

December 2020 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 Justin/BCHA and Joe/Pinkard Const. The S row of the 600 W parking lot was closed to allow for construction fencing. The N is open for parking.
- We secured a holiday tree to the crane!

First & Main Redevelopment

- Discussed 110 Emery with Brian Bair. Scheduled a meeting on incentives with retail tenant.

Incentives & Comprehensive Review of Incentives

- Kimberlee/Del Rae met with Finance Committee to review Ft. Collins TIF program.

Planning

- Kimberlee read and supplied feedback on the Longmont Art and Event Center feasibility study

Redevelopment & Real Estate:

- Kimberlee met with lodge members regarding ELKS Historical Assessment final report.
- Attended pre-app meeting for Gold Key Landing
- Continue to work on 121 Main St. / Atwood projects

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

BUSINESS RECRUITMENT

- Available Space and Property for Lease pages are both in the top 10 (#5 and #6) for website traffic as a result of our Search Engine Marketing efforts.
- Participated in E for All interviews for upcoming cohort
- Discussed needs/findings for Market Assessment update with David Starnes
- Held meetings with two business prospects

BUSINESS OWNER SUPPORT

- The virtual shopping assistant "ShopBot" that RealWare has built for us is ready to be deployed on our website. ShopBot will help visitors on several of our webpages (Homepage, Shop Local, Shopping Directory) find downtown businesses who can help with their holiday shopping needs based on who they're shopping for and what that person likes.
- Assisted in reviewing BOOST grants for the City of Longmont
- Discussed a future online platform that assist businesses throughout Longmont.
- Pushed out information regarding county resources, grants and listening sessions
- Welcomed High Country Bank into the DDA. Emelie visited with Mystic Sisters, a new retail store on the corner of 3rd & Main St.

ADVANCE LONGMONT 2.0:

- Kimberlee is chair of the Place working group. She held a committee meeting and followed up with the Collective Impact director and co-chair Erin Fosdick.

BUSINESS MARKETING:

- Three of the six *Here for the Holidays* promotional videos have been completed and posted. The remaining three will be delivered and posted over the next 2-3 weeks.
- Digital Advertising on Facebook and Google have been focused on supporting local small businesses, including alternative ways to shop (curbside, shopping by appointment, delivery, etc), and the various promotional videos produced by Conecto.
- Facebook has had some billing issues, with the City's bank declining some transactions on our Purchasing Card. Colin is working with the Purchasing Card Administrator and the bank to resolve these billing issues, but ad deployment has been paused intermittently by Facebook.
- Every Door Direct Mail postcards were mailed to 12,000 homes throughout Longmont, promoting ways to support local businesses throughout the holiday season.

GIFT CARDS:

- Downtown gift cards are selling via PayPal, phone and walk-in. There is an increase of out of state sales for gifts to families who live in Longmont. Local businesses have bought cards for corporate gifts as well.

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



Webstie Information

- 7,667 users (+22%)
- 18,951 unique pageviews (+73%)
- Top pages:
 - Homepage
 - Shopping Directory
 - Holidays
 - Shop Local
 - Available Space
 - Property for Lease
 - Winter Passport



Facebook Stats

- 8,096 followers (66 new)
- Concerts 639 (0 new)
- WWMS 502 (1 new)
- Post engagement 5,201 (+5%)
- People reached: 37,659 (+68%)
- Top posts:
 - Small Business Saturday
 - Winter Passport
 - Artist Sunday
 - Holiday Decorating Contest



Other Social Media

- TWITTER
 - 1,541 Followers (17 new)
 - 291 profile visits (+355%)
 - 13,500 impressions(+99%)
 - Top Tweet: Georgia Boys meals for Firefighters
- INSTAGRAM
 - 3,285 followers (84 new)
 - Top Posts:
 - Spoke on Coffman (79 likes, 2 shares)
 - 2020 Ornaments (79 likes, 5 comments, 14 shares)

CREATIVE DISTRICT:

- Submitted a new job description (VAD) to Americorps for approval to fill Mersadi's position. Recruitment will begin mid-December.
- Creative District Committee continues to meet monthly. December's meeting included a debrief from Artist Sunday and ideas to improve for the future, as well as ideas for reinvigorating 2nd

Fridays or reimagining the structure of a monthly 'night-out' event focused on Arts and Culture in the Creative District. The group also discussed a transition from Mersadi since she will be leaving in early January. Several committee members have expressed interest in taking leadership roles or helping bridge the gap between Mersadi and a possible future Americorps Vista.

