LDDA Board Communication

Meeting Date: Wednesday, April 22, 2020

Current Incentive Fund Availability

Retail Conversion: $116,676	Signage: $27,595	DIP: $149,596
Alleyscape: $11,089	Residential: $34,749 + $100,000 added 1/20	TIF: $1,556,665 (net projected available)

Agenda Item: COVID-19 response update:

Executive Summary: LDDA staff has been working to assist our community during these unprecedented times of COVID-19. Communications and collaborations included:

- Daily calls with Advance Longmont Partner Group
- Weekly calls with business groups (retail, restaurant/bev, personal services)
- E-mail and individual phone call follow up to businesses
- Gift Card promotion program to incentivize sales
- LOCAL promotion program to incentivize sales
- #strongmont campaign
- Grant funding for creatives identified from CCI
- Social Media Training for businesses
- Business features

Agenda Item: South Main Station Façade Agreement and Reimbursement

Executive Summary: Attached to the packet are the Façade Agreement and exhibit for the Façade Improvement Program (FIP) eligible to South Main Station apartments. Staff and LDDA legal counsel have reviewed these documents and the reimbursement documents (outlined below). All criteria have been met and a Partial Assignment & Assumption of Redevelopment Agreement has been assigned to 150 Main Owner LLC. Agreements are listed below:

Redevelopment and Reimbursement Agreement dated March 17, 2015
First Amendment to Redevelopment and Reimbursement Agreement made as of December I, 2015;
Mutual Notices of Default and Agreement for Good Faith Remedy and Cure made as of June 30, 2016;
Second Amendment to Redevelopment and Reimbursement Agreement made as of June I 3, 2017;
Agreement for Good Faith Remedy and Cure made as of January 17, 2018;
Amended and Restated Agreement for Good Faith Remedy and Cure made as of March 2, 2018

Funds allocated to this project include:

$730,000 Façade Improvement Program (FIP) allocation (these dollars subject to Façade Agreement)
$100,000 Retail Incentive Funds
$187,020.34 Façade grant (DIP – Development Improvement Project) money
$20,000 Residential Incentive Funds

Total: $1,037,020.34

Board Action Needed: Approval of the Façade Agreement and direction to release funds.

Agenda Item: 500 Coffman St. Update and Parking Plan

Executive Summary: Please see attached memo of 500 Coffman St. update and timing. Staff is working with DDA Legal Counsel and City of Longmont Redevelopment Manager to review these documents and return comments.

I have also attached the proposed temporary parking plan. There are 135 displaced parking spaces throughout the 18 month construction period. After discussion, the parking plan proposes issuing permits to affected parkers, allowing them to park vehicles in designated areas and be exempt from time limits. These designated areas will be on a first come, first served basis. All parking (31 spots) in the 500 W and 10 spots in the 600 W parking lots will be impacted, including 18 permit holders and two Village Place residents. We have the availability to honor all those permits in the Roosevelt Park Apartments parking structure. Permits for these spaces are $16 less per month.

Proposed designated streets for permit parking include all street parking on the east side of Terry St. (adjacent to the Boulder County Hub) from 5th – 6th Avenue. All parking on the west side of Coffman St. from 6th – Longs Peak. I have requested that some of the spaces on Coffman St. be saved as timed parking, allowing those displaced CUSTOMERS who typically access parking in the 500 W and 600 W lots, the ability to have two hour parking closely available. We continue to work with the team and are working toward enforcement strategies.

Agenda Item: Financial Update

Executive Summary:

a. **Budget Update/2021 Budget**

In this uncertain time, LDDA staff is working to reduce all non-essential spending at this time. Staff would like Board Direction:

a. Capital Improvement Project. Budgets are due in May. Traditionally, we budget $10,000 for parking lot maintenance and upgrades. We also have CIP projects for alley planning, signage, medians and plaza rehabilitation. With deferments and delays due to COVID-19, staff anticipates that no further alley planning dollars will be needed in 2021. Additionally, we have adequate funding for wayfinding and signage at this time. Below in Informational Items, please see initial recommendations for plaza rehabilitation options for St. Stephen's Plaza. Staff recommends putting forth a budget to do some plaza rehab in 2021, based on estimates given by students.

