

downtown.

L O N G M O N T



Economic Vitality

December 2019

Longmont was named as the #1 Boomtown and received a lot of press! Kimberlee was interviewed and was able to connect TV reports to local businesses to be featured.

Grow & Diversify Employment: Pop Up Longmont continues to thrive in the front of our retail space. We continue to get positive feedback and work will with the tenants. We are seeking future tenants, but have not had many applications. Kimberlee will work with Sergio to evaluate next steps. Kimberlee assisted E for All with a video about the Longmont community. One downtown business owner is part of the first cohort.

Business Attraction & Retention: See Holiday Promotions under Creative District for Winter Passport info. Small Business Saturday was again a busy day in the District. We are awaiting sales tax numbers, but the ice and snow may have kept some people away. New businesses were thrilled with the traffic they received and some business reported that numbers were up. Kimberlee met with the brokers of 471 Main and took a tour of the space. She had a conference call with the owner of 380 Main regarding next steps for that property.

Marketing (Real Longmont): Street Team members continue to generate content for the website news feed as well as social media. We've added a sixth Street Team member to the team this month, and he is excited to start doing features on local businesses, artists, musicians, etc.

Advance Longmont 2.0: Kimberlee was unable to attend the Industry Working Group. She attended the Place Work Group Meeting, which outlined goals for 2020 which includes identifying peer cities to benchmark against, work on The Maker Block concept, implement wayfinding.

Incentives: Kimberlee followed up with several prospects that are seeking incentives. She met with Sergio from LEDP. They are working with 4 active prospects on Retail Conversion grants that should come in the next few months. She will be asking to Board to increase funding for this popular incentive.

Downtown Market Assessment: Kimberlee and David had a kick off meeting for this project. Kimberlee is making introductions to David for interviews. David and Kimberlee will gather feedback from commercial brokers in January. David is working with LEDP on gathering data.



Placemaking and Urban Design

Safe Issues: The 600 block of Main St. lost power to the LPC street poles, the black pedestrian poles, and the LDDA tree outlets for nearly two weeks. Broes Electric and LPC worked together to investigate, which was hindered by weather/snow. The cause of the outage was related to tree grate worked performed in the summer (managed by the City). The City will be requesting compensation from the contractor for the damage. Other safety issues were related to snow/ice mitigation requests on Downtown sidewalks and plazas. The Public Works maintenance staff worked swiftly to remedy the situations.

Rangers: Kimberlee and David Bell presented data to City Council on Dec. 10 for the first year of the Ranger Program. Council appreciated the information and were in favor of continuing the program in 2020.

Clean & Maintenance:

Landscaping: Del Rae received quotes from two flower companies and one decline for the 2020 order. We will continue to use Duran's Hobby Acres for our flower purchases.

Holiday lights: Bright Christmas finished installing Downtown lights. We had an issue with the lights for the big tree so we had a generator backup for the Tree Lighting Ceremony. That issue has been resolved. Helping Hand Tree Service

donated pine limbs to decorate the bottom of the fountain in St. Stephen's Plaza. The fountain looks great and they are interested in helping again next year.

Kiosks/Banners: We have received requests to display Main St. banners in 2020 from City of Longmont Sustainability Program, Longmont Museum, and SVVSD. We have approved their requests and Del Rae will work with them on banner design/printing/installation. These banners will not interfere with the current LDDA/Downtown banner schedule.

Signage: Del Rae, Kimberlee, and Jeff Palmer from Code Enforcement met with Electric Tattoo at 625 Main St. to discuss their non-compliant signage (wall sign and mural). We may need to present their sign/mural design to the Design Advisory Committee for approval.

Trash: G2 Construction has nearly completed the new 400 W alley trash enclosure. Western is beginning to setup the enclosure for trash/recycle and possibly compost sharing. Some punchlist items remain including landscape, touch up paint, minor concrete work and fixing a door malfunction.

Office: Del Rae is getting some final information from Twin Peaks Lock Co. for a key pad at the back door that has audit trail capability. Del Rae also received designs from Circle Graphics for the bathrooms and her and Colin's offices. We also discussed other designs in the hallway, garage door, and in the Pop Up Longmont space. We installed the two new energy efficient toilets and recycled the old ones at the City of Longmont Waste Diversion Center. We are awaiting a \$100 credit to our rent from the landlord.

Clean & Green: Staff has tentatively scheduled Clean & Green for 4/25/20 with 5/2/20 as a backup date. Del Rae and Kimberlee spoke to Comcast about sponsoring the event again. They are very open to the idea, although their support would be different in that they wouldn't provide most of the volunteers this time. Smokin' Bowls will be the lunch sponsor and the Library has agreed to let us use their conference room and outdoor space again.



