

July 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.

- LDDA/Longmont Police had a follow up discussion with Boulder County about ideas for the garage access (ticket system, gate, signage, striping, lighting). BC locked the 1st level exterior stairwell doors which was allowed by LFD.
- The temporary parking ID sign was damaged and one panel needed to be removed.

First & Main Redevelopment

- Kimberlee met with City staff on new projects in the area

Incentives & Comprehensive Review of Incentives

- Kimberlee and Del Rae met with Teocalli, a Retail Conversion prospect.
- Del Rae met with Chamber of Commerce regarding their Façade grant application.

Planning

- Met with Hotel Longmont designers, City Planners, and Longmont Police to discuss garage design and safety/access.

Redevelopment & Real Estate

- Kimberlee and Chris McGilvray met with City Staff regarding future collaborations in education
- Kimberlee and Tony submitted the application for a Brownfield Assessment Grant
- Kimberlee met with potential developer regarding project on 3rd Ave corridor

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

PROPERTY & BUSINESS OWNER SUPPORT

- Reimbursed DIP grant to Longs Peak Pub.
- Reviewing sign designs for the Longmont Axe House, Bungalow Interiors, Main St. Mat Co., High Plains Bank, and Tribal Rites.
- Met with City Project Mgr to discuss the remodel of the Safety & Justice building and 200 E alley impacts.
- Kimberlee met with a business owner regarding NNN increases

BUSINESS MARKETING:

- Neighborhood Campaign - Plans are in place to launch the 'Downtown is Everyone's Neighborhood' marketing campaign in August.
- Digital marketing campaign with Prairie Mountain Media will resume in August.
- SVVSD Videos - the 30 videos filmed by SVVSD Innovation Center Students are wonderful. They will be posted over the next 6 months. We will have them film more videos this fall and winter.
- Held Retail Committee meeting and discussed current needs, business climate and upcoming events/promotions for the rest of the year

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

- Longmont Creates Grant Committee met to discuss grant funding and criteria

- Kimberlee participated in interviews for Longmont Museum Director
- Kimberlee and Colin met to discuss 2024 sponsorship opportunities

CREATIVE DISTRICT:

- **Gift Card Program:**

Jan Sales \$4,685; 81 Cards	Feb Sales \$3,495; 66 Cards	Mar Sales \$2145.00; 37 Cards
Apr Sales \$4,780; 101 Cards	May Sales \$6,250; 162 cards	Jun Sales \$3139; 67 Cards

- Staff met with Longmont Creates, City, and Creative District stakeholders regarding Longmont Arts Week Sep 9-16. We held a Happy Hour at Centennial State Ballet to brainstorm ideas for the grant and arts week.

EVENTS:

- August Sidewalk Sale: Staff contacted retail businesses for August 12 sidewalk sale. To date 29 are participating.
- Second Saturday: Monthly Artist Pop-ups in St. Stephen's Plaza and throughout the Creative District are scheduled for August 12.
- Concert Series: Rained-out June concert was successfully rescheduled for Friday, August 18. Same bands, same format, same timeline.
- Wine Walk: Permit application has been submitted. Tentative event date of Thursday, September 28. Liquor hearing with judge on July 27 to get final verdict on liquor permit. 14 participating businesses.
- Other Events:
 - ArtWalk: Final Summer on the Streets will be August 12, and big Main St. ArtWalk will be September 9.
 - Unity in the Community: Colin met with Chamber staff to go over final logistics for the event on Friday, August 25 at 4th & Kimbark
 - Day of the Dead: No new updates - to be held Saturday, October 14 at 4th & Coffman.
 - Holiday Plaza Lighting: Moving forward with new date of Saturday, November 18. Keeping Library Plaza location.

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:

- LDDA has access to 19 camera feeds and got a 2nd laptop for Kimberlee.
- Held a Q&A discussion with LPD on 7.13 regarding managing transient activity. 17 people attended.

CLEAN & MAINTENANCE:

- Pressure washing started and will finish by end of July.
- The City test cleaned a section of the 500 E alley and will be raising pavers in the 300 E alley, north end.
- Del Rae is still working with Public Works to get light poles reinstalled on Main St.
- Installed a new ash receptacle on the N end of the 500 W alley.
- The City received Bigbelly trash/recycle cans and plan to install up to 10 in Downtown. Del Rae and PW selected locations where these will replace current black/blue cans.
- The Coffman St. Water Line project is on the 6th - 3rd Ave. Section, 400 block.

PLACEMAKING:

- Public Works relocated trash/bike racks on 200 E block to add additional seating.

- Discussing scope of work to pick up the Downtown Design Standard project.
- Kimberlee signed a maintenance agreement to install a loaned artistic butterfly bench in St. Stephen's Plaza dedicated to educators. Bench to be installed and a plaque added.
- Changed kiosk to the evergreen Downtown displays. Unity will be coming in August.

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

- Staff and Purchasing met to discuss the Wayfinding Signage BID proposals and the lowest bid was identified. We are checking references before awarding contract.
- The 500 mid-block crossing pole is ready for install and Del Rae will coordinate with Broes. Installation in late summer/early fall.
- Staff reviewed the 200/600 Block Alley Planning Study and provided feedback. Had a discussion with City PW and Ops regarding maintenance.
- Kimberlee and Phil met with vendors and other municipalities to get information for shuttle services during construction.

PARKING:

- Kimberlee and City Staff kicked off Phase 2 of parking study to prioritize next steps and adequately invest in the right LPR equipment for the future.

- **Parking Permits**

200E (29) - 14 Sold 15 Available	300E (73) - 56 Sold 17 Available* *No Longer Selling These	300W (41) - 24 Sold, 6 returned, 17 Available	400E (62) - 60 Sold, 1 returned 2 Available
500E (55) - 45 Sold, 1 returned, 10 Available	SOC (36) - 10 Sold 26 Available	600W - 9 Available	RPA (24) - 5 Sold, 1 returned, 20 Available

COFFMAN ST:

- The project is at 90% plan completion. Waterline work continues. Xcel work will start next.

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

- The July Block Captains meeting was held outside on the Bricks Back Yard.
- The bi-monthly LDDA/City Collaboration meeting was held.
- Del Rae attended the monthly First Responders meeting.
- Kimberlee met with Erin Fosdick, LEDP President
- Kimberlee presented to Commercial Brokers of Longmont
- Kimberlee presented to the Optimist Club
- Kimberlee attended Biz West editorial board meeting
- Executive Committee met
- Kimberlee and City Staff are working on a submittal for the Main Street LIVE initiative and met with DOLA Regional Manager
- Attended the Roots Ribbon Cutting
- Kimberlee reviewed budget with Jim Golden & Exec Committee