

February 2021 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 BCHA/Pinkard. Concrete pours continue and vertical construction coming soon. Xcel beginning investigation to upgrade service for project.

First & Main Redevelopment

- Forwarded two projects to Colorado Creative District for stimulus funding.
- Met with City Staff regarding update and what is needed moving forward.

Incentives & Comprehensive Review of Incentives

- Continued updates for TIF program documents to be reviewed by LDDA Board.
- Staff approved Longmont Liquors Sign Grant for \$1,625.
- Staff worked with Moe's Bagels on its incentives.

Planning

- Met with consultants and stakeholders for the performing art / conference center feasibility study
- Staff is working to take the wayfinding plan to the next step – will combine with Placemaking Plan.

Redevelopment & Real Estate:

- Kimberlee met with Elks Lodge on next steps for their project
- Worked with David Starnes and LEDP on the market assessment finalization
- Kimberlee met with property owner that are looking at options to sell

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

BUSINESS OWNER SUPPORT

- 338 Main owner plans to submit Modification Request for their non-compliant sign design.
- Guided Longmont Liquors owner to create compliant sign design that was approved by DAC.
- Staff held a Zoom call with Food & Beverage businesses to discuss possibilities for expanded outdoor space in the spring/summer.
- Kimberlee has been working on parklets for expanded outdoor spaces for restaurants without closing streets

ADVANCE LONGMONT 2.0:

- Kimberlee attended Place working group and Industry working group meetings.
- Had a demonstration of Start Up Space software and how it would connect Economic Development strategies
- Del Rae attended the first Connectivity Working Group meeting and discussed the 3 initiatives.

BUSINESS MARKETING:

- Resumed Digital Advertising on Facebook and Google, highlighting that Downtown Longmont businesses are open, emphasizing the importance of spending Downtown Gift Cards, and advertising various dining options at your comfort level (indoor, outdoor, takeout, curbside, delivery).
- Created Valentines Blog (Nothing Says LOVE Like LOCAL) to promote Downtown as a destination for any and all Valentine needs. Pushed out blog via website homepage and social media.



Webstie Information

- 5,632 users (+11%)
- 10,743 unique pageviews (+8%)
- Top pages:
 - Homepage
 - Property for Lease
 - Shop Local
 - Maldos Coffee
 - Winter Walkabout Music Showcase
 - Available Space



Facebook Stats

- 8,218 followers (43 new)
- Concerts 643 (2 new)
- WWMS 522 (13 new)
- Post engagment 5,412 (+5%)
- People reached: 26,990 (+1%)
- Top posts:
 - Longmont 150th #1
 - Welcome A Florae
 - Longmont 150th #2
 - Restaurants Reopening



Other Social Media

- TWITTER
 - 1,562 Followers (19 new)
 - 123 profile visits (-64%)
 - 2,085 impressions(-67.4%)
 - Top Tweet: Ready for the weekend
- INSTAGRAM
 - 3,500 followers (77 new)
 - Top Posts:
 - 150th #1 (184 likes, 6 comments, 12 shares)
 - 150th #2 (181 likes, 5 comments, 11 shares)

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

CREATIVE DISTRICT:

- Staff has narrowed down Americorps VISTA applicants to 4 interviews. One applicant stood out and completed second interview. Scheduled hire date for final candidate is end of April – first week of May.
- Northern CO (NoCo) Creative Districts including Longmont, are in the process of identifying designers to apply for the NoCo Creative Triangle Road Trip project. The goal is to strengthen, enhance, and promote the Northern Colorado arts industry for destination travel.
- Staff is updating the Downtown Longmont Visitor Guide for shopping/food & drink directory. Distribution of guides is scheduled in the spring.
- Convened first 'Creative District Champions' meeting to discuss plans for reimagining 2nd Fridays and creating increased connections between the Creative District and our community. Consensus has been that shifting the monthly Arts & Culture events to Saturdays would be best for engaging with the community. Staff will work with Amanda Maldonado and the committee to solicit more feedback from businesses and the community, and will hope to launch these reimagined monthly arts & culture events in the fall.
- Continuing discussions with Art in Public Places and the City on a citywide cultural plan, and where the Creative District fits within that plan.

EVENTS:

- ArtWalk: Staff has had discussions with ArtWalk Longmont and Firehouse Art Center surrounding summer weekend programming utilizing public outdoor space, as well as the potential for hosting a larger-scale ArtWalk event or Festival in September. There has been interest from other groups and organizations (City Recreation, Sesquicentennial committee) in taking a role in planning and executing some type of festival if it is safe and allowed.
- Winter Walkabout Music Showcase:
 - Artist Fundraiser: Donations have started to come in for the musicians fund, and after two weeks around \$500 has been raised. Donations will be accepted through February 28. Will continue to promote via social media and the website.
 - St. Stephen's Music Plaza: the local music playlist has been broadcast in St. Stephen's Plaza beginning on February 2. Nearly 8 hours of music submitted by local artists is played on shuffle using newly installed outdoor speakers. There have been some issues with playback on colder days, and Colin will work with the installer to troubleshoot and further temperature-proof the equipment.
- Longmont Startup Week: Avocet Communications has taken the lead on planning and coordinating Longmont Startup Week, and they hope to hold an in-person event the week of July 26-30. The event (if held in-person) will occur exclusively Downtown, and Colin will be assisting the committee with the planning process.

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:

- The City received many applications for the Community Ranger position. Del Rae will be sitting in on those interviews in late February.

CLEAN & MAINTENANCE:

- Samples cleaning services increased 40% in 2021, which is more than our contract allows. We may have to switch vendors. We are comparing other bids that PWR is getting for Dickens Park.

PLACEMAKING:

- Sign Design TIPS are in final design stage.
- Del Rae working with local artist to colorize a black/white parade photo that will be displayed in thirds on the 4'x8' panels in the 300 E breezeway.
- Received quote for string lights for the other 3 Main St. blocks (1st to 3rd, 6th to Longs Peak Ave.)
- The Mandatory Dismount Zone signage is still being developed by the City. We hope to install in March/April.

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

PARKING:

- 15% (30 permits) have not renewed this Jan-Jun term and 2 permits renewed were returned this month.

- Staff held a check in meeting with City Parking Enforcement staff.

COFFMAN ST:

- Kimberlee and Del Rae attended a Coffman Street Busway Meeting with City staff to discuss large-scale project principals and other transportation projects outside this project area.

GOAL: Collaborate with a coalition of partners to achieve shared community priorities.

(Leadership and Management)

- Feb Block Captains meeting was held by Zoom and covered review of block captain tasks, clean & safe, block updates, Main St. closure feedback and marketing.
- Continue to attend countywide Economic Development meetings
- Kimberlee met with the Executive Committee
- Kimberlee met with Visit Longmont Board and Executive Committee
- Kimberlee attended the Longmont EDP Aspire Leadership Committee Meeting
- Kimberlee participated on a panel with Boulder County Leadership Fellows
- Staff attended City conversations on Equity