b. **Project Deferment –** Based on partnerships and budget cuts from the City of Longmont, the hiring of Community Rangers and the pilot for the safety and security camera system in the alleys and breezeways has been deferred or postponed. We are waiting to hear regarding the 100 block median and alley planning projects.

c. **Shifting of funds for COVID programs**

Staff has been working with our Advance Longmont partners on what economic relief programs would look like for Longmont businesses. Collectively, we have decided to focus on resiliency of our businesses, as we are reopening businesses and our economy. Attached is a spreadsheet outlining where dollars can be reallocated. (Reallocation of Funds for COVID)

DDA Staff has identified the following funding sources for the Board to consider:

- $60,000 of DIP funds for COVID relief programs
- $200,000 of authorized but not yet loaned dollars for incentive programs

- $100,000 from Contingency and Streetscape projects in Construction Fund
- $80,466 from Business Ret & Rec, $25,000 from Placemaking, $25,000 from Connectivity, $20,000 Economic Vitality and $5,000 from Cultural Planning for Resiliency Marketing Campaign
- $50,000 from current A&E Fund
- $100,000 from reduction of Gateway Project
- $10,000 from Ventures Project for CCI Match for Creatives

Staff would like to have a discussion regarding which reallocations to utilize for programs in agenda item 10 – Resiliency Planning.

LDDA Master Plan Alignment:

a. Economic Relief Programs

i. Land Use Goal 1. HOST A DIVERSE MIX OF LAND USES INCLUDING BOTH NONRESIDENTIAL AND RESIDENTIAL.

A. Target incentives and tools to foster land uses needed to achieve a healthy balance of uses.

ii. Economic Vitality Goal 1. RETAIN AND ATTRACT RETAIL SHOPS, WHICH HELP ACTIVATE DOWNTOWN.

A. Continue investment in incentives that contribute to a healthy supply and demand balance of retail space, such as storefront conversions and transitioning service-oriented businesses to upper floor spaces.

b. Business Retention & Recruitment Programs

i. Economic Vitality Goal 1. GROW AND DIVERSIFY THE EMPLOYMENT BASE IN DOWNTOWN.

A. Create and implement a comprehensive business attraction and retention strategy that aligns with citywide efforts while defining a distinctive value proposition for Downtown.

ii. Economic Vitality Goal 2. RETAIN AND GROW LOCALLY OWNED AND OPERATED BUSINESSES.

A. Promote Downtown as the hub for locally owned businesses and support locally owned businesses.

c. Creative District Relief & Recovery Promotions

i. Creative District Goal 1. MANAGE IMPLEMENTATION OF THE CREATIVE DISTRICT AS A DESTINATION FOR ARTS, CULTURE, AND ENTERTAINMENT.

B. Pursue and leverage arts and cultural funding resources.

C. Showcase the creativity and culture of Longmont through public art, signage, design, banners, and other visible elements.

D. Create a comprehensive marketing and promotion program coordinated with other Downtown marketing.

ii. Creative District Goal 3. ENCOURAGE, PROMOTE, AND ASSIST CREATIVE INDUSTRIES AND RETAILERS TO LOCATE IN DOWNTOWN.

A. Connect prospective and new creative and arts entities with Longmont Economic Development Partnership (EDP) and other small business assistance programs.

B. Incentivize creative industries and retailers, particularly those that generate tax revenue that can be reinvested in the District.

C. Encourage and promote a craft and culinary cluster

d. Parking Permits: Staff will be sending parking permit renewals in mid to late May. As a result of COVID-19, many businesses were unable to operate onsite during the current permit period. LDDA staff recommends giving current permit holders a credit on the upcoming renewal of two months.

Board Action Needed: (Some Financial Motions will be needed below (Resiliency Planning)
Staff needs Board Motion:

a. Parking Permit credit approval and time credited

Agenda Item: Resiliency Planning

Executive Summary:

a. **Downtown Recovery Task Force:** Working with the Executive Committee, we propose initiating a Small Business Task Force (possibly better named a Downtown Recovery Task Force) that assists the DDA Board in outlining Economic Relief Programs and criteria, informs Policy moving forward, assess the Board on needs during recovery efforts, etc. John Creighton has agreed to be the Board Liaison for the Committee.

