

downtown.

L O N G M O N T



Economic Vitality

Grow & Diversify Employment: Kimberlee received notification that we did not receive the technical assistance grant from Smart Growth America for artisan manufacturers in the downtown district. She has a call scheduled for later this week to discuss the application and other resources moving forward.

Business Attraction & Retention: Kimberlee attended a two-day training for Business Retention and Expansion. She continues to work with a brewery to secure a location in Downtown Longmont. She met with a commercial realtor regarding programs and incentives the LDDA can offer.

Incentives: We received grant inquiries from Quarters, (475 Main St.) and Jon/Peg Schallert (321 Main St.) Staff approved a Sign Grant for Sweet Nightingale Boutique for \$1,572 and a Façade Grant for The Optical Center for \$356.

Start Up Week: Longmont Startup Week took place during the week of July 23rd – 27th. LDDA was a community sponsor of the week-long event, and Colin helped to plan and coordinate the Opening Night Block Party and concert on Monday, July 23rd. Despite the outdoor concert being rained out, the music and party was moved inside Longtucky Spirits and was still a fun start to the week. The theme for 2018 was “Smarter. Together.” Events and content throughout the week focused on creators, commerce, capital, and community and highlighted Longmont as an entrepreneurial ecosystem for civic innovation. Feedback from attendees was positive, and English/Spanish translation services were offered for all sessions. LDDA staff volunteered as “session organizers” for various sessions throughout the week.

Marketing (Real Longmont): Our intern photographer will do another round of photos. We are finishing our last business feature, but have reached out to a freelance writer to do the next round. Via the Retail Committee, we are working on maps and a guide to Downtown, focusing on the personal side of businesses (ie, more than just a purchase).

Retail Committee: Downtown Shop Mob on Aug 10-12 had 25 merchants that participated. Drawing entry boxes and forms were distributed to these merchants and three winners were picked for the \$100 and 2 \$50 Downtown Gift Cards. Approximately 200 people entered to win Downtown gift cards and prizes. Some retailers saw an increase in sales on Saturday and Sunday. The pedestrian counter showed the 2nd Friday Shop Mob kickoff being the highest food traffic day of the week in the 300 block.



Placemaking and Urban Design

Safe Issues: Our second Managing Transient and Homeless Incidents training was held July 26, and 18 people attended. Most were businesses with the exception of one residential property owner. We had new transient activity in the 300 W breezeway in late July but it has calmed down some now. We have received complaints about our 300 block east trash enclosure behind the Development Services Center being used as a bathroom. We are looking into some surveillance of this area by police and the Ambassadors. We heard people sometimes camp on top of Flavor of India’s roof. They have reported it to the police. We continue to document and address crime and transient issues.

The Ambassadors have walked over 170 miles and biked over 350 miles since the pilot began. On average, they make six business contacts per day, more than 185 so far, including City facilities in and around the Downtown area. They have had over 80 interactions with the general public. They have distributed 34 Coordinated Entry brochures to individuals experiencing homelessness. Parks staff road the greenway with the Ambassadors to point out new camping hot spots that have popped up recently. They have tagged 14 total campsites, which have mostly been along the Greenway and a couple in Roosevelt Park. The highest observed activities have been camping, suspicious activity, and drug use. LDDA

and Public Works staff met with the Ambassadors and their supervisor to check in and clarify any issues/questions they had about their responsibilities.

Clean & Maintenance:

Flower pot and landscaping maintenance continues to be working well in the Downtown area, however, a few irrigation breaks were discovered on the 300 E block and the 400 W block of Main that will require brick removal and some concrete cutting. We have received many compliments on how well the flowers look this year. We planted new perennials in some landscaping areas to fill bare spots. Staff met with Taylor Wicklund, the contractor, to discuss improvements and changes for next year, including possible winter decorations for the pots, if feasible.

The electrical assessment began August 13. Del Rae created new electric outlet maps for the assessment and will continue to update the online asset inventory. We finalized the holiday lighting bid document with the Purchasing Dept. We received 4 interested business and received only 1 bid from our current vendor, Bright Christmas. An award contract is being drawn up. Kimberlee and Del Rae met with Imagine More lighting to discuss a potential holiday light partnership/sponsorship.