Creative District

Kimberlee, Kim Manajek and city staff continue to meet about arts and culture programs for the City of Longmont and are working on next steps for a cultural plan. Kimberlee and Mersadi had a site visit from the staff coordinator of the VISTA program. Kimberlee met with Art In Public Places staff about future collaborations and work in the Creative District. Mersadi is working on a social media and branding guideline document for future VISTAs.

Creative District Advisory Committee: The Creative District Advisory Committee met again in December. We discussed the upcoming launch of the Creative District website in Q1 2020, and discussed ideas for a launch party to invite Longmont-area creatives to network, find out about the Creative District efforts, and hear about the website and resources that the Creative District can provide. We also touched on the pop-up program and working on placing more artists, musicians, and creatives inside businesses and public spaces during 2nd Fridays and beyond.

Marketing, Promotions & Events:

Second Fridays: December's 2nd Friday is themed 'Holiday Stroll' and will feature our annual Holiday Cheer walking tour in partnership with Walk2Connect. Participating Winter Passport businesses will also be giving out double passport stickers for any purchases after 5 p.m.

Gift Card Program: Online purchases are up and 3 Downtown businesses purchased gift cards for their employees and clients totaling to 148 gift cards ranging from \$20 - \$50 each.

Holidays: Downtown Holiday events are nearly wrapped up, with the Main Street Fun Run, Winter Wonderland in St. Stephen's Plaza, and Parade of Lights all happening on Saturday, December 14th. More than 180 people are pre-registered for the Main Street Fun Run put together by Shoes & Brews, and an informal after-party will take place at The Speakeasy from 4-5 p.m. before the parade. The Well Church is taking the lead on Winter Wonderland in St. Stephen's Plaza, and will host games, food, drink, and crafts before the parade as well.

The Tree Lighting went well despite the huge snowstorm the week before. Staff and volunteers spend a significant portion of the setup time clearing ice and snow from the parking lot to make sure attendees were able to move around safely during the event. The event featured an Elf-themed program with two elf actors leading a community sing-a-long with the help of singers from Longmont Theatre Company's Standing Room Only group. Attendance was down slightly

from last year, likely due to the colder temperatures, but we estimate around 400 people still came out to attend the event, including the Mayor and several City Council Members.

Small Business Saturday also saw good numbers of people throughout downtown, despite the colder temperatures and residual snow and ice. Ice Carving was done in St. Stephen's Plaza, and people loved the roaming dancing Christmas tree characters. Two volunteers accompanied the tree character and handed out free t-shirts and chocolates to shoppers. The pedestrian counters counted almost exactly the same amount of people downtown as last year (over 2,000).

Winter Passport entries have been submitted steadily, and participation seems to be up significantly from last year. As of Dec. 11, 497 passport pages were turned in. Last year, we had 605 total. Weekly drawings have been held, and staff has been choosing 3 winners per week. Winners are once again very pleasantly surprised at the prize haul, even though the prize packages have been split up to reward more winners than last year.

#Longmont Elfie: We have had 44 entries in the #Longmont Elfie social media contest. The students that created the elf graphics came for a tour of Downtown Longmont, then a tour of Circle Graphics.

Other Events: The Winter Walkabout Music Showcase is nearly 100% booked with musicians, and we are up to 52 performances in 17 venues this year. Ticket sales were launched in mid-November and saw good pre-sale numbers before a price increase on December 1. 69 tickets have already been sold, and ticket sales were not even launched until December 31 last year so ticket sales are well ahead of schedule. The buzz and engagement seem to be building off of the success of last year, and all marketing materials should be distributed within the next couple weeks. In addition to the monetary sponsorships (totaling \$6,000), Colin has secured in-kind sponsorships from Ron's Printing (discounted print materials), Wonder Tours (free shuttle throughout event), Cylhops (free food for Afterparty), and 105.5 The Colorado Sound (\$1,500+ in free radio advertising).

Creative District Web Site: Kimberlee and Mersadi had a conference call with the web developer and will have content to him by the end of the year.



