

# LDDA Board Communication

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**Meeting Date:** Wednesday, November 20, 2019

## **Current Incentive Fund Availability**

Retail Conversion: \$31,676	Signage: \$29,650	DIP: \$191,078
Alleyscape West side: \$55,555	Residential: \$34,749	TIF: \$2,985,665 (net projected available)

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## **Agenda Item: 500 Coffman St. Redevelopment Update**

**Executive Summary:** Boulder County Housing Authority Staff will be updating the Board on the 500 Coffman St. redevelopment. They have submitted documents to the Development Services Center for review. Staff has been working with the City on issues. In you packet, please find renderings, the proposed project schedule, site plan, elevations and MOU that was signed in January.

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## **Agenda Item: Advance Longmont 2.0 Strategy**

**Executive Summary:** Advance Longmont 2.0 is the city's new economic development strategy. It champions a vision of growth, prosperity, and inclusion as the pillars of a successful, vibrant, and resilient local economy. Advance Longmont 2.0 proposes a structure of collective impact: a community-wide collaboration to address our shared economic challenges and accelerate our shared opportunities. By focusing on Talent, Place, Industry, Connectivity, and Impact, we believe Advance Longmont 2.0 presents the best opportunity our community has to collectively tackle the issues that matter. We are asking each of our Advance Longmont Partners to support or formally adopt the Advance Longmont 2.0 strategy as their own. This represents a significant step to community-wide buy-in and continued engagement in the implementation of the strategy.

### **LDDA can play a specific lead role in the Place realm. Projects include:**

- Wayfinding Implementation (Downtown / City wide)
- Maker Block (200 block & beyond charrette)
- Housing for Creatives

As the Board plans for the 2020 work plan, integrating these goals into ours would be beneficial.

**Board Action Needed:** Adopt Advance Longmont 2.0 Strategy

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## **Agenda Item: AutoPlex – 105 3<sup>rd</sup> Avenue**

**Executive Summary:** Autoplex is undergoing a façade renovation on its property. They are applying for a façade renovation grant. Work includes removing wood coverings, painting, updating metal work, rehabbing and replacing concrete. Staff is awaiting information and will update the Board Packet on Monday.

**Board Action Needed:** Grant Approval

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## **Agenda Item: Smokin' Daves – 230 Main St.**

**Executive Summary:** Smokin' Daves has purchased the property at 230 Main St. They are applying for a façade grant, retail conversion grant and sign grant. The Finance Committee has approved the financials for the project. Staff is awaiting information and will update the Board Packet on Monday.

**Board Action Needed:** Grant Approval

## Agenda Item: Event Update

**Executive Summary:** This past year has brought a flourish of activity into the Downtown District. Colin Argys, marketing & event specialist, has worked very hard keeping an active slate of activities within the District. Staff works to coordinate monthly 2<sup>nd</sup> Friday events, Summer Concert Series, Tree Lighting & Small Business Saturday. Del Rae manages the annual Clean & Green event. New this year, in collaboration with Creative District volunteers, we started the Winter Walkabout Music Showcase. This sold out event brought the community Downtown in February – a time we need to actively bring more people into our businesses.

LDDA board directed staff to act as more of an event facilitator than an event organizer. This year, we assisted with four new events into the Downtown (highlighted in yellow below), including Farmer’s Market, Unity in the Community, Day of the Dead and Main St. Fun Run (to be held in December). We were able to assist with logistics surrounding these events and work with the event managers to bring new audiences into the district.

Finally, we sponsor a number of events, through facilitating road closures, in-kind donations or sponsorship dollars that make an impact to our community. These events round out a strong calendar of events, along with historical parades that happen annually in Downtown. Colin will present an overview of these events to the Board at the meeting.