Kimberlee and Del Rae met with LPC, ETS, and the City Manager to review the status of camera placement Downtown. LPC met with a contractor and received preliminary fiber and Wi-Fi service costs and costs associated with access points for cameras. They will continue to work on final cost numbers while the LDDA revisits camera locations for a final camera count. We met with the City Manager's office, public works, and legal to review use of public spaces rules.

Signage: New Main St. banners were hung for Longmont Startup Week and now banners are up to promote the St. Vrain Valley School District. Staff reviewed sign designs for Steps Real Estate (455 Main) and Bank of the West/BNP Paribas (700 5th) and approved sign designs for First American Title (636 Coffman) and Sweet Nightingale Boutique (439 Main).



Creative District

Chris & Kimberlee met with a local artist regarding a mural project throughout Downtown Longmont. Kimberlee and Rob are working the Fort Collins and Greeley Creative Districts to promote the Creative Triangle, encouraging visits to all three Northern Colorado Creative Districts.

Marketing Profiles: LDDA is working with Front Range Community College (thanks Chris) regarding a class project to determine marketing and demographic profiles that can better help guide DDA decision making regarding outreach to the public.

Connectivity & Marketing Campaign: Kimberlee and Emelie met with Avocet Communications to design a strategic marketing and public education campaign in Downtown Longmont. The goal is to encourage visitors to park once and easily enjoy all that Downtown has to offer. The campaign will be targeted toward residents and visitors to Downtown, growing a more diverse demographic audience as well as target more millennials to make Downtown a destination. The campaign will include re-education of pedestrian norms, such as street and mid-block crossings. Outreach will include a strong social media presence, visual signage, voice /sound advertising etc. Staff is meeting later this week to review a scope of work.

Ventures: The Ventures group continues to move forward on next steps for the organization, including a transition from the LDDA. Subcommittees are working on a Creative District identity, funding and data collection. They have added committee members.

2nd Friday: August 10 theme was Fall Art Preview. Dance and music performances were placed in and outside of businesses from 6-9 p.m. A total of 6 Buskers were on Main St. 6-8:30 p.m. A couple of entertainment characters were also hired to roam around Downtown from 6-9 p.m. The 2nd Friday event brought families in Downtown to watch performances. Business who hosted performances were appreciative of the exposure. A Downtown Urban Living walk led by Walk2Connect took place from 5:30-7:30 p.m. The group was able to tour various downtown residences –

Roosevelt Park Apartments (thanks Joe), Dickens Manor, and the Main Street loft homes of the Schallerts and Cheyneys. They stopped at other existing and future residences along the way, including the Brownstones, Village Place, Terry Street Apartments, 500 Coffman development site, and South Main Station site.

Marketing, Promotions & Events:



Webstie Information

- 8593 users (+3.97%)
- 15,787 unique pageviews (-2.83%)
- Top pages:
 - Calendar
 - Home Page
 - Cruise Night
 - Shopping
 - Parades
 - 2nd Friday - Fall Arts
 - Dining



Facebook Stats

- 6426 followers (51 new)
 - Concert 288 (2 new)
- Post engagment 3,963 (-12%)
- People reached: 12,977 (-15%)
- Top posts:
 - Craft & Culinary Business Testimonial Video
 - International Left Handers Day
 - Cruise Night
 - Adorn 12-yr anniversary
 - Primitive Country Loft feature



Other Social Media

- TWITTER
 - 1,139 Followers (6 new)
 - 119 profile visits (+30.8%)
 - 4864 impressions (-3.9%)
 - Top: Housing Walk
- INSTAGRAM
 - 10226 followers (26 new)
 - Shop Mob - 433 reached; 24 likes; 5 profile visits

Events: Cruise Night took place on July 28, 5-8 p.m. Colin worked with the Public Safety and Police Department to share important and relevant information about the event via text and SMS messages using the Everbridge Information Alert System. The event was successful and the police reported only two ticketed incidents. Based on our pedestrian counter, we got a snapshot of Downtown attendance on the 500 block of 3,700 visitors that day which was over a 200% increase in the average # of visitors on that block (1,670).