LDDA Master Plan Alignment

a. Leadership & Management Goal 3. ADVOCATE FOR DOWNTOWN'S INTERESTS ON CITYWIDE AND REGIONAL ISSUES.

A. Establish a leadership team tasked with meeting regularly with leaders throughout the City about Downtown, its relevance and its impact, and surveying property owners and suggesting partnerships for projects consistent with Downtown's vision.

B. Advocate for issues affecting Downtown as identified in this plan and subsequent issues as they arise.

C. Represent the perspective of Downtown stakeholders in the review and revision of any ordinance or regulation that effects Downtown.

b. **Marketing Task Force:** A Marketing Task Force has been developed to assist DDA Staff in creating and implementing a strong marketing campaign that helps guide programs moving forward, as we work toward Economic Resiliency.

This group held its first meeting on 4/16/20. Members include Kirsten Pellicer (Kitchen Co. & LDDA Board Liaison), Colin Argys (LDDA), Carmen Sample (Samples Restaurant, Martinis Bistro, Crystal Joys, Samples Supports), Mikayla Adair (Visit Longmont), Michelle Baltierras (High Plains Bank), and Teresa Shaheen (Deluxe Barbers).

They set a high-level goal of developing a communication and marketing strategy for the remainder of the year, broken into three portions: 1) immediate (for duration of Stay at Home Order), 2) medium-term (when SAHO is lifted), and 3) longer-term as we return to the 'new normal'. Next steps include 1) Creating a consumer survey regarding concerns and confidence in visiting downtown businesses, 2) Work on branding & coordinated messaging around Safe Business Practices for downtown, and 3) Develop the longer-term messaging and marketing campaign for when SAHO is lifted through the end of the year.

LDDA Master Plan Alignment:

a. Leadership & Management Goal 4. COORDINATE CENTRALIZED MARKETING AND INFORMATION FOR A WIDE RANGE OF DOWNTOWN ASSETS.

A. Maintain and update an inventory of vacant available space and redevelopment/adaptive reuse opportunities to use as a tool in active recruitment of new businesses.

B. Coordinate marketing efforts for the Creative District and Downtown as a whole.

C. Utilize a diverse range of marketing and information dissemination techniques and emerging technologies to reach a variety of audiences.

c. **Economic Relief Programs:** Based on the Executive Committee's recommendation, staff has identified funds that the Board can repurpose to be allocated toward Economic Relief Programs. Working with our Advance Longmont Partners, the recommendation of using public funds toward resiliency programs has been determined the best course forward. Once the DDA allocates a budget, staff can work with the Downtown Recovery Task Force to outline how to use those dollars and the criteria to assess needs. Ideas include no interest loans, working with Community Foundation on a program for grants or loans that can be leveraged as an Enterprise Contribution Project Grant Fund, Incentive Grant Programs that bridge the rent gap between landlords and tenants and identifying other unmet needs. See example from Colorado Springs DDA**:** http://downtowncs.com/ddabizrelief/

- **Economic Relief for Creatives:** LDDA received a $10,000 grant from Colorado Creative Industries to assist creatives that lost revenue or opportunity based on COVID-19 closures. The Creative District Advisory Committee met to discuss options for these dollars, including:
    - Stipends in exchange for the production of digital creative content (live performances, digital classes, etc.) to be shared through the LDDA social media platforms and website.
    - The production of original collectable #Strongmont art created by local creatives in conjunction with the #Strongmont social media campaign, could be a giveaway or incentive
    - Production of technological assistance program for creatives.

  In addition to immediate assistance programs, longer-term projects that could utilize these funds to help bring traffic Downtown once Stay at home order is lifted include:
    - Sidewalk art/mini murals to help reinforce social distancing in front of high-traffic businesses in engaging placemaking manner, could also be utilized for Creative District art tour.
    - Longmont Creative District Artist-in-Residence - Rent assistance program for studio space in Creative District, in exchange for content creation for Longmont Creative District.
    - Alleyway Mural Project.

