

April 2021 Staff & Exec Report



GOAL: Extend the vibrancy of Downtown to an 18-hour, 7-day activity zone by adding more residents, entertainment, and jobs. (Land Use)

500 Coffman St.

- Del Rae/Kimberlee hold weekly meetings with BCHA/Pinkard. Concrete pours are finished and vertical construction has started. Approved alley lighting plan contingent upon final walk through after install. Water and gas line work scheduled for week of April 26 and will impact the 500 block of Coffman and the W alley. Detours will be in place. Walked site and took photos. They went to the top of the crane!

First & Main Redevelopment

- Continue to work with Brian Bair regarding timing on future projects in and around South Main Station
- Reached out to Jack Bestall regarding his project at 121 Main St.
- Completed walking audit of the 1st – 3rd area with the Place Committee

Incentives & Comprehensive Review of Incentives

- Finalized TIF program documents per Board approval and are now creating the program packet.
- Reimbursed Sign Grant award for Chris McGilvray/Longmont Liquors (\$1625).
- Reviewed/submitted Residential Grant application for 331 Main St. 2nd floor conversion for Board review/approval this month. \$10,000 ask.

Planning

- Final report for performing art / conference center feasibility study went to City Council
- Participated in the ELITE committee – which is the steering committee for the Envision Longmont Comp Plan implementation

Redevelopment & Real Estate

- Worked with LEDP and David Starnes on next steps for market assessment
- Worked on a Real Estate Investment strategy
- Met with owners of 624 Coffman regarding the investment in that property
- Met with City Manager, Asst. City Manager and LEDP Executive Director regarding

GOAL: Build on Downtown's vibe of authenticity and real productivity to grow the employment base. (Economic Vitality)

PROPERTY & BUSINESS OWNER SUPPORT

- Supported Oddfellows vaccine clinic request.
- Met with Landline Doughnuts regarding its investment in downtown property.
- Continue to send COVID related updates and communications.

- Working with several active prospects looking for space. Assisting to match space and work with property owners or city on meeting need.
- Met with City staff on how permitting will work for parklets and what is needed for modifications.
- Attended and participated in Business Response Team meetings with Advance Longmont partners.
- Held a retail committee meeting and discussed future initiatives, how we can best support retail businesses, upcoming marketing, etc.

ADVANCE LONGMONT 2.0:

- Kimberlee held Place working group subcommittee meeting and walking tour
- Del Rae continues on Connectivity work group

BUSINESS MARKETING:

- Staff is working on updating a welcome packet for new businesses to downtown and an informational letter about downtown for inquiries about relocating a business to downtown
- Met with Avocet Communications and Longmont EDP regarding future marketing collaborations.



Webstie Information

- 5,267 users (+1%)
- 10,762 unique pageviews (+9%)
- Top pages:
 - Homepage
 - Property - Lease
 - Shopping
 - Event Calendar
 - Maldos Coffee/Boba



Facebook Stats

- 8,403 followers (51 new)
 - Concerts 642 (2 new)
 - WWMS 527 (1 new)
- Post engagment 1,460 (-84%)
- People reached: 10,694 (-71%)
- Top posts:
 - Ziggi's 100th store congrats
 - Deluxe Barbers Anniversary
 - SNOW Apparel feature
 - #BoulderStrong



Other Social Media

- **TWITTER**
 - 1,585 Followers (11 new)
 - 42 profile visits (-84%)
 - 1,245 impressions(-33%)
 - Top Tweet: Parklet Survey
- **INSTAGRAM**
 - 3,674 followers (64 new)
 - Top Posts:
 - Ziggis 100th Store (235 likes, 6 comments, 5 shares)
 - Scavenger Hunt (76 likes, 3 comments, 7 shares)

GOAL: Create more visible signals to showcase, promote and increase Longmont's abundant local creativity and culture. (Creative District)

CREATIVE DISTRICT:

- Amy Mullen started satellite work on April 12 and now in person since April 19, 2021. Staff is training her on different applications, programs and tasks related to the Creative District.
- The Visitor Guide has been finalized and ready to send out for quotes to local printers.
- The 12"x12" art show in the LDDA office ended on April 15. Data on sales and artist information will be shared sometime in May. A new art show started on April 20.
- Held monthly Creative District advisory committee meeting. Planned a Creative District Town Hall with our creative champions that will be held April 27.

