

February 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 mid-March closing and final input for permits.
- Creating a Parking brochure to be used when lot goes under construction.
- Del Rae/Kimberlee are attending weekly Hotel and other project updates with City staff.

The Spoke on Coffman - 518 Coffman St.

- Sold over 30 permits to the Spoke garage with the discounted \$10/mo offer.
- Public Parking sign and interior parking info signs are in production.
- The Spoke continues to have transient issues in their SE stairs and increasing cleanliness concerns in the garage. LDDA will be meeting to discuss.

First & Main Redevelopment

- Finalized analysis and review of TIF generation on the Granary project.
- Met with prospective developer of Slope project/Jester's property and city staff.
- Discussing possible 121 Main development project.

Planning

- Attended Advance Longmont Steering Committee
- Met with DOLA representative regarding grant opportunity for Main St. Live

Redevelopment & Real Estate

- Closing is scheduled for Feb 28 for 600 Main St.
- Met with new LEDP Investor interested in the area
- Met with a broker regarding downtown.
- Met regularly with City Redevelopment Manager. Assisted in interviews for additional redevelopment staff person.

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

PROPERTY & BUSINESS OWNER SUPPORT/Incentives

- Approved Sign Grant for Gorilla Tinting
- Supporting Branded Beet, Gafner Hospitality Group, and a group of other downtown businesses with promoting their monthly Costume Crawl the last Saturday of each month.
- Colin is working with several retail stores to apply for Retail Establishment liquor permits
- Continue working with City on construction comms plan
- Kimberlee and Del Rae discussed incentives with 516 Main property owner/new restaurant tenant and 233 Main new property owner/listing agents.
- Beginning to receive applications for business collaborations/events that we plan to support with some in-kind digital marketing and printing.
- Discussed grants with 704 Main St. owner and architect
- Met with business owner in Old Town Marketplace (Bits & Bobs)
- Met with 4th avenue Property Owner and Business Prospect on incentive package

BUSINESS MARKETING:

- Neighborhood Campaign -neighborhood kiosk posters have been installed and more business feature videos have been delivered by the Innovation Center
- We will implementing paid social strategies for business feature videos (both previously posted and future) to increase viewership.
- Met with other DDAs around the state to discuss use of Placer.ai and its data.

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

Jan \$2,740, 53 cards	Feb	Mar
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' Creative Retreat was a huge success, with more registrations (65 total) than the initial goal (50). Attendees gave great reviews of the event.
- Submitted Colorado Creative Industries quarterly report
- Attended the Arts and Culture Legislative Kick Off (virtual)
- Discussing comprehensive City Concert series and other event collaborations.
- Longmont Creates held a Creative District Happy Hour at Helios Gallery with more than 50 creatives attending.

EVENTS:

- Winter Passport: all entries were counted and all 55+ prizes were awarded. More than 2,000 entries were collected, but only beat out last year for the record of most entries in a year by 100 or so.
- Winter Walkabout Music Showcase: Despite a snowy/rainy forecast and a slushy/snowy/wet day, the 5th annual festival was another success. 958 tickets sold, just short of last year's sellout at 1,000. Covered costs and got positive feedback.
- Summer Concert June 1: Have a verbal agreement with headlining band (Drunken Hearts) and working on other bands & programming
- Other Events: Supporting a variety of businesses & organizations with plans to host events and programming Downtown in 2024.
- Started working on securing event trailer collaboration with recreation.

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:

- Businesses adjacent to the Spoke garage shared photos of clean and safe issues in the garage. City Code Enforcement is also aware of the issues. Will be following up.
- Del Rae met with Traffic Engineer staff about adding signage in alleys for better pedestrian and bike safety.

CLEAN & MAINTENANCE:

- The new City Facilities Supervisor position was filled and the person has started.
- Met with LPD to discuss 380 Main back gate option and shared with owner.

PLACEMAKING:

- The Wayfinding parking ID and parking trailblazer signs are in production. We started discussions of the large and smaller pedestrian sized kiosks.
- Del Rae joined the City Wayfinding Steering Committee for the city-wide wayfinding implementation.
- The holiday trunk wraps and St. Stephen’s Plaza lights will be removed after Feb. 14.

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

- Drove a demo of the cart with Via Transportation. Concerns regarding ADA accessibility and timing of loop. Will investigate a richer partnership with microtransit to move people and/or have less cars in Downtown.
- Kimberlee met with City Engineer regarding follow up on several LDDA transportation inquiries.

PARKING: Parking Permits Sold Monthly

Parking permits renewed total for Jan-Jun to date: \$ 42,288

Parking permits canceled total for Jan-Jun to date: \$1,224

200E (29 permits) - 25 sold	300E (73 permits) - 35 sold, *No Longer Selling	300W (41 permits) - 27 sold	400E (62 permits) - 57 sold
500E (55 permits) - 49 sold	SOC (36 permits) - 34 sold	600W (9 permits) - 0 sold	RPA (24 permits) - 4 sold

- Met with City staff (Code enforcement and LPD) to discuss Parking.

COFFMAN ST:

- Work will begin week of March 11 on tree removal and Xcel continues to do its water line work.

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

- Held the 500 Block Meeting at Longs Peak Pub. 15 people attended
- Held the Block Captains meeting.
- Held the Residential Advisory Group meeting. One person is moving out of Longmont so looking for someone else from west side of Main to take his place.
- Held quarterly meeting with Boulder County Housing Authority.
- Met with Executive Committee
- Met with LEDP CEO, Erin Fosdick
- Met with Recreation and Culture to discuss future collaborations and closer alignment with events
- Attended Biz West Editorial Board Meeting
- Attended LEDP Leadership Meeting
- Attended City Council Retreat
- Met with Commissioner Loachamin
- Kimberlee met with Councilmember Yarbrough