

Executive Director & Staff Report – April 2017

Alleyscape & Breezeways West Side: Complete alley work is almost done, with small final punch list items needing addressed. All the concrete work is complete and the only other planned alley closure will be for Los Arcos installation. We are awaiting information from Art in Public Places. It will need to be completed either before or after Main St. Rehab. Parking Lots will be done in the next three weeks on a weekend. All slurry sealing and stripping will be done over the course of one weekend. The project remains on budget. The only remaining work would be landscaping and other fixes.

Main St. Traffic Signal Work: Utility boxes on 4th, 5th and 6th and Main were replaced on April 11-13. Police directed traffic while traffic lights were de-activated. Cameras were installed at night and did not affect traffic. The project will come in and complete the finish work on the corners for the concrete that was removed.

Main St. Rehab Project: The Main Street Rehab project will begin on May 8. The contract proposed a more intense impact, for a shorter duration. We are working through the schedule. The 300 block of Main St. will be closed May 20 – 21 to completely rehab the north crosswalk at 3rd and Main. A complete schedule, which will be updated as time progresses, can be found on our web site. A public meeting was held on April 2 and only 1 business owner attended.

Creative District & Committee Updates: Downtown Longmont Community Ventures extended an offer to Rob Warner to join the staff as an AmeriCorps VISTA for a Creative District Coordinator position. Kimberlee, Doug Ward, Nancy Rezac, Larry Stauss and staff talked to him via Face Time. He will join the LDDA staff on June 5th.

Arts Administrators Committee: The group continued discussions on 2nd Fridays plan Day of Dead event on Oct 2nd Friday. Kimberlee's interview on the 'Love You Longmont' Channel 8 TV can be viewed on the link below. <http://www.longmontchannel.com/Love-You-Longmont-e971.html>. We also discussed the August 26 event that is emerging to replace Festival on Main. Arts Longmont has a call for artists out to place art in the frames to complete the outdoor gallery in the 300 E Breezeway. Art will be installed during the July 2nd Friday event.

Marketing Committee:

The committee revisited Meet Up group and decided to go ahead with Arts Longmont hosting it on 2nd Fridays. It will start on June 9th which is the first downtown concert night and the St. Vrain High Schools Reunion event. Alumni would be invited to the group. The group also looked into re-branding the summer concerts logo and social media. They discussed the August 26 event and decided to call it the Downtown Block Party. We discussed Cone Zone updates and making sure we get information about via social media.

Program Committee: The group did not meet in April due to a few committee members being out of town. Meeting will reconvene in May.

Marketing, Promotions & Events:

April Marketing Stats: Our Facebook followers grew from 5,866 – 5,870. Our post engagements were up and 2nd Friday posts reached more than 5,000 people. Our web site decreased from 6,329 – 6,070 active users in the last 30 days. The most viewed pages were calendar, home page, dining, submit an event, and 2nd Fridays. We continued use of our Twitter account and have grown from 749-769 followers and 66 likes.

The April 2nd Friday theme was 'Spring it.' Easter eggs were distributed to participating businesses as part of the promotion. Anyone who visited the businesses received an Easter egg which was their ticket to a free trolley ride from 6-9 p.m. More than 20 people hopped on the trolley and they were given Own It. pint glasses and chocolate. The themed event continues to gain momentum and there was great attendance.

May 2nd Friday is the 5th annual Music Art and Youth celebration. This event is a collaboration with the LDDA, Arts Longmont, SVVSD and St. Vrain Education for Foundation to bring music performances and art displays in

Downtown Longmont. Emelie is coordinating with SVVSD music teachers for groups and solo performances. She is also working with downtown businesses for specials and discounts to SVVSD students and staff for the appreciation month. Event Fliers will go out to SVVSD student folders end of April and will also be posted on their website.

Kimberlee met with the organizer of 'Jane's Walk on May 5th. The event was inspired by Jane Jacobs who organized walking tours in neighborhoods and sharing knowledge about the area. Since her passing in 2006, the walk is continuing in various cities. Kimberlee also met with business owners interested in a fundraising campaign to increase lighting throughout the Downtown area, specifically during the holidays.

DDA staff met with business owners that will act as the Steering Committee for a new event – the Downtown Block Party – which will be held on August 26. The event will be held at businesses, in the breezeways, alleys and sidewalks of the DDA district. It will feature an Amazing Race, Scavenger Hunt, Patio Concerts, Street Performers, Community Stage, Fashion Show, Wellness and other opportunities.

