

January 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 & Coffman St.

- Met with City and Hotel developer to discuss maintenance obligations around the hotel
- Continue to work on hotel agreements and final input for permits.

The Spoke on Coffman - 518 Coffman St.

- We are starting to get a few Spoke garage permit sales 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.

First & Main Redevelopment

- Continued analysis and review of TIF generation on the Granary project.
- Met with prospective developer of Slope project and Jester's property.

Planning

- Toured staff of Front Range Community College through Downtown Longmont
- Working with Economic Partners on updating Community Profile
- Attended Advance Longmont Steering Committee

Redevelopment & Real Estate

- Finalizing purchase and sale agreement for 600 Main St.
- Met with potential developer interested in the area
- Met with potential intern to update market assessment

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

PROPERTY & BUSINESS OWNER SUPPORT/Incentives

- Reimbursed Sign Grants to High Plains Bank and Tribal Rites
- Colin & Kimberlee held a third retail & restaurant collaboration meeting. Several businesses are taking the lead on a collaborative monthly 'theme day' promotion
- Working with City on construction comms plan
- Began planning The Slope event. It will be held in April this year
- Discussed business anniversary celebrations

BUSINESS MARKETING:

- Neighborhood Campaign - designing neighborhood kiosk posters to be hung & postcards to be distributed throughout the year
- Innovation Center business feature videos are continuing to be edited and posted each Friday
- Digital advertising through Prairie Mtn Media wrapped up for the holiday season. Ad performance & engagement was good across the board but decreased over the life of the campaign. Will continue do targeted Google & YouTube ads throughout the year.

- **Gift Card Program:**

Jan Sales \$4,685; 81 Cards	Feb Sales \$3,495; 66 Cards	Mar Sales \$2145; 37 Cards
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Apr Sales \$4,780; 101 Cards	May Sales \$6,250; 162 Cards	Jun Sales \$3139; 67 Cards
Jul Sales \$2,135; 32 Cards	Aug Sales \$3,290, 40 Cards	Sep Sales \$2,155, 38 Cards
Oct Sales \$3,555; 85 Cards	Nov Sales \$9,200, 244 Cards	Dec Sales \$30,379 524 cards

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 will be held January 26. Registrations are nearly full (50 max)
- Attended Colorado Creative Industries quarterly meeting
- Attended the Arts and Culture Legislative Kick Off (virtual)

EVENTS:

- Second Saturday: Second Saturday and Creative Crawl have been officially discontinued due to lack of participation.
- December 16 “Shop Small Saturday”: hired roaming characters again since Small Business Saturday was so snowy. Weather and foot traffic were much better.
- Winter Passport: all passport entries have been collected and winners chosen. Still counting entries but seems to be on pace for most entries ever.
- Winter Walkabout Music Showcase: On schedule for February 3. 339 of 1,500 tickets have sold so far, which outpaces last year’s ticket sales to date. 15 venues, 55 performances.
- Summer Concerts: Scheduled one summer concert for Saturday, June 1.

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:

- City Fire and Permits Dept. looked at back entrance to 380 Main that has transient activity. Will share option for a safe option to install a temp gate. Will share with property owner.

CLEAN & MAINTENANCE:

- The gazebo and associated electric outlets were removed from 6th Ave. Plaza by a City contractor.
- Snow removal concerns. Met with David Bell to discuss. Second snow event removal had gone better. Still issues of freeze/that in the alleys.
- Sewer repair for Firehouse Art Center City building to take place Jan 22 - Feb. 2. Will impact the 4th Ave. and Coffman St. SE intersection.
- Del Rae was on interview committee for a new City Facilities Supervisor position. Interviewed 4 internal City candidates an offer will be made.

PLACEMAKING:

- The Wayfinding parking ID and parking trailblazer signs are in production. First installs should start mid-February on existing poles. The rest should be completed by April.
- The 21’ artificial tree and holiday lights were removed from Civic Center Plaza. Trunk wraps and St. Stephen’s Plaza will remain up through Feb. 14.

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

- Met with Via Transportation regarding outsourcing drivers for the GEM cart. They are interested. Will request a demo of the cart to assess timing of routes.
- Attended Legislative Breakfast through Community Solutions regarding transportation initiatives

PARKING: Parking Permits

200E (29) - 26 Sold 3 Available	300E (73) - 54 Sold, 19 Available *No Longer Selling	300W (41) - 29 Sold 12 Available	400E (62) - 56 Sold 6 Available
500E (55) - 50 Sold 5 Available	SOC (36) - 19 Sold 17 Available	600W - 0 Sold 9 Available	RPA (24) - 5 Sold 19 Available

COFFMAN ST:

- Met with City’s Coffman St. Comms team to discuss a mid-Feb. public meeting with businesses and property owners on Coffman St. Will be held at the Sr. Center.

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

- Held the 600 Block Meeting at Longs Peak Pub. 15 people attended
- Held Retail/Restaurant Collaboration meeting
- Held City/LDDA Collaboration meeting
- Met with Executive Committee
- Attended Visit Longmont Board Meeting
- Met with LEDP CEO, Erin Fosdick
- Attended High Plains Bank ribbon cutting
- Met with Recreation and Culture to discuss future collaborations and closer alignment with events
- Met with DDA director of Windsor and new BID director in Downtown Boulder
- Attended Biz West Editorial Board Meeting
- Will begin recruiting mentors for next year’s Trojan Tech class
- Met with TinkerMill on future collaborations