

# April 2023 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 – 518 Coffman St.**

- LDDA scheduled an on-site meeting in early May with garage stakeholders to discuss safety/enforcement activity, and maintenance costs in the garage.

## **First & Main Redevelopment**

- Kimberlee met with Jack Bestall regarding this project at 121 Main & Atwood
- Met with Brian Bair on future development projects in the SMS area

## **Incentives & Comprehensive Review of Incentives**

- Approved Façade and Sign grant from 99 Bar Saloon for \$4,375.
- Reimbursed Dirt Labs Façade Grant (\$4687).
- Started Retail Conversion discussion with prospective business.

## **Planning**

- Negotiating new contract with National Development Council (NDC) to discuss funding for future projects, including funding parking structures

## **Redevelopment & Real Estate**

- Met with prospective business owners regarding opportunities and incentives
- Working on parking options during the Hotel Longmont construction project. Emelie and Wes met with Elk's Lodge to discuss an agreement to let 300 E lot permit holders use the Elk's parking lot during construction.
- Kimberlee and Joe Perrotto met to review potential property acquisition.

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

## **PROPERTY & BUSINESS OWNER SUPPORT**

- Working with a 5<sup>th</sup> Ave. Property owner to replace their non-compliant cabinet signs.
- Staff met with A florae/464 Main St. to discuss how they would like to use St. Stephen's Plaza next door more in the future after they open a coffee shop in the back of the building.
- Met with owners of Times Collaborative on future plans and funding
- Met with prospective restaurant owners on incentives

## **BUSINESS MARKETING:**

- The SVVSD Innovation Center team continues work on business promo videos with the 'Downtown Neighborhood' theme. They have 12 locations left to film, and are working on finishing videos for locations already filmed.
- Carat App: 65+ participating businesses, 146 users signed up, 23 users collected more than 10 Carats, leader has 121 total carats.
- 'Downtown is Everyone's Neighborhood' marketing – Colin met with Kirsten to discuss digital marketing strategy. Campaign with Prairie Mountain Media will begin in May. Will pause and evaluate results & strategy before resuming in August. Branded Beet working on graphic design elements for 'neighborhood' campaign.

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

- Kimberlee met with art partners regarding a possible mural fest in the future
- Partnered with Firehouse on a mural north of the RPA parking garage

### **CREATIVE DISTRICT:**

- Gift Card Program:

Jan Sales \$4,685; 81 Cards	Feb Sales \$3,495; 66 Cards	Mar Sales \$2145.00; 37 Cards
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- Longmont Creates' Creative Happy Hour took place April 19 at The Times Collaborative. Showcased how creatives use The Times Co space.
- Art in Public Spaces installed new Art on the Move artwork in St. Stephen's Plaza and on 4<sup>th</sup> Ave.

### **EVENTS:**

- Creative Crawl: Hired 4 featured creatives to do interactive creative projects as part of beautification month. Featured locations were Dirt Labs, St. Stephen's Plaza, MECO Coffee & Firehouse Art Center. Many other locations participates as well. May will celebrate Asian Pacific American Heritage month.
- Concert Series: New title co-sponsors secured (High Plains Bank & Ziggi's Coffee). Marketing & advertising has begun and will ramp up in the coming weeks.
- Other Events:
  - ArtWalk: Colin is supporting Firehouse Art Center with permits & logistics for their Summer on the Streets events (Second Saturdays May-August) and the September 9 Main St. ArtWalk Festival.
  - Unity in the Community: Colin is supporting the Chamber with their Unity in the Community event logistics and permits.
  - Day of the Dead: Committee meetings for the Museum's downtown event will start in May. Colin will attend.

## **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:**

- Broes will start retrofitting 24/7 power for the cameras. Six cameras are already live and Del Rae has access to camera footage on a separate LDDA laptop.

### **CLEAN & MAINTENANCE:**

- The Clean & Green event is Sat., 4/22/23 (Earth Day) and we have over 70 volunteers signed up. Sponsors include: Scythe Robotics, 99 Bar Saloon, Ziggi's Coffee, ACE and BBP.

### **PLACEMAKING:**

- Staff is getting more information from Da Vinci signs regarding digital kiosk costs.
- The City submitted the parklet permit to CDOT. Parklets are slated for June – Sept and anticipate using 15 parking spaces on Main St. and 5 on 4<sup>th</sup> Ave.
- Staff and Taylor Wicklund met to discuss updating the S to SE section of St. Stephen's Plaza to remove vegetation and place parklets to use as stages/seating areas. Will start getting bids.
- Put up Front Range Community College banners on Main St. for April.
- Maintenance agreement was reviewed by legal for the angel dedication bench placement in St. Stephen's Plaza (board approved).

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

- The City Coffman Water Line project is currently between 6<sup>th</sup> – 9<sup>th</sup> Ave. We met with a few business owners concerned about the road closure and the City/contractor worked out ways to minimize the impacts to the businesses. They will tie in individual services in this section soon before moving the project to 3<sup>rd</sup> – 6<sup>th</sup> Ave. June - Aug.
- Held a discussion with City staff about the total costs associated with the mid-block flashing beacons that are expected to be installed this year. Also discussed other costs to install a new pedestrian friendly signal system at multiple intersections in Downtown.
- Did an alley planning review walk of the 200 and 600 alleys with the City Engineers, City Maintenance, City Water, LPC and the consultant, Atkins.

**PARKING:**

- Parking Permits (Changes in red text)

200E - 13 Sold 16 Available	300E - 55 Sold 18 Available	300W - 16 Sold 25 Available	400E – 62 Sold 0 Available
500E – 46 Sold 9 Available	SOC – 10 Sold 26 Available (35 permits)	600W – 9 Available	RPA – 3 Sold 21 Available

- Wes and Emelie met with Elks Lodge board members on April 19 to present terms and timing of parking permitting in their lot during the boutique hotel construction in the fall. Kimberlee will provide formalized licensing agreement to Elks Lodge and they will vote to enter or not.
- City staff met with the consultants from the parking study to discuss findings and to talk about next steps in implementation.

**COFFMAN ST:**

- The LDDA and City discussed construction phasing. We stressed that we prefer avoiding constructing the 300 block of Coffman when the hotel project is just starting on the 300 E block of Kimbark St. As we'll be sending many permitted parkers (and general public) to use the 300 W parking lot.

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

- An All Business Owners Meeting was held in March at the Longmont Chamber of Commerce and over 70 people attend.
- The 400 Block meeting was held in March at St. Stephen’s Church. 24 people attended.
- Retail business meeting was held Friday, April 21.
- Staff attended the Downtown Colorado Inc. Convention in Loveland.
- Del Rae attended a Boulder County Climate meeting which featured a presentation by CoStar.
- Kimberlee met with Councilmember Sean McCoy and Shiquita Yarbrough
- Kimberlee, Chris, Jim and Jim attended the Town Hall meeting regarding the hotel redevelopment
- Kimberlee met with DDA partners on TIF renewal. SB23-175 passed through the House and now returns to the Senate for approval of a final amendment
- Kimberlee presented SB23-175 to the Public Policy Committee of the Longmont Area Chamber of Commerce and received their support
- Kimberlee went to DC for a lobbying day for Visit Longmont