Webstie Information

- 9,324 users (-12%)
- 22, 242 unique pageviews (-13%)
- Top pages:
 - Calendar
 - Holiday Events
 - Home Page
 - Longmont Holidays
 - Shopping



Facebook Stats

- 7,048 followers (67 new)
- Concert 564 (5 new)
- WWMS 297
- Post engagment 4,131 (-39%)
- People reached: 23,912 (+28%)
- Top posts:
 - Tree Lighting (2)
 - Downtown Lights
 - Fun Run
 - WWMS



Other Social Media

- **TWITTER**
 - 1,3673 Followers (9 new)
 - 30 profile visits (-58%)
 - 2,869 impressions (-10%)
 - Top Tweet: Passport
- **INSTAGRAM**
 - 1,816 followers (121 new)
 - Gift Card (49 likes, 6 comments, 1 forward, 2 saves)
 - Small Biz Sat (71 likes / 4 comments, 2 saves)



Connectivity and Access

Parking: 20% of parking permit payments have been paid and 2 cancellations to date. We will continue with renewals in the next month. A new parking task for of the City will be led by Joni Marsh. This group will be working on implantation of the 2016 parking study to develop a mission, vision and philosophy for parking in Longmont. We will use this information to make budget requests that adequately support the investment needed for a robust parking management system.

Parking Lot Maintenance: Maintenance issues in parking lots were related to snow and ice removal. Public Works was quick to resolve requests.

Bicycle Dismount Zone: During the Ranger discussion, Council Member Polly Christensen motioned to bring back an ordinance making Main St. between 1st and 6th Ave. and mandatory bicycle dismount zone. Staff will work with the City on this request, but would like the dismount zone to extend to Longs Peak. It is expected to go to Council in the first quarter of 2020.

Pedestrian Counters: The counters will stay on the 300 block through the season until we start rotating them again in 2020. We counted 2,048 peds on SBS (300 block). Last year we counted 2,092 on the 500 block.

Walk to Connect: The 'Holiday Cheer' walking tour currently has 17 signups, and will feature stops at the big Tree in 6th Avenue Plaza, Sweet Nightingale Boutique, Firehouse Art Center, LDDA/Sock, Old Town Marketplace, St. Stephen's Plaza, and NewCastle Comics.

Wayfinding: Staff had a conference call and gave feedback on design options moving forward. We are sad to report that the designers mother passed away.

ADA Ramps on Main St.: CDOT finished most Downtown ramp activity and have stopped work for the holidays. The remaining work on 3rd Ave. and Main St. will start in January, weather permitting.

Coffman St. Planning: An information flyer and meeting invite were distributed to businesses/property owners on Coffman St., E side Main St. and W side Terry St. between 1st and Longs Peak. The first community meeting is scheduled for 12/17/19 at 8:30 a.m. at the Boulder County Community Hub Building.

Main St. Medians: Kimberlee and Del Rae met with City Staff regarding the raised median project for the 100 block of Main St. This project is projected to begin mid-year 2020.



Land Use

Redevelopment Projects: South Main Station –Kimberlee met with Brian Bair regarding the next projects on the site. Kimberlee and Del Rae met with Brien Schumacher to review the Residential, FIP, and Façade/DIP grants for South Main Station (SMS). They are preparing to submit their reimbursement request. We will meet with SMS to review their finished items, paid invoice/cost sheet, and review the redevelopment agreement requirements. Kimberlee is meeting with our attorney next week to begin drafting the documents needed for the Façade Improvement Program (FIP) grant.

500 Coffman St. Redevelopment – Kimberlee received a draft agreement for the parking structure. She will begin review. Kimberlee met with County staff, city staff, Burden and project architects to discuss issues with the submittal. In the near future, regular meetings will be scheduled to move along the project.

Redevelopment: Final agreements were received for the LDDA/Elks Historical Assessment. Kimberlee is working to schedule a tour of a building in Denver that a developer would like to replicate in Longmont. Kimberlee met with a broker representing clients interested in property on the 200 block of Main.

Planning: See Coffman St. and Downtown Market Assessment above



Leadership and Management

Kimberlee, Colin and Del Rae met to evaluate a SharePoint system to manage office projects and communications.

Block Captains Meeting: The December block captains meeting was held at Tangerine to celebrate a successful 2019. Each captain was given a new Own Downtown long sleeve t-shirt, printed by BBP.

Volunteers: A volunteer, Leigh Hetherington, has continued to help in the office for events, holidays, etc. We had several volunteers for goodie bag stuffing, tree lighting and small business Saturday.

Downtown Collaborations: Kimberlee attended: Jubilee, the Chamber Annual Meeting and the Visit Longmont board meeting and Executive Committee Meeting. She met with Scott Cook from the Chamber of Commerce and Joni Marsh, Planning. Staff held a City Collaboration Meeting. Kimberlee gave a presentation in Englewood to community members and business owners to help answer questions regarding best practices for DDAs.