

April 2022 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)

The Spoke on Coffman - 500 Coffman St. - IS OPENING THIS MONTH!

- Pinkard removed barricades/fencing on Coffman and restriped to its normal traffic flow.
- The residential and garage space should open with a Temp Cert of Occupancy on Mon, 4/25/22.
- The first move in wave is 23 households.
- Pinkard will clean up, restripe and open the entire 600 W lot after the 1st wave of move ins.
- We discussed with BCHA using color coding (with matching permit color) to mark the different assigned parking spaces in the garage.
- The LDDA will reimburse BCHA the \$125k DIP permit fees paid into the project.
- The LDDA is scheduled to receive a tour of the facility on 4/26/22.

First & Main Redevelopment

- Kimberlee and South Main Station developers met with History Colorado regarding financing/funding options for the Granary Project.
- The Colorado Community Revitalization Grant was submitted. The fund has been exhausted for now, so we are awaiting future funding before it will be reviewed.

Incentives & Comprehensive Review of Incentives

- Reimbursed DIP grant to RLET for their 627 Main space.
- Approved DIP grant for Bronze Spectra for their 638 Main St. space.
- Approved Sign Grant for Landline Doughnuts.
- Reviewing sign design and Sign Grant for Sweet Cow.

Planning

- Kimberlee met with volunteers for “The Slope” district and discussed next steps. The group will plan holiday activities to further engage the area.
- The LDDA property annexation was approved by Longmont City Council.
- Kimberlee attended a meeting on next steps for the Sugarmill + Steam outreach process.

Redevelopment & Real Estate

- Kimberlee met with National Development Council to fast track two development projects seeking funding.
- Kimberlee continues to meet with the potential developer on the upcoming projects and properties for sale within the LDDA district. She also met with prospective business owners looking for space and current property owner looking to reinvent its space.
- LDDA and City Staff met with owners of three buildings on the 300 block of Main St. regarding historic rehab and future changes.
- Staff will work with Tony Chacon on options for International Conference for Shopping Centers (ICSC) regarding information/vacancies currently available for business prospects.

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

PROPERTY & BUSINESS OWNER SUPPORT

- Del Rae and Kimberlee met with businesses about engaging their sidewalk space when a parklet wasn't feasible.

ADVANCE LONGMONT 2.0:

- Del Rae and Kimberlee continue working on an Advance Longmont 2.0 collective impact group regarding an Intracity Shuttle for Longmont.

BUSINESS MARKETING:

- Taco Trail has launched in English and Spanish and runs through 10/31. We added Benny's Tacos to bring the total to 10 participating restaurants. To date we have 87 signups and 21 total check-ins Marketing will ramp up in the next few weeks with poster distribution, social media posts & ads, etc.
- Emelie is finalizing Visitor Guide updates and will get new versions printed for distribution to businesses.

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

CREATIVE DISTRICT:

- We received a \$10,000 operations grant from Colorado Creative Industries.
- Amy's year of Americorps VISTA service with us ended on April 12. We continue to evaluate replacement options or future vistas.
- Emelie created a Resident Welcome Packet as requested by the Spoke on Coffman.
- The Longmont Creates federal 501(c)3 application was officially approved. The board will meet in May to work on fundraising & grant application strategy. Kimberlee and Joanne Kirves are attending a grant seminar through Main St. Colorado
- The Creative District Artist Guide was finished and ready for distribution.
- Kimberlee met with potential sponsor to discuss options.

EVENTS:

- Winter Walkabout – the Walkabout on April 9 was another huge success, sold out for the third time (first time selling out pre-sale on the morning of the event). 700 tickets sold, 10 venues, 35 performances, and everything went really smoothly. Great feedback from venues, artists, volunteers (thanks Jim W!), and attendees. Covered costs and looking forward to next year.
- Second Saturday Creative Crawl – April 9 was the first SSCC date, coinciding with the Walkabout. Participation and feedback has been mixed. Planning to continue outreach, promotion, and recruitment of participants. The SVVSD Mobile Innovation Lab will participate on May 14.
- Art of Food – Colin is supporting Firehouse Art Center hosting a farm-to-table type event on 4th Ave. between Main & Coffman on Saturday, May 14.
- Summer Concerts – Concerts are on track for every Friday in June. Marketing efforts will ramp up over the next couple weeks. Reunion sponsors are being recruited.

- Summer on the Streets - Kimberlee and Colin continue to meet with Firehouse, Longmont Public Media, and the Library to discuss partnership around Summer on the Streets. Every Saturday 4-8 pm from July 9 – August 27 on Kimbark in front of the Library.

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:

- See an increase in graffiti vandalism in Downtown which is reported to Public Works.
- The City received one submission for the camera RFP. The group will soon discuss the proposal.

CLEAN & MAINTENANCE:

- The Clean & Green volunteer event will be 4/23/22 and 100 volunteers are signed up. PW staff will assist. Street sweeping was added this year to support the curb cleanup crews. Will use ACE buckets and City trash totes to dispose of trash instead of putting plastic trash bags in the landfill. Our great Sponsors: COL, Smokin' Bowls, Moe's Bagels, Comcast, Ace, and BBP.
- The 3rd Ave. Waterline replacement project was finished in the Downtown area (Main to Pratt).
- Pressure washing will be schedule for late Spring.

PLACEMAKING:

- FRCC banners were added for the month of April on the mid blocks on Main St.
- Will be discussing Art in Public Spaces artwork removal/installs in Downtown this year.
- Met with Guide Studios about ideas for the new wayfinding kiosk design.
- Kimberlee will be on the AIPP commission for the new mural at The Spoke on Coffman.
- Kimberlee and Del Rae met with a possible partner in the Downtown Design Standard creation.

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

- We surveyed interested business owners on the Parklet program and informed them about the required permits. Based on feedback, we plan to now place parklets in 11 Main St. Parking spaces and 3-5 spaces off Main St.
- Del Rae met with the City to discuss more bike rack locations around Roosevelt Park Apts.

PARKING:

- Emelie is working on a new program for parking permit invoicing and tracking.
- Kimberlee continues to meet with key City Staff regarding the future needs of parking, parking enforcement and joint ventures to address parking needs in certain areas.

COFFMAN ST:

- They are currently working on developing 60% plans for the project.

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

- Staff attended the annual DCI conference in Colorado Springs.

- The CU Boulder CeDAR program will present final designs in person at the April board meeting.
- Did not hold an April Block Captains meeting due to staff being out for the DCI conference.
- Kimberlee met with the Executive Committee.
- Kimberlee attended the Chamber Before Hours at Crackpots and Dee O Gee Ribbon Cutting.
- Kimberlee started meetings/discussions around extending the lifecycle of DDAs.