

August 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.

- Held our quarterly meeting with Spoke staff. They continue to have transient activity in the stairwells. They are seeing more people park in the garage.

First & Main Redevelopment

- Met with City staff on new projects in the area and is meeting to discuss further opportunities.
- Attended a meeting regarding a development project at 121 Main St

Planning

- Met with City Planner to discuss a possible update to Hotel Longmont garage layout.
- Worked with City of Longmont planning department on property annexation

Redevelopment & Real Estate

- Toured a potential developer throughout the district
- Kimberlee is investigating environmental impacts of redevelopment sites

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

PROPERTY & BUSINESS OWNER SUPPORT/Incentives

- Reimbursed DIP grant to Ron Cheyney.
- Approved sign design for the Longmont Axe House.
- Met with High Plains Bank and 251 Main property owner regarding building signage.
- Met with Longmont Yarn Shoppe to discuss façade and signage grants.
- Assisted roofing contractors on parking for roof replacement projects on two properties.

BUSINESS MARKETING:

- Neighborhood Campaign - Launched in August. SVVSD videos posted to social media, resumed digital advertising, print advertising, social media posts, press release, business email have been sent. Will add video ads on YouTube and social media. Main St. Banners are being printed.
- SVVSD Videos - Kimberlee and Colin met with SVVSD Innovation Center to discuss continuing videos with new scope for this school year. Will begin production again in September.
- Emelie contacted residential property owners/managers for Resident Welcome Packet distribution this fall. Total responses received was for 565 units. Downtown businesses were also contacted if they wanted to enclose information or coupons in the packet. Several businesses were interested and have dropped off their coupons. Packets will be distributed sometime in September including the new visitor guide.
- Staff is updating the Visitor Guide and will plan on distributing these in the fall and in the resident packets.

- **Gift Card Program:**

Jan Sales \$4,685; 81 Cards	Feb Sales \$3,495; 66 Cards	Mar Sales \$2145.00; 37 Cards
Apr Sales \$4,780; 101 Cards	May Sales \$6,250; 162 cards	Jun Sales \$3139; 67 Cards
Jul Sales \$2,135; 32 Cards		

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

- Submitted final Creative District report for 2022
- Participated in a TV Show - The American Dream - featuring why Longmont is an amazing place to live
- Met with a representative on performing arts/theatre groups

CREATIVE DISTRICT:

- Longmont Creates happy hour was sparsely attended, possibly due to time of year. But got good engagement and feedback from attendees.
- Longmont Arts Week website and marketing is live - posters will be distributed. Good engagement from creative organizations and downtown businesses.

EVENTS:

- August Sidewalk Sale: Participation and feedback from Sidewalk Sale was good overall, though some locations were slower than others. May look at doing a spring sale as well in 2024.
- Second Saturday: Monthly Artist Pop-ups in St. Stephen's Plaza and throughout the Creative District on August 12 were successful. This was in conjunction with the Sidewalk Sale.
- Concert Series: Rained-out June concert was successfully rescheduled for Friday, August 18. Attendance was good.
- Wine Walk: Permit application was approved by liquor judge after Colin attended hearing. Tickets are on sale now and event will be held Thursday September 28.
- Other Events:
 - ArtWalk: Final Summer on the Streets was August 12, and big Main St. ArtWalk will be September 9.
 - Unity in the Community: Colin met with Chamber staff to go over final logistics for the event on Friday, August 25 at 4th & Kimbark
 - Day of the Dead: No new updates - to be held Saturday, October 14 at 4th & Coffman. Colin contacted Coffman Infrastructure project managers to ensure footprint will be useable during the event.
 - Holiday Plaza Lighting: Working on getting fresh new performers/programming. Emelie reached out to NoCo Triangle Creative Districts for recommendations, and got some good leads.

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:

- LDDA met with LPD to review camera setting views. We will not be using the 20th camera we purchased and sold it to Parks. We will be reimbursed.
- A planter was destroyed on the northeast corner of 5th & Main due to an accident.
- Investigating the ability to add no skateboarding to the Breezeway ordinance which are experiencing high volume of skateboard activity.

CLEAN & MAINTENANCE:

- The Coffman St. Water Line project is on the 6th - 3rd Ave. section, 300 block.
- The 3rd, 4th, and 5th Ave. re-pavement project was postponed. The 4th Ave. section will be paved in 2024. The other two avenues will be paved this year (Main St. to Terry St.)

- Restriped the 500 E, 400 E, 200 E and 300 W parking lots.
- Met with Taylor, our landscaper to discuss new plants for 400 E breezeway.
- Met with LPD and Longmont Housing Authority to discuss 6th Ave. Plaza maintenance and gazebo removal.
- Selected a contractor for the east alley painting project and will meet in Sept. to discuss the project.

PLACEMAKING:

- Installed the decorative butterfly bench in Stephen’s Plaza dedicated to educators.
- Changed kiosks to the Unity in the Community event and midblock banners were installed featuring Next Light.

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

- Purchasing issued an Award Letter to the Wayfinding Signage chosen vendor and a contract will follow.
- The 500 mid-block crossing pole was installed.

PARKING: Parking Permits

200E (29) - 14 Sold 15 Available	300E (73) - 56 Sold 17 Available* *No Longer Selling These	300W (41) - 24 Sold, 6 returned, 17 Available	400E (62) - 60 Sold, 1 returned 2 Available
500E (55) - 45 Sold, 1 returned, 10 Available	SOC (36) - 10 Sold 26 Available	600W - 9 Available	RPA (24) - 5 Sold, 1 returned, 20 Available

COFFMAN ST:

- Additional lighting will be added to the design for increased safety of pedestrians.

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

- The August Block Captains meeting was held.
- Del Rae attended the monthly First Responders meeting.
- Held the quarterly meeting with the Residential Advisory Group.
- Del Rae attended a Boulder County Climate and Economy meeting.
- Kimberlee met with Erin Fosdick, LEDP President
- Kimberlee attended Biz West editorial board meeting
- Kimberlee met with a concerned resident