EVENTS:

- Longmont Lights – Neither the Longmont Lights parade or traditional programming at Roosevelt Park will happen, although the lights and ice pavilion at Roosevelt park are up and operating.
- Colin met with other organizers and title sponsor TBK Bank regarding the Winter Walkabout Music Showcase. Staff also discussed the event, and will not pursue holding an in-person, multi-venue festival type event in February this year. There is desire to still have some sort of programming supporting local music and encouraging foot traffic and business support throughout downtown in January and February, and around Groundhog Day when the event was normally held. TBK Bank is happy to work with us to provide financial support for programming or initiatives.

HOLIDAYS:

- Small Business Weekend featured ever-popular ice carvings in St. Stephen's Plaza and dancing Christmas tree characters roaming throughout downtown on Friday and Saturday. Foot traffic is virtually nonexistent after dark (after 5 p.m.) due to restaurants, breweries, and bars being closed to indoor patrons, so Friday night was slow. Saturday foot traffic was good, however, and nearly met the amount of pedestrians counted the previous year
 - Small Business Saturday pedestrian counts: 2019 - 2,048 peds | 2020 - 1,879 peds
- Sunday of Small Business Weekend was 'Artist Sunday' - a national movement to support local artists by purchasing their work as holiday gifts. Various local artists and Firehouse Art Center worked together with LDDA to coordinate various pop-up art displays throughout downtown indoors and outdoors. Cynthia Barnes coordinated a pop-up art sale for multiple artists in the 320 Main St. Space, and Wibby Brewing hosted multiple outdoor artist booths. Artists' buttons were given away for free with any purchase, and Java Stop gave anyone with an artists' button 25% off their drink. Foot traffic was slow but steady, and seemed to be higher than other Sundays. It was a great start to this annual movement for our creative community.
- The tree at 6th and Main was lit for the first time on Friday, November 27, and will remain lit throughout the holiday season.
- To date, staff has received 30 offers from businesses for the VIP Discount which will run between Jan-Feb 2021 to incentivize shopping and visitation downtown during the slow months of January & February.
- Entries for Winter Passport drawing continue to come in. Winners for Dec 12, 18 and 24 will be drawn and a grand prize at the end of the program on Jan 6. Votes on holiday lights and display are also coming in via website and mail. Three prizes will be awarded to 3 businesses with most votes after Jan 6.
- The 2020 commemorative ornaments and Shop Local giveaway bags have been popular. These were given away starting Nov. 27 weekend, Small Business weekend.
- Emelie and staff decorated the Nicho in St. Stephen's Plaza with holiday and shop local messaging.

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:

- Seeing low amount of negative activity downtown.
- Graffiti tags were reported on 500 E and 600 E alley properties (Dance Dimensions and 504-508 5th Ave. building). Also had a trash enclosure incident in the 300 E alley behind the Dickens.

CLEAN & MAINTENANCE:

- A bike rack is being relocated after a business requested it be moved from front of their building.

PLACEMAKING:

- The Sign Design Advisory Committee is scheduled to meet again on Dec. 18 to review the latest Sign Design TIPS revisions.
- Getting a quote to add year round tivolli lights for the other 3 Main St. blocks (1st to 3rd and 6th to Longs Peak Ave.) Mid-block crossing pole tivolli lights are installed.
- Holiday tree lights are installed. Added new 21' tree decorations and branch spheres on corner and mid block trees between 3rd and 6th Ave.

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

PARKING:

- Parking permit holders were notified at the beginning of the month via email of the 1 month credit towards Jan-Jun term. Several responded with appreciation of the credit. Invoices will be sent out on Dec. 15 with payments due on Feb 1, 2021, no grace period.
- Installed over 30 curbside pickup sign stands on Main St. for retail and restaurant businesses.

COFFMAN ST:

- A kick off meeting is scheduled for next week.

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

- Dec Block Captains meeting was held by Zoom and an alley side pickup breakfast was offered to the captains. Gift cards and ornaments were given to all Block Captains.
- Del Rae attended Longmont/PACE 2021 Sustainability Planning Meeting with Boulder County and the City of Longmont to discuss 2021 goals.
- Kimberlee/Del Rae met with Berenice from Longmont Sustainability Program about a restaurant takeout incentive program. Program was launched by Boulder County on 12/10/20.
- Del Rae attended EcoVisio training about the updated website version for pedestrian counters.
- Continue to attend countywide Economic Development meetings
- Kimberlee met with the Executive Committee
- Kimberlee met with Visit Longmont Board and Executive Committee