

LDDA Board Communication

Meeting Date: Wednesday, March 30, 2022

Current Incentive Fund Availability:

Retail Conversion: \$74,100	Signage: \$24,295	DIP: \$419,882	Alleyscape: \$11,089
Residential: \$19,749	Safe Re-opening: \$6,175	TIF: \$2,522,933 (net projected available)	

Agenda Item: Copper Sky Distillery Incentives (DIP, Retail Conversion):

Executive Summary: Copper Sky Distillery is leasing space in 110 Emery St. across the street from South Main Station. They are moving from their current location on Colorado Ave. in Longmont. They are applying for the DIP and Retail Conversion Grants.

The DIP costs include electric code upgrades and the fire suppression system. Electric upgrade costs are only allowed for restaurant spaces. The staff requests the board to consider allowing this electric upgrade for the distillery as it will benefit the space overall and it meets our goals of offering more craft and retail destinations. The electric upgrade cost is \$103,975 and the fire suppression is \$12,991 for a total of DIP cost of \$104,768. The Retail Conversion costs submitted include remodeling, plumbing, and ADA restrooms and total \$345,693. The total cost of the project overall is \$1,189,447. Their financials have been approved by the Finance Committee. They are requesting the maximum for each grant: \$10,000 for DIP and \$15,000 for Retail Conversion for a total of \$25,000. The Longmont Economic Development Partnership has approved their \$7,500 Retail Conversion match.

Board Action Recommended: Approve the DIP Grant for \$10,000 and the Retail Conversion Grant for \$15,000 for a total of \$25,000.

Agenda Item: Parklets

Executive Summary: There is interest for City of Longmont / LDDA to continue its parklet program. Staff has been reaching out to former participants to gauge interest. Additionally, some new businesses are expressing interest. Staff realizes that some parklets were not used well last year. As we reach out to businesses, we are very clear that parklets must be actively used, if placed in front of businesses. Again, for those that do not want to use

them, the primary reason is not having the staffing to adequately serve the additional areas. To date we anticipate placing parklets in 22–30 parking spaces, depending on locations. Approximately 20 parking spaces would be used on Main St. (compared to 26 parking spaces in 2021) and the remaining spaces are anticipated on Avenues.

Staff proposes that parklets be placed in May and removed at the end of October. We are aware of some property owners being unhappy that they parklet project is being considered again this year. We've also gotten some feedback from a couple downtown liquor license holders expressing concern about reverting back to pre-covid procedures for extended outdoor space and the associated costs/paperwork/ timelines and logistics. We know the State has been pretty last-minute when extending the Covid modifications in the past, if they even plan to do so again. The LDDA is meeting with the City to discuss the following:

- Is there an extension we could do on the local level to extend the Covid modification procedures that we've used the past 2 summers that would make this process less difficult and burdensome on the businesses?
- Regardless of the answer to the above question, what is the easiest and most cost-effective way that businesses can use parklets?
- Can we put together a SOP or best practices outlining the procedure for the various types of license holders to apply to use outdoor space, so they're not stuck in between communication with the State, CCO, Planning, etc.?

Agenda Item: Trash Enclosure Amendment

Executive Summary: Boulder County Housing Authority (BCHA) has created a First Amendment to the MOU for the Coffman Garage between BCHA and the LDDA. The Amendment permits the Downtown businesses that lost the use of their shared trash enclosures (due to the development) to use the BCHA shared trash enclosure located in the parking garage. The Amendment does not include the Pine Ridge Dental (541 Main), Christ Church International (527 Main) and Dr. Ranucci (515 Main) businesses/properties as they did not use the LDDA shared trash enclosure in the past and/or they have a trash enclosure on their private property. BCHA has agreed to monitor the usage of the enclosure the next two years and will re-evaluate if there is space to accommodate any of these three businesses, if the need exists.

Board Action Recommended: Approve Amendment on behalf of the GID.

Agenda Item: Pedestrian Counters

Executive Summary: The Board approved the purchase of two more pedestrian counters in 2022, which will bring us to six total counters in Downtown. Our first four counters are bi-directional meaning they have two sensors to count In/Out traffic. We haven't needed or used this feature in our analysis, therefore we are planning to order counters that are one direction with one sensor. These will provide the same data as our current counters. This will save \$1,300 off the order for the two counters this year.

We did not previously mention that each counter has an annual subscription fee of \$420. Therefore, six counters will cost an annual fee of \$2,520, which staff will plan to budget for annually moving forward. Given this annual fee, we feel do not need to add more counters in the future and that we can confidently capture good data from six counters placed strategically in Downtown. Staff would propose keeping four counters stationary and moving the final set in different parts of the district to gauge traffic in those areas.

Agenda Item: Dickens Patio

Executive Summary: In the past year, the brick wall on the sidewalk of Third Avenue failed. The patio had been in existence for more than 70 years and it seems that these updates were added in the early 1980s. The City Public Works & Natural Resources (PWNR) recently performed maintenance on the Dicken's patio which cost \$23,717. They painted the railing, smoothed out the vertical wall that faces 3rd Ave. and fixed the east and west patio entry stairs by transitioning them to concrete (previously brick). Public Works is covering the costs of this expense. The original painting bid only included painting the rails on the steps, but the entire railing was in need of new paid. PWNR asked if the LDDA could cover the additional cost of rail painting at \$5,000. The LDDA could cover this cost using DIP funds as it is an allowed cost under the DIP Grant.

After investing in this patio and getting it back to a safe and appealing asset, PWNR is drafting a maintenance agreement with the adjacent property owner of 300 Main St. to perform future maintenance on this patio. The agreement will state that the property owner will maintain the surface brick area of the patio, the railing, and the stairs on the patio that lead directly to the business entrances. The PWNR will maintain the east and west stairs that lead to the patio. We are also working with Art in Public Spaces (AIPP) to ask its commission to include a public art project on the wall. If this is approved by the commission, AIPP will maintain the 3rd Ave. vertical wall.

Board Action Recommended: Approve use of \$5,000 in DIP funds to cover the cost of painting the railing.

Agenda Item: Nominating Committee

Executive Summary: Longmont City Council is currently reevaluating the way it appoints new Board Members to its Boards and Commissions. In the past, applicants were reviewed and appointed by Council, without input from the current members of the Board. Moving forward, City Council would like to have initial applications and interviews reviewed by a committee of the current Board. Then, they would like a recommended slate of new members forwarded to them for review. This is consistent with the process many other DDA Boards appoint new members.

After meeting with the Executive Committee, appointing a nominating committee to vet these applications would work best. It would work best if the most recent two appointed Board Members be the nominating committee for the upcoming Board Members. This year, that would be John Creighton and Kirsten Pellicer. The Board could chose to formally approve their recommendations or just allow their recommendations to be forwarded to the City Council.

Recruitment for Board seats is currently open.

Board Action Recommended: Approve this process for a Nominating Committee.