  Staff is asking DDA Board to consider matching these funds ($10,000) to increase this program to $20,000

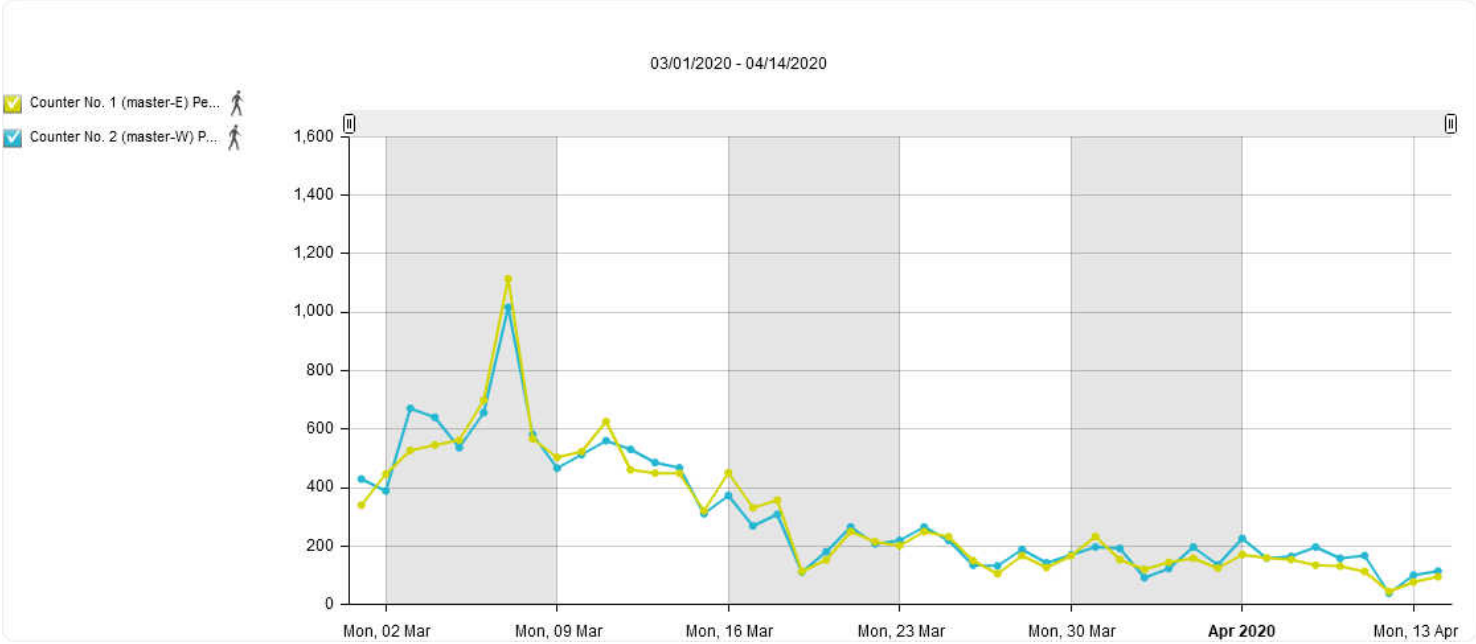
d. **2020 Work Plan (see attachment)** Staff have created an updated work plan for 2020, based on new information since the Board Retreat.

Board Action Needed:

1. Approve creation of Downtown Recovery Task Force and Economic Resiliency Funds.
    a. Economic Relief Fund amount and from which projects these dollars will be reallocated
2. Approval of Resiliency Marketing Campaign and Marketing Budget
    a. Marketing Fund amount and from which projects these dollars will be reallocated
3. Direction for Creative District Committee to create programs for CCI grant and Creative Industry Funds
    a. Designate Matching Funds for Colorado Creative Industries (CCI) Creative District programs and from which project these dollars will be reallocated
4. Approval of the 2020 Work Plan

Information Items: (items for the Board to be updated on – not included in this meeting)

The University of Colorado CEDAR students shared their mid-way reviews for the St. Stephen's Plaza design class project. Use this Google link to view each submission.
https://drive.google.com/drive/folders/1cAR3PE4lNiOWE9KiwISblN0uZ-5fLqkS

Please feel free to take a look and let us know your thoughts. The students have worked really hard up to this point and it was great to hear their presentations.

Pedestrian count chart for March/April, 2020.