- Held meeting with Longmont Museum, AIPP and Creative District with the Colorado Creativity Plan regarding Cultural Planning options.
- Staff attended the annual Colorado Creative District Convening
- Signed a new contract with Sample Supports/People Power for marketing and events services.
- Met with East Boulder County Artists on future collaborations
- Attended webinar for Bloomberg Foundation Grant

EVENTS:

- ArtWalk: Plans and discussions move forward for Summer on the Streets programming to take place Saturdays throughout July & August, as well as a large-scale September ArtWalk/Longmont 150th festival to be held on Main Street. Colin meets regularly with the ArtWalk committee to stay up-to-date on plans and answer any questions they have. The Creative District will help to coordinate music programming at 4th & Kimbark for the September event.
- Longmont Startup Week: Colin and Del Rae are on the Longmont Startup Week planning committee, and the group continues to work toward planning and hosting a virtual event July 26-30.
- Moving forward with plans to hold a single Downtown Summer Concert at 4th and Kimbark on Friday, August 27. We had a contract signed with a local band for the 2020 Concerts before Covid, and will using that contract for this date.
- Met with a downtown restaurateur to discuss a farm-to-table dinner event to be held Downtown on Labor Day weekend.
- Continue to work on Sesquicentennial Planning with City of Longmont. Met with a theatre group on a project that can highlight the community stories that give Longmont its authenticity.

GOAL: Increase the safety and comfort to a level that is welcoming to all ages and cultures in the Longmont community. (Placemaking / and Urban Design)

SAFETY:

- Del Rae continues to sit on Community Park Ranger interviews. City has hired 3 and making an offer for a 4th this month. They will be in heavy training over the next few months.

CLEAN & MAINTENANCE:

- Communicated with businesses about Spoke on Coffman and Dry Land Distillers utility work that impact Coffman St., 4th Ave./W alley and the 500 block W alley.
- We continue to wait for PWNR maintenance bids received for Dickens Park. We will see if we can partner to use the chosen contractor for Downtown also.
- Del Rae met with PWNR staff to discuss maintenance repairs for Dickens patio.
- Two trees were trimmed in the 500 W breezeway.

PLACEMAKING:

- String market light install for the other 3 Main St. blocks (1st to 3rd, 6th to Longs Peak Ave.) will take place in May. Electric is installed and now we wait for contractor to install lights.
- Holiday lights were removed.
- We are reviewing 3 bids for updating parking lot lighting and will make a decision in May.

- A new bench was installed on 3rd Ave., W of Main, by Java Stop

GOAL: Improve and expand the infrastructure that ensures Downtown is well-connected and easily accessible by multiple transportation modes. (Connectivity and Access)

- With City Staff, submitted and received approval of \$150,000 CDOT grant for the parklet project. Worked with City of fund the need for barricades on the project that was not originally anticipated.

WAYFINDING:

- Finalized contract for phase 2 of wayfinding planning that will include placemaking plan. In person meetings will be held the week of May 17.

PARKING:

- Staff sold 10 long term parking permits to businesses and residents this month.

COFFMAN ST:

- Kimberlee and Del Rae attended a Coffman Street Busway Meeting with City staff to discuss large-scale project principals and other transportation projects outside this project area.

GOAL: Collaborate with a coalition of partners to achieve shared community priorities. (Leadership and Management)

- An April Business Owners meeting was held via Zoom in lieu of the monthly Block Captains meeting. Developments/connectivity, clean & safe, parklets, wayfinding, incentives, marketing and events were covered (25 attendees).
- Held a Residential Advisory meeting and discussed COVID updates, parklets, new businesses, clean & safe, marketing, and neighborhood updates (2 attendees).
- Del Rae attends monthly Climate and Env. Sustainability Economic Recovery Action Team meetings
- Continue to attend countywide Economic Development meetings
- Kimberlee met with the Executive Committee
- Kimberlee participated in interviews for the new E for All Executive Director
- Continue to have discussions regarding Visit Longmont and future collaborations
- Presented at Downtown Colorado Inc weekly call regarding events post-COVID. Also attended District call for DDAs and BIDs throughout the state
- Staff had a mini-retreat to discuss next steps on the annual work plan
- Kimberlee attended ribbon cutting for the Hilton Garden Inn
- Kimberlee met with citizens trying to organize a DDA in Parker, Co