### 2019 Downtown Longmont Event Schedule

#### LDDA Produced Events:

DATE	EVENT	THEME/DESCRIPTION
January - December	2 <sup>nd</sup> Friday	LDDA / Art Galleries / Downtown Retail & Restaurants
February 2	Winter Walkabout Music Showcase	Winter Music Festival in 12 venues
May 4	Clean and Green	Clean-up areas of downtown
May 31, June 7, 14, 21, 28 July 26	Summer Concert Series	June 14 – All St. Vrain High Schools Reunion July 26 - High Country Harley Bike Night
November 29	Tree Lighting	Kick off Holiday season in downtown – 6 <sup>th</sup> Ave./Main St.
November 30	Small Business Saturday	Shop and support small businesses

#### LDDA Sponsored Events in Downtown Area:

DATE	EVENT	Partner /ORGANIZER
March 29-April 7	Restaurant Week	Longmont Chamber of Commerce
May 11; Sep 21	ArtWalk	ArtWalk Longmont
June 19 – September 11	Downtown Farmer’s Market	Real Farmers Market Co.
June 22	Longmont Pride	Out Boulder County
July 20	Longmont Jazz Festival	Longmont Jazz Association
July 20-21	Hooplagers	Wibby Brewing
July 22-26	Longmont Start-Up Week	Longmont EDP
July 27	Cruise Night	City of Longmont / Public Safety
August 18	Denver Broncos Carne Asada	Denver Broncos
August 23	Unity in the Community	Longmont Area Chamber of Commerce
October 26	Haunt in the ‘Mont	SVVSD Education Foundation
October 26	Halloween Parade / Trick or Treat St.	City Rec Services / DDA businesses
November 2	Day of the Dead & Catrina Ball	Museum/Firehouse Art Center
December 14	Main Street Fun Run	Shoes & Brews

**Other Parades:** Boulder County Fair Parade, Veteran’s Day & Holiday Parade of Lights

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## Agenda Item: Market Analysis

**Executive Summary:** As part of the 500 Coffman St. redevelopment, Burden Inc. has engaged David Starnes to do a real estate market scan for the proposed office and retail building. Staff feels it is an important time to build upon and expand the data gathered in our Master Plan Update, to assist the Board in making decisions and setting priorities for the future. With the redevelopment of Coffman St., continued interest in housing projects and room to grow in the office/retail/artisan manufacturing, this data will be important as we further development and economic vitality in the district.

David Starnes, who formerly worked in Longmont (resume attached) is putting together a scope of work for the Board to consider. Below, please see a primary outline of scope items. In your Board packet is a similar report done for a different community. We would like to have the work completed before our Board Retreat in February.

### **Downtown Longmont Market Analysis Scope Overview**

- **Economic and demographic conditions and trends summary** of downtown Longmont, City of Longmont and surrounding market area
  - Baseline economic and demographic profile (e.g. population and households, labor force, at-place employment, existing business mix by industry) of existing and projected demographic and economic factors for downtown Longmont, City of Longmont and regional market area to identify factors influencing the downtown office and retail/artisan manufacturing markets
- **General market overview of office and retail / artisan manufacturing** in downtown Longmont, City of Longmont and surrounding market area
  - Market segment overview to include data such as business inventory update (downtown), square feet by space type, number of buildings, vacancy rates, lease rates, recent sales/sq. ft. transactions by building type
- **Market analysis that identifies and quantifies potential sources of market demand for office and retail / artisan manufacturing in downtown**
  - Identify development activity by use type in downtown, City of Longmont and regional market and potential impact on downtown market
  - Identify sources of market demand and preferences for office and retail/artisan manufacturing in downtown, including retail expenditure, leakage and capture rate analysis for downtown market
  - Quantify range of amount of potential development (in square feet by use type) by targeted sources of demand and preferences and existing / future supply for office and retail/artisan manufacturing in downtown
  - Summary of strengths, challenges and opportunities by market type (e.g. office, retail/artisan manufacturing) in the downtown study area

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## Agenda Item: Big Belly Trash

**Executive Summary:** Staff is working with Public Works / Natural Resources (PWNR) to assist with solutions of managing trash pick-up in the Downtown area. Big Belly, smart solutions for cities, offers a variety of products that assist managing trash in urban settings. Included in your packet is information regarding these units. We would like to test these products in Downtown for 2020. PWNR would like to replace five, high trash yielding areas with these new products. We are able to lease these units.

The cost would be approximately \$10,000 for the year. We are requesting funds from the Infrastructure Replacement Fund. This fund is comprised of TIF dollars that the City of Longmont allows us to keep, but have been designated to only be used for replacement of existing infrastructure. Staff believes this would be an appropriate use of these dollars.

**Board Action:** Approve up to \$10,000 to utilize Big Belly trash compactors in the Downtown Area for 2020.