in which we sell permits. It may be beneficial to move our own permits to these spaces as well for consistency.

Staff is seeking direction on how we would like to proceed.

Agenda Item: Microtransit Update

Executive Summary: Staff has been discussing the microtransit options with business owners. The overall sentiment is that any transit option would have to be unusual, cool, fun and efficient to encourage people to ride. We also would need to figure out the most efficient routes.

After doing some research, we found the below vehicle to be available. It seats 6 people, (5 plus a driver). It can go up to 35 mph and is licensed to be on the street. It is a fully electric vehicle and can be charged overnight either at The Spoke on Coffman or the City of Longmont library. It is heated as well.

<https://www.gemcar.com/gem->

[e6/?tid=dm&cid=771g2a22626&pcrid=485218858544&pkw=gem%20e%206&pmt=e&net=google&WT.term=gem%20e%206&WT.campaign=Brand&WT.content=&WT.source=google&WT.medium=cpc&WT.mc_id=&WT.mc_ev=&WT.srch=1&gad_source=1&gclid=EAlaQobChMI4KCv8oujggMV2yzUAR1eGwTZEAAYASAAEgLINPD_BwE](https://www.gemcar.com/gem-e6/?tid=dm&cid=771g2a22626&pcrid=485218858544&pkw=gem%20e%206&pmt=e&net=google&WT.term=gem%20e%206&WT.campaign=Brand&WT.content=&WT.source=google&WT.medium=cpc&WT.mc_id=&WT.mc_ev=&WT.srch=1&gad_source=1&gclid=EAlaQobChMI4KCv8oujggMV2yzUAR1eGwTZEAAYASAAEgLINPD_BwE)

The cost for this vehicle is approximately \$40,000. We could purchase this with the funds that we allotted, but would need to hire and staff drivers. We are currently writing a job description to get this benchmarked through the City, as well as investigating insurance costs. Staff will also contact private shuttle owners to see if they are able to provide staffing for these vehicles.

If the transit option does not catch on and/or become a long term solution, this vehicle can be used for special events and other business crawls throughout the district.

Staff would like to discuss this option with the Board and see if we would like to pursue this further.