

Executive Director & Staff Report – December 2017



Economic Vitality

Grow & Diversify Employment: Kimberlee continues to meet owners of CoSolve and The Experience Building, the two coworking spaces opening in Downtown. She met with business prospects seeking space on Main St., including two new retail spaces. She is working to match a property owner with a business start-up concept.

Business Attraction & Retention: Videos launched for Shop Loco in November, featuring more than 30 businesses. The footage will be compiled into a series of short videos themed: Experience, Craft, Discover & Play in Downtown Longmont. We worked with the Longmont Chamber and Longmont EDP on a Shop Loco Campaign encouraging people to shop local first – during the holidays and all year long. We have heard from several merchants that Small Business Saturday was a record day for their business and sales have continued throughout the Month. We also launched a Holiday Gift Guide on the web site.

Incentives: A final revised copy of the Retail Conversion Grant will be reviewed in this month's Board meeting. The LDDA and Longmont Economic Development Partnership revised/updated the grant to better reflect the purpose of the grant and ensure a more streamlined application process. Staff updated the Residential and Signage grants as well. Staff is working with Dryland Distillers on its grant. The Longmont Symphony Orchestra and Longtucky Spirits submitted Sign Grants and received staff approval.



Placemaking and Urban Design

Clean & Safe Issues: Staff met with the City and Longmont Housing Authority to do a CPTED (crime prevention through environmental design) audit on the 6th Avenue Plaza. Public Works has cut down and thinned out bushes to increase visibility around the plaza landscaping, and covered some electric outlets that are not used. We also discussed removing the gazebo because of growing safety concerns. Public Works also reported repeated urination and defecation in this gazebo area, causing a health hazard.

We received a request from a business/property owner to conduct a training for businesses on how to handle homeless/transient issues. We will meet with City Police Department and Community Services to create an informal pilot training that will cover this issue as well as CPTED and de-escalation tactics. We will pilot the training with a few key business owners and then adjust and schedule for other downtown businesses. Staff continues to work with local social service organizations to help individuals experiencing homelessness in the Downtown area.

Maintenance: A new Public Works contact is in place, Timber Toste. We have met with him to review expectations in 2018 with the new agreement for funding downtown maintenance. Del Rae is working on getting quotes for flower pot and in ground landscape maintenance for 2018. Multiple Citywide awarded landscape businesses have expressed interest.

Sign Standards: Kimberlee and Del Rae continue to review and issue certificates of compliance for Downtown Signage. We added a requirement to include a Certificate of Compliance for sign design in future Signage Grant applications.



Creative District

Arts Administrators Committee: Members contributed their input on a) What they most wanted in the Creative District and b) How it could best benefit them. They also expressed the need for a performing arts venue. The group will be putting together annual goals, including a plan on joint marketing and collaboration for 2018.

Program Committee: The committee was dissolved effective December 1st. Staff is looking into integrating this with other committees.

Marketing, Promotions & Events:

Marketing Stats: Our Facebook followers grew from 6,187. Our page views were up 54%, post reach was up 68% (19,134 reached) and post engagements were up 20% from last month. We posted videos and had 7,848 views! Our Shop Loco posts performed well. The video launch reached 5,100 people and had more than 250 engagements and 130 reactions. Our web site had 8,235 active users this month. The most viewed pages were calendar, Holiday events, home page, gift guide, shopping, and parades. We continued use of our Twitter account and have grown from 936-957 followers. Our impressions were up 163% (5,527) and we had 225 profile visits. Our top tweet was about ShopLoco for holiday libations.

Holidays: Tree Lighting event on Nov. 24 brought approximately 750 attendees. Performances included Block 1750 from Boulder, St. Vrain Singers from Central Presbyterian Church, 7 cultural groups greeting people in their own language and Santa Claus, always popular to kids! Families enjoyed making holiday crafts. Volunteers distributed pastries and hot cider donated by Treat Snack House and Family Bakeshop. Silver Creek Leadership Academy volunteers distributed 200 Shop Loco bags with coupons and information from downtown businesses.

Small Business Saturday brought a lot of people to downtown. Ice-carving demonstration took place at the St. Stephen's Plaza, a holiday character roamed around downtown and Colin Argys and a volunteer gave away Shop Loco t-shirts.