Day of the Dead: Emelie and Colin have started initial planning. Businesses will be contacted soon for altar displays. Emelie will continue attending committee meetings at the Longmont Museum.



Connectivity and Access

*See Connectivity & Marketing above. The temporary pedestrian islands were installed at 6th and Coffman. These seem to provide the protection needed for pedestrians. Staff continues to work with City to continue to work on improvements to pedestrian environment.

Alleyscape & Breezeway: West alley warranty work will need to take place on each of the 3 blocks and is anticipated to take 2 weeks in late October/early November. Staff said the project work must be completed by Nov. 15 for the holiday shopping season. Most of the work will take place on the 300 and 400 blocks with very minimal work on the 500 block. Our landscaper, Taylor Wicklund, met with Longs Peak Landscaping to review the plants that did not survive the warranty period. Those plants will be replanted in the late summer/early fall.

Parking: Parking permits continue to be sold. Emelie is working with Parking Enforcement staff to streamline and better explain the process in our Parking Guidelines for permit holders. She is also updating our web information.

Counters: Two pedestrian counters were moved from the 500 block of Main St. to the 300 block of Main St. We will soon move them from the 300 to the 400 block of Main St. The reporting software is experiencing some bugs as the provider (Eco Counter) works to move their program from version 4 to version 5. After Main St., we may be placing the counters in the breezeway to count activity there.

Alt. Transportation: Kimberlee and Phil Greenwald had a conference call regarding an autonomous vehicle that can provide shuttle service for up to 12 passengers.



Land Use

Redevelopment Projects: South Main Station – Staff worked to review and score the formal FIP application that was submitted for the August Board Meeting. Kimberlee attended a meeting to discuss elements of Phase 2 of this project. She is following up with a prospective tenant in the project.

500 Coffman St. Redevelopment – The County is finalizing parking structure design and layout. All parties will meet to discuss the options and outline next steps. Kimberlee will set a meeting with the City's new redevelopment manager to update him on the project. A meeting is set for later this month with City and DDA Counsel to discuss land contribution and expectations of the DDA and GID moving forward.

Development Code Update: City Council passed the updated Land Development Code in August.

Redevelopment: Kimberlee met with Brinkman and Elks Lodge management to discuss possible ideas regarding a redevelopment of the 300 Coffman block, including the Elks facilities and possible addition of the public parking lots.

Kimberlee attended a pre-application meeting regarding a development on the 600 block of Main St. She has discussed the Opportunity Fund with developers and has a few projects identified.



Leadership and Management

Block Captains Meeting: The group started conversations on Holiday marketing. This included a more comprehensive shopping/dining map to be available all year. A passport program is also planned between November – February. Staff will continue working on a mock-up to present to businesses at the All Business Owners meeting on September 12th.

Downtown Residential Advisory Group: The group met on Tuesday, July 24 at 8 a.m. We reviewed Clean & Safe, redevelopment, connectivity, events and a Resident Reception in September 14 (2nd Friday). The group also suggested adding minutes to our website which Del Rae will work on. Paula Fitzgerald also recommended meeting with Public Works to look at the splash pads they currently have in place at 2 parks in Longmont.

Workforce Housing: Kimberlee and John (& Marcia) attended a City Council meeting regarding Affordable Housing. In a collaboration between Chamber, LEDP and DDA a document offered ideas and potential solutions for City Council to consider regarding workforce housing in our community. Notes from the meeting were sent and further discussion will be held at the August 21 City Council meeting.

Financial Development: Staff will apply for funding from Kaiser for the holiday passport, as well as approach local hospital for funding of the Holiday Tree Lighting. Staff met with Imagine More Lighting regarding a sponsorship of enhanced Holiday Lights.

Downtown Collaborations: Kimberlee attended: the Visit Longmont board meeting; Executive Committee meeting. She did a presentation at the Twin Peaks Rotary (thanks Thaxter). She met with the new Redevelopment Manager and Morgan Smith, Economic Development Specialist with the LEDP. Staff held a DDA collaboration meeting.

Del Rae and Emelie attended a city training called Lean Process Innovation to learn more about tips to help streamline/improve processes the LEDP manages. Staff is holding a retreat to discuss streamlined processes and tasks for the rest of the year.