

January 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 Justin/BCHA and Joe/Pinkard Const. Concrete pours are picking up and they expect to go vertical in the next few months. They are preparing to pour the flat concrete and should be going vertical in the next few months.

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 updated Ft. Collins TIF program documents to be reviewed by LDDA Board.
- Met with owner of Dee-O-Gee and Brian Bair for Retail Conversion & Façade Incentives

Planning

- Working with LEDP on the Opportunity Zone Prospectus and updating information
- Met with consultants and stakeholders for the performing art / conference center feasibility study
- We have identified a History Colorado grant in which we would like to apply to install historical markers within downtown area
- Staff is working to take the wayfinding plan to the next step

Redevelopment & Real Estate:

- Kimberlee met with a new property owners on the 500 block
- Attended meeting for Gold Key Landing
- Kimberlee met with LEDP and potential investors for a project
- Worked with David Starnes on the market assessment update

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

BUSINESS RECRUITMENT

- Property for Lease, Property for Lease – Retail, and Available Space pages are all in the top 5 (#2, #3, and #5, respectively) for website traffic the past 30 days as a result of our Search Engine Marketing efforts.
- Reviewed Search Engine Marketing campaign with Avocet Communications and made adjustments as needed.
- Kimberlee and LEDP worked with a prospective restaurant owner that is moving into the district

BUSINESS OWNER SUPPORT

- “ShopBot” has been updated to remove mention of Holidays, and is now just a general shopping assistant on the Homepage and Shopping Directory page. No inquiries for additional assistance have been submitted to LDDA via the ShopBot at this time. We’ll continue to monitor activity.

- Working with Longmont EDP and other Economic Partners to have RealWare create an online commerce platform to boost online presence of small businesses throughout Longmont.
- Del Rae met with 338 Main owner to discuss sign design and code/compliance.
- City of Longmont Code Enforcement/Del Rae are supporting the 232 Main St. Business (I.C. Market) to bring their signage into compliance.
- Staff working to educate businesses on 5 Star Program
- Staff held two zoom calls – one with restaurants and one with retail/personal service businesses to discuss funding, future support, recap of 2020, etc

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.
- Looking at a platform that would connect all economic development organizations and resources for the community

BUSINESS MARKETING:

- Had a non-holiday edit of the dining promotional video created to push out throughout Q1.
- Digital Advertising on Facebook and Google have been paused since January 1, but will evaluate opportunities to promote our businesses throughout Q1, including dining video and Valentine’s Day promotions.
- Downtown VIP Shopper thank-you cards were printed & mailed to all Winter Passport entrants with exclusive deals throughout January & February

GIFT CARDS:

- Staff sold a total of 679 downtown gift cards between Dec 1-31, 2020 both online and in-person. Total amount was \$27,780. Total redemptions between Jan 1 to date is \$4,167, 142 gift cards.



Webstie Information

- 4,750 users (-38%)
- 9,112 unique pageviews (-52%)
- Top pages:
 - Homepage
 - Property for Lease
 - Retail for Lease
 - Maldos Coffee & Boba
 - Available Space
 - Eat & Drink Directory



Facebook Stats

- 8,175 followers (79 new)
- Concerts 641 (2 new)
- WWMS 509 (7 new)
- Post engagment 1,539 (-59%%)
- People reached: 26,686 (-52%)
- Top posts:
 - 2020 Memory
 - Weekend Plans
 - Grateful for People
 - Passport Winners



Other Social Media

- TWITTER
 - 1,543 Followers (2 new)
 - 335 profile visits (+20%)
 - 6,374 impressions(-40%)
 - Top Tweet: Apply to be Americorps VISTA
- INSTAGRAM
 - 3,423 followers (138 new)
 - Top Posts:
 - Apply for VISTA (92 likes, 4 comments, 3 shares)
 - Weekend Plans (137 likes, 1 comment, 1 share)

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

CREATIVE DISTRICT:

