

# February 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 quarterly meeting with Spoke staff. Residential is still fully occupied.
- Will release RFP for the café space this year. Had a delay due to drainage issues next to café.
- Seeing camping in the stairwells, skateboards/graffiti in garage/breezeway, and vehicles driving down breezeway pedestrian stairs. They will install a bollard at top of stairs to deter vehicles.
- LAZ parking enforcement has not been issuing many tickets.
- Nominated the Spoke for Outstanding Project at Downtown Colorado Inc. Governor's Awards.

## **First & Main Redevelopment**

- Received five proposals from the RFEI. Will review with interested parties next week.

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

- Worked with Longs Peak & Main owner for Façade grant submission at February board meeting.

## **Planning**

- Meeting with National Development Council (NDC) to discuss funding for future projects, including funding parking structures and other needed elements to be development ready

## **Redevelopment & Real Estate**

- Staff continues to troubleshoot rehabilitation of buildings for property owners.
- Staff received appraisal for hotel lot and an additional Downtown property.
- Staff attended pre-application meeting for hotel development and are working through issues.
- Kimberlee met with commercial brokers downtown to discuss listings and activity.

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

## **PROPERTY & BUSINESS OWNER SUPPORT**

- Working with EZ Pawn sign designer to bring their non-compliant awning sign into compliance.
- The 500 Block meeting was held in February at Crackpots. 13 people attended.
- Held a Retail Committee meeting and discussed future needs, upcoming events and marketing strategies.
- Kimberlee and Del Rae met with a perspective property owner and business owner regarding incentives and other support.
- Continue to organize "The Slope" event in March for businesses located south of 3<sup>rd</sup> Avenue.

## **ADVANCE LONGMONT 2.0:**

- Attended the Steering Committee and Connectivity Working Group meeting

## **BUSINESS MARKETING:**

- The St. Vrain Innovation Center team has begun interviews and filming for promo videos at businesses this month as part of the 'Downtown Neighborhood' theme.
- Carat App: 60+ participating businesses, 119 users signed up, 15 users collected more than 10 Carats, leader has 108 total carats.

- Staff continues to craft the 2023 Marketing plan with a ‘Downtown is Everyone’s Neighborhood’ theme. Set high-level monthly messaging and deadlines for the year.

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

### **CREATIVE DISTRICT:**

- Longmont Creates sold 4 memberships through year-end mailer campaign (75 addresses).
- Creative Happy Hour held on January 19 at Longmont Public Media w/ support from Soundpost Sessions. Good attendance and engagement.

### **EVENTS:**

- Creative Crawl: Two creatives were hired and performed at Landline Doughnuts and Dry Land Distillers. They were both well attended.
- Winter Walkabout Music Showcase: All 1,000 tickets were sold out the night before the event. This was the first time 1,000 tickets were sold. Weather cooperated at 52% and sunny, there were 13 venues, 120 musicians and 50 volunteers. The event got a lot of good organic media coverage.
- Concert Series: Staff has started planning and reaching out to musicians, food vendors, sponsorships etc. There are 5 Friday concert nights in June this year, the 2<sup>nd</sup> will continue to host the All St. Vrain Valley High School reunion concert with sponsorships from several alumni.
- Creative Crawl: Attendance and participation at January’s Creative Crawl was minimal during the slow time of year. Working with local artist to place 4-5 creatives in downtown businesses during each subsequent Creative Crawl to create more of a draw and more creative programming.
- Winter Walkabout Music Showcase – Flatirons Bank stepped in as title sponsor, and TBK Bank stayed on board with a low-level sponsorship. Ticket sales are steady and are outpacing previous years so far.
- LDDA and City staff have been meeting to discuss future event collaborations.

### **HOLIDAYS:**

- Winter Passport Program closed on January 3, 2023. There were 67 business participants. More than 2,200 entries were received, the highest number since the start of the program 5 years ago. A total of 62 prize packages were given away to winning entries.
- Discussed the possibility of moving the date of the Plaza lighting event to earlier in November next year with the retail business group. Will continue pursuing ideas for improvement.

## **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 when weather allows. We anticipate the first cameras to be installed in February or March depending on weather.

### **CLEAN & MAINTENANCE:**

- The City finished the sidewalk repair on the south side of 4<sup>th</sup> Ave. between Main St. and the alley.
- The Clean & Green event is Sat., 4/22/23 (Earth Day) and have the following sponsors: Title sponsor is Scythe Robotics, Food Sponsor is 99 Bar & Burger, Supplies Sponsor is ACE and t-shirt support from BBP.
- Del Rae is working with the City to schedule parking lot restriping this spring.
- Started meeting with companies for new pressure washing quotes.

### **PLACEMAKING:**

- The holiday trunk wraps were removed after Valentine's Day.
- Museum exhibit banners were installed in the mid-blocks for February/March. FRCC banners will be installed in April.
- Met with the owner of the angel dedication bench to discuss placement in St. Stephen's Plaza (board approved). A maintenance agreement will be created prior to installing.

**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 Waterline project will resume in March 2023 starting with the 6<sup>th</sup> – 9<sup>th</sup> Ave. They will pothole first, then install water lines and do service connections. They will move to 3<sup>rd</sup> – 6<sup>th</sup> Ave. Afterwards. Project expected to finish mid-Summer.
- The City signed an alley planning contract with Atkins (a City-wide awarded firm) to begin investigation and a high-level conceptual recommendation for the alleys.
- Holding on site meetings with City staff to discuss the installment logistics of the mid-block flashing beacons. The 500 block is the first block slated for install this year.
- Met with Purchasing and started creating scope of work in order to request Wayfinding sign bids.
- LDDA Board and City Council met to discuss the need for pedestrian improvements.

**PARKING:**

- Parking permits renewed to date for Jan-Jun 2023 term is \$43,992, \$4,026 lower than last term. Several parking permits that were canceled were for unknown reasons, no notifications were received from account holders.
- Working in finalization of the Parking Study.
- City comms staff has started its campaign to alert residents about parking at The Spoke.
- The Spoke on Coffman garage at 512 Coffman St. is open to the public. Will be holding our next quarterly meeting in Feb. BCHA still needs to install parking info signage on inside of garage.

**COFFMAN ST:**

- The City received 90% completed designs which are now in review.

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

- A Block Captains meeting was held in February.
- The LDDA staff met with the Boulder Downtown Partnership to discuss best practices and share information.
- Held a Residential Advisory Group meeting in January.
- Held a Downtown Business Social at Kuper Wine in February.
- Met with a FRCC student for a GIS internship gathering info on Downtown properties.
- Held a Retail Business meeting on Jan 20.
- Kimberlee met/had calls with:
  - Executive Committee
  - DDA partners on TIF renewal
  - Director of Parks and Natural Resources
  - Mayor Peck
  - Redevelopment Manager
  - Asst. City Manager
- Kimberlee attended the Biz West Editorial Board meeting.

- Staff continues to learn about Placer.ai and collect data.
- Staff is planning to attend the Downtown Colorado Inc. Conference in Loveland April 12-14.