

## Economic Vitality

### Business Support

- Business owner meetings
  - Block by Block
  - Block captains
  - Business sectors - Retail/restaurant/health/wellness
- Troubleshooting clean/safe issues
- Communications
  - Email

### Marketing Initiatives

- Everyone's Neighborhood
  - SVVSD Videos
  - Year-round postcard distribution
- Small Business Month - May
  - Social media campaign
- Shop Local - Holidays
  - Digital ads, print ads, postcard

### Business Retention & Recruitment

- **Business retention visits**
  - Goal of 36 business visits
- Prospect relations
- Realtor & Property Owner relations
  - Maintain property database
- Advance Longmont Ecosystem alignment

## Placemaking & Urban Design

### Update Tivoli Lights

- Breezeways

### Alley Refresh (west side)

- Painting all structures in alley and breezeway

### Pattern Crosswalks on Kimbark and/or Emery at 2<sup>nd</sup> Ave

### Plaza Activation

- Olympic theme

## Creative District

### Longmont Creates Transition

- Transition Creative District management and reauthorization to Longmont Creates

### Collaboration Grants & Theme Day Support

- Administer collaboration grants for businesses

- Award more than 15 grant awards
  - Support business initiatives such as Costume Crawl
- Nightlife Campaign
- Convene nightlife group and discuss promotions/opportunities
- Events
- Hold annual events - Winter Walkabout, Slay the Slope, Summer Concert, Sidewalk Sale, Wine Walk, Holiday Plaza Lighting, Small Business Saturday, possible North End/Longs Peak event
  - Support partner events - Miracle on 4<sup>th</sup>, Free Comic Book Day, Summer on the Streets, Unity in the Community, ArtWalk on Main, Day of the Dead, Other Cultural Events

## Connectivity

### Communications

- Adequately and proactively communicate disruptions due to construction on Coffman St or during ongoing construction projects

### CIP Budget Alignment

- Work with PW to discuss future projects

### Main St Investigation

- Meet with CDOT to acquire data and feasibility

### MicroTransit & Parking

- Utilize City of Longmont's microtransit to ease parking congestion
- Enhancement to Spoke parking structure to increase ease and utilization of parking

### Wayfinding Implementation

- **Finish Phase 1 and begin Phase 2**

## Land Use

### Development & Incentive Support

#### Land Use exercise

- Identify available and underutilized land
- Package for development

### 600 Main Plans

- Begin community engagement and design work

## Leadership

### Master Plan Strategic Action Priorities Update

- Initiate stakeholder engagement
- Update strategic action plan

### Implement welcoming downtown strategies

- Work with cultural brokers
- Begin outreach strategies

### Front Range Passenger Rail Education & Advocacy

- Engage in conversations and education regarding rail