- Began recruitment and interview process for a new Americorps VISTA to replace Mersadi, whose last day was 1/7. Will continue interviews and aim to hire for start date in March/April.
- Creative District Committee continues to meet monthly. January discussion focused on ideas for reimagining and strengthening 2nd Fridays
- Reached out to various Creative District stakeholders to join 'Creative District Champions' team to broaden reach, input, and collaboration with Creative District and associated projects. First meeting of this group will be February 1.
- Working with local creative Amanda Maldonado (Coy Ink) to keep the above projects on track, as well as compiling resources for creatives and working toward creating a directory of local creatives, among other goals.
- Staff is working with Art in Public Places on a citywide cultural plan, that will include an update for the Longmont Creative District
- Staff is working with the City and others on planning the sesquicentennial celebration for the city

EVENTS:

- Winter Walkabout Music Showcase: In lieu of hosting the multi-venue music festival in February, we're working with Title Sponsor TBK Bank to provide some alternative engagement to keep Downtown and the Winter Walkabout brand relevant, and drive support to our downtown venues and local musicians:
 - St. Stephen's Plaza: Outdoor audio installation & groundhog ice carving. Speakers will be programmed to play local music throughout February, groundhog ice carving will be created on Groundhog Day. Public will be encouraged to visit, take photos, post on social media, enter to win tickets to next year's Winter Walkabout.
 - Fundraising to support local musicians: TBK Bank will purchase commemorative groundhog buttons, WWMS t-shirts, and local albums that will be given out to those who donate to the musicians fund. 100% of funds raised will be used to hire local musicians to perform outdoors downtown throughout summer 2021.
 - Random Acts of Community: Colin will help TBK Bank to work with downtown businesses to cover a portion of random shoppers' total bills, or to purchase a set amount of products to be given away to the first arriving customers who mention TBK Bank. Public will be encouraged to patronize downtown businesses to give them a chance to be the recipient of a Random Act of Community.

HOLIDAYS:

- The Winter Passport program concluded on January 4. In total, 698 entries were submitted by 212 individuals. This is more than the first year of the Winter Passport (605 entries) but fewer than the previous year (1,330 entries).
- VIP Discount thank-you cards were mailed out to all Winter Passport entrants the week of January 11. The discount cards include exclusive offers from 29 downtown businesses, valid through February 28.
- Both of the Nichos displays (St. Stephen's Plaza and 400W Breezeway) now feature Shop Local messaging that will be displayed for the foreseeable future.
- Holiday display voting contest concluded January 4. 49 votes were cast by the public and Quarters Bar + Arcade was the overwhelming winner with 32 first-place votes.

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 very low negative activity downtown. More incidents have been happening at Roosevelt Park and the Memorial Building (graffiti, human waste, vandalism).
- A Mandatory Dismount Zone ordinance on Main St. sidewalks started 1/1/21. It's between 3rd and Longs Peak on the west side and 2nd and Longs Peak on the east.

CLEAN & MAINTENANCE:

- Sample Supports assigned a new manager to our account and a dedicated work crew supervisor. Del Rae trained/did a walk through with the new mgr. We'll look at renewing the 2021 contract.

PLACEMAKING:

- The Sign Design Advisory Committee met 12/18/20 and provided final comments for the Sign Design TIPS revisions. Del Rae will update and send electronically in the 1st quarter 2021.
- Waiting on a quote to add year round string lights for the other 3 Main St. blocks (1st to 3rd and 6th to Longs Peak Ave.)
- Holiday light decorations and large tree were taken down 1.14.21. The trunk wraps/medians will remain up through 4/15/21.
- The Mandatory Dismount Zone started 1/1/21. Del Rae spoke with Ben Ortiz from the City about dismount zone and bike wayfinding signage. Del Rae reviewed maps and provided feedback.

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

PARKING:

- 55% of parking permit holders have started renewed their permits. They have until Jan 31, 2021 to renew for the current term. One parking permit was cancelled and some permit holders have informed Emelie they will wait to renew after the state order to come back to the office.

COFFMAN ST:

- A Coffman Street Busway Project Kickoff Meeting was held 12/15/20 to introduce Otak, the design company, and all other stakeholders (30 in attendance).

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

- Jan Block Captains meeting was held by Zoom and covered COVID resources, clean & safe, block updates, holiday feedback, and marketing. We have 3 new people interested in the program.
- Continue to attend countywide Economic Development meetings
- Kimberlee met with the Executive Committee
- Kimberlee met with Visit Longmont Board and Executive Committee
- Kimberlee met with new Board Member Wes Parker to onboard and welcome him