Shop Loco - Longmont EDP, Chamber of Commerce and LDDA collaborated on a shop local shop mob campaign throughout Longmont. Downtown businesses donated prizes (in excess of \$500 value) for the gift basket the winning entry was from Rosalee's Pizzeria. The video aired on Nov. 25 on FB and continues to be shared by audience. New photos are being utilized for social media. Several businesses participated in the gift guide campaign.

LDDA volunteer, Ruby Black, continues BINGO posts and new business photos on Instagram.

Events: Kimberlee met with Chalkfest to discuss collaboration for next year. She also discussed the Yore Holiday Market.

December 2nd Friday coincided with City's event, Santa's Workshop. Trolley ride was extended to Roosevelt Park from 6-9 p.m. to get event attendees to ride to and fro the event. Downtown businesses saw a considerable increase in sales from foot traffic on Friday and Saturday, before and after the parade.



Connectivity and Access

Alleyscape & Breezeway East Side: The east alleys follow up work is nearly complete. A new ADA compliant drain inlet was installed in the middle of the 500 east alley to help improve drainage and the inlets on the all three blocks were upgraded to be ADA compliant. Some paver leveling work was also conducted on the 500 and 400 block alleys.

Rehab Project: The City is finishing up paver leveling on the west side of Main St. between 3rd and 6th Ave. The concrete grinding will begin soon. It was delayed to allow for the paver work to get far ahead of the grinding work. Due to upcoming winter weather, it may get delayed until spring.

Alternative Transportation: Our second Community Walk, Holiday Cheer, featured holiday lights and businesses including Kitchen Company, Thompson Inn Bed and Breakfast and Yore Holiday Market at the St. Vrain. We had more than 25 participants, coming from Denver, Boulder, Westminster and Erie.

Parking: Parking permit (for Jan-Jun 2018) payments received to date is at 40%. Deadline is on Jan. 5, 2018.

The updates to the parking resolution went to City Council on December 12. The recommended changes passed on consent. Staff will create a plan after the first of the year to increase the number of permits. The increase to parking permits will happen for the July – December 2018 renewal.

Kimberlee is working to put together a contract for the 323/327 Coffman St. shared parking agreement. She will give it to the DDA attorney to review after the first of the year.



Land Use

Development: Kimberlee continues to work with property owners on the post development survey. Many new ideas and suggestions have been given to make the process smoother. A mix of success stories and frustrations have been shared. She will follow up with City Staff regarding the feedback and discuss options. She has identified architects and contractors to interview after the first of the year.

Redevelopment Projects: South Main Station - Kimberlee, Harold, Shawn and David met with the developers to discuss construction schedule and project logistics. Kimberlee, Harold, David and Jim met with the developers to discuss financing.

500 Coffman St. Redevelopment – Kimberlee, Shawn, David, Boulder County staff and Burden, Inc. met to discuss the redevelopment at 500 Coffman. Boulder County will compose a proposed term sheet for all parties to review. They will keep us apprised of funding changes in Federal Budgets.

300 Coffman St. / Elks Lodge: Kimberlee and Alex met with Al Lenort, Elks Lodge representative. They will present the findings of the planning Charrette to the Elks Board in January. They were also notified that the Elks will be taking offers on the parking lot at 313 Coffman St. until January 31, 2018. In the January Board Meeting, we will discuss presenting an offer to the Elks.

Leadership and Management

Block Captains Meeting: The December meeting was held at Sun Rose Café honoring the Captains and their dedication to the program. We had a brief review of 2017 and discussed some 2018 program resolutions.

Financial Development: LDDA partnered with the City of Longmont to fund the retail shopping bag giveaway in Downtown. DDA/Ventures volunteers worked on the 501 c 3 proposal. Staff has hired an intern from Front Range Community College for the next semester. The student will be paid through FRCC work study.

Downtown Collaborations: Emelie attended the Food and Brews Collaboration meeting in November. Kimberlee met with new Council Member Aren Rodriguez and new Council Member/LDDA Board Member Marcia Martin. Kimberlee attended: the Visit Longmont board meeting and Executive Committee; Advance Longmont partners meeting and the Longmont EDP Meet & Greet Luncheon. The Executive Committee met to set the agenda. Staff had a DDA/City collaboration meeting.

Kimberlee attended the IEDC training Real Estate Development and Reuse. It is one of the core classes needed for the certified economic developer certification.