

April 2024 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)

Hotel Longmont - 3rd & Kimbark St.

- Finalizing hotel agreements for closing and final input for permits. Staff and legal counsel updated Façade Easement Agreement and it was signed by LDDA.
- Awaiting date to implement safe pedestrian walk on 3rd Ave.
- Del Rae/Kimberlee are attending weekly Hotel and other project updates with City staff.

The Spoke on Coffman - 518 Coffman St.

- Met with Spoke managers to discuss signage to come and installing thermoplastic markers on blue public parking spaces on levels 2 and 3.
- Replaced flooring in the elevator.

First & Main Redevelopment

- Finalizing agreement for TIF incentive on the Granary project.
- Reviewed new design concept for possible 121 Main development project.
- Gave a tour to developer of transit area and investments made

Planning

- Staff attended Downtown Colorado Inc conference.
- Discussed high density exemption for affordable housing. Will get Board input in May.
- Working with LEDP on a new community profile and gap analysis of Economic Development organizations.

Redevelopment & Real Estate

- Finalized new lease agreement with Pinkard Const. of the 600 Main lot. Waiting on electric assessment, lighting on in the lot, and future needs.
- Working with developer on property downtown.

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

PROPERTY & BUSINESS OWNER SUPPORT/Incentives

- Continuing to support businesses promoting Costume Crawl last Saturday of each month.
- Have supported 5 collaborative events with LDDA Collaboration in-kind marketing grants.
- Held quarterly Retail/Restaurant meeting April 15.
- Scheduled a Nightlife business meeting April 29.
- Met with Copper Sky Distillery and The Local Drive regarding signage options.
- Met with North End businesses to discuss collaborations and events near Longs Peak.
- Worked with businesses to put on the April 13 Slay the Slope event.
- Met with business owner thinking of expanding; business owner looking for additional location; business owner with building under contract.

BUSINESS MARKETING:

- Neighborhood Campaign: continuing to boost SVVSD videos on Facebook weekly. Working on evergreen postcard design to distribute throughout the year
- Received a notice from Gift Card Company, EML Payments, regarding monthly maintenance fee increasing from \$100/mo. to \$250/mo. starting November 3, 2024

- **Gift Card Program Monthly Sales: 2024**

Jan \$2,740, 53 cards	Feb \$1,315, 24 cards	Mar \$2,075, 38 cards
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

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

CREATIVE DISTRICT:

- Longmont Creates hired a part-time (20 hrs.) staff person, Eric Kawczynski. He works in the office 3 days per week and has gotten a lot done his first few weeks.
- Longmont Creates hosted a Creatives Happy Hour at Tumbleweed Art Collective on April 17.
- Working with Firehouse Art Center, High Plains Bank, and local artists to create two murals on side of 385 Main St.

EVENTS:

- Summer Concert June 1: Launching marketing for concert - website, Facebook event, social media posts, print ads, press release, etc. Bands are lined up, food & alcohol vendors confirmed.
- Dress Up Downtown Costume Crawl: March 30th - Staff organized family activities (easter bunny, face painting, henna, balloon twisting, chalk art, etc. in St. Stephen’s Plaza as part of the ‘Bunny Hop’ costume crawl. Tons of attendees and collected email addresses for a couple giveaway prizes. Next date is April 27, Masquerade Ball.
 - A downtown business expressed concern with the June theme (‘Merica) that businesses had decided on. Discussed with organizers and changed theme to ‘Summer Olympics’.
- Other Events: Supporting a variety of businesses & organizations with plans to host events and programming Downtown in 2024.
 - Colin has been meeting with a concert organizer to discuss LDDA supporting a street concert that they may produce within downtown. Looking at possibly August, and perhaps holding it on Longs Peak Ave.
 - Colin met with an event organizer about possibly hosting a dog-centric event in November with ties to a Nepali “Day of the Dog” Festival.
 - Slay the Slope - April 13 - all went well, good attendance, and good feedback
 - Miracle on 4th - April 28, July, and November (Bricks Retail)
 - Comic Book Day event - May 4 (NewCastle Comics)
 - Summer on the Streets - May-August Second Saturdays (Firehouse Art Center)
 - Unity in the Community - August (Chamber of Commerce)
 - Day of the Dead - October (Museum)

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:

- Met with LPD regarding foot patrols, what is working well and what we are seeing in the district.
- A few business owners have reached out concerned with late night employees walking to cars, etc. Ideas for a safety app investment are being investigated.

CLEAN & MAINTENANCE:

- Reported abandoned bikes on the 200 block of Main to Parks for removal.

- The west alley re-painting is anticipated to begin in end of April.
- Water has been turned on in Downtown.
- Abandoned 3 concrete planters in the 300 E breezeway due to conflicting with the 350 Main development. The planters will be moved to Main St. locations needed.
- Clean & Green delayed due to bad weather. Rescheduled for May 18. City of Longmont, 99 Bar Saloon, MeCo Coffee, St. Vrain Soaps, BBP, Ampersand Publishing, and Greeley Sachs (I-Beam) are sponsors.

PLACEMAKING:

- Wayfinding parking trailblazer signs are still being installed and parking ID signs will start this month as well. Pedestrian kiosk info/quote has been received and will be reviewed.

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

- Met with Bicycle Issues Committee about adding breezeways to the dismount zones. Committee wasn't receptive except for maybe just in the 500 E and W breezeways. They use breezeways during their weekly night rides in the summer.
- Met with Passport, a parking management system. Awaiting quote for services.
- Reviewed CIP projects with public works.

PARKING: Parking Permits Sold Monthly

March 2024

200E (29 permits) - 29 sold	300E (73 permits) - 35 sold, *No Longer Selling	300W (41 permits) - 36 sold	400E (62 permits) - 58 sold
500E (55 permits) - 50 sold	SOC (80 permits) - 51 sold	600W (9 permits) - 0 sold	RPA (24 permits) - 4 sold

COFFMAN ST:

- Pre-construction work still in progress with tree removals and Xcel lowering their gas line starting in April. The city selected a contractor.
- Del Rae meets weekly with City engineer/comms team, and the project public info officer.

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

- Held the 300 Block meeting at Firehouse Art Center, 25 people attended.
- Held the 400 Block meeting at Bricks on Main, 18 people attended.
- Kimberlee and Del Rae attended Commercial Brokers meeting regarding CDOT updates of Hwy 119 improvements.
- Staff attended the Downtown Colorado Inc. conference in Durango April 2 - 5.
- Met with LEDP CEO, Erin Fosdick.
- Attended Biz West Editorial Board Meeting.
- Attended Downtown Colorado Inc. conference
- Attended Visit Longmont Board Meeting
- Met with consultant regarding Recovery Café