Downtown Summer Concerts: Colin has been working to coordinate events. Dates are set and bands have been secured. Marketing poster and ads are underway. Food, drink and kid zone vendors are secured. St. Vrain Valley High Schools Reunion (June 9) – Emelie is working on sponsorships for this event. She has secured 6 sponsors to date. A press release will go out in Times Call for a call to alumni musicians to open the concert. We are beginning the marketing strategy for this event and have ideas to reach even more participants.

Downtown Gift Cards: The new fee free program and web based gift card program went live on April 4 and is going well.

Development: City and DDA staff met with Longmont Theater Company about possible building renovations and historic preservation efforts. Kimberlee and Brien met with several businesses regarding signage plan. The Design Advisory Committee submitted comments on three sign proposals for staff review. Kimberlee and City Staff met with County staff to discuss the proposed redevelopment project at 500 Coffman. David Starnes and Kimberlee met with Burden, Inc. discussing the same project.

Kimberlee and City staff met with a potential new distiller about location and building modifications. Kimberlee worked the LEDP and City staff to clarify some criteria for the Retail Conversion grant. Kimberlee met with a realtor about a new property that will be listed in the district. City and DDA staff worked to finalize the redevelopment amendment for South Main Station.

Kimberlee met with a prospective new property owner in Downtown about building plans, as well as worked with new business owners in the district. She testified at the Senate Finance Committee hearing on SB-285, that was not forwarded out of the committee.

Master Plan Update: This was approved 6-0 at the City Council meeting on April 11. Thanks to all who put some much time into this project. Alex and Chris spoke on behalf of the LDDA Board. Staff will be holding a retreat with PUMA to discuss using the plan as a tool.

Block Captains Meeting: The April meeting focused on the 2017 events. Block Captains asked about the possibility of bringing back past event like Cruise Night, Pet and Doll Parade, Fire Muster show etc. The group also discussed the August 26 event utilizing breezeways and alleys on both sides, as well as other parts of the district. The group discussed the type of placemaking elements they would like to see around the district. Suggestions included color branding each block, comprehensive map with businesses, information kiosks in the parking lots. Also, the group suggested doing videos or having a better way to tell the story of the DDA, showing what is happening and the impacts the LDDA is making.

Clean & Safe Issues: An emergency repair was done on the Dickens patio. Staff is still awaiting more comprehensive bids to complete needed fixes on the entire patio. Flower Pots were removed and stored on April 18-19. Main St. Rehabilitation project is still schedule for next month. Kimberlee is meeting this week with Public Works staff and V&S Landscaping to discuss issues with irrigation and activate the system so we can begin the assessment project. V&S will be assessing and fixing irrigation breaks along Main St. to the trees and flower pots.

Parking: Parking Enforcement practiced with the new LPR technology the first 2 weeks of April. LPR went live on April 17. Emelie continues to work and train to convert the current parking permit program to NuPark. Since the announcement of the new technology the LDDA sold 14 parking permits. We anticipate selling more as the LPR moves forward. Currently we have 200E - 7 available; 600W - 7 available; RPA – 19 available. There are no available permits at the 300E, 300W, 400E, 500 W or 500E lots. Most lots have waitlists.

Kimberlee met with PWNR staff to discuss implementation of the parking study. Along with the parking time changes, staff identified places to maximize on-street parking, potentially adding an additional 100 spaces throughout and nearby the LDDA. It was decided that any parking changes would be best held until after the Main St. Rehab work. We will continue a plan of outreach and hope to take parking study and implementation strategies to a study session of City Council on July 18.

Financial Development: Sponsorship packets went out to prospective organizations for 2017:

Secured sponsorships to date:

- Guaranty Bank - title sponsorship for summer concerts
- Comcast – title sponsor for Downtown Block Party and Clean and Green
- Wyatt's Wet Good - pancakes for staff and volunteers for Clean and Green
- Ace Hardware – supplies sponsorship for Clean and Green
- Longmont United Hospital – Amazing Race

Kimberlee worked with Visit Longmont for its submittal of a \$100,000 flood recovery grant that will assist in bringing tourist to areas that were affected by the 2013 flood.

Downtown Collaborations: Kimberlee attended: the Visit Longmont Board Meeting and Executive Committee; She had several conference calls and meetings with DDAs regarding proposed legislation. She continues to work on Longmont Start Up Week, being part of the content, marketing and planning committees. Kimberlee and Emelie attended the Longmont Community Foundation grant breakfast. Kimberlee met with Councilmember Joan Peck. The Executive Committee met to set the agenda.