

# July 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)**

## **The Spoke on Coffman - 500 Coffman St.**

- Del Rae holds bi-weekly meetings with BCHA/Pinkard. The crane will be removed Aug. 2-3 (Coffman to be closed between 5<sup>th</sup> & 6<sup>th</sup> ) Cynthia Barnes/artist finished the art project to wrap the fencing at the Main/6<sup>th</sup> construction parking. Reviewing a First Amendment to the parking IGA-lease agreement to add use of the shared trash enclosure by 500 block businesses.
- Kimberlee met with Boulder County HUB staff regarding parking plan and the county's return to work plans.

## **First & Main Redevelopment**

- Kimberlee had a call with Brian Bair regarding new funding opportunities for the Granary redevelopment project as well as options for 110 Emery.

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

- Issued a Certificate of Compliance for the sign design for 504-512 5<sup>th</sup> Ave. signage and approved their Sign Grant for \$1789.
- Met with 2 businesses interested in updating/adding awnings at their locations and applying for the Sign Grant.
- Met with Landline Doughnuts and discussed incentives and next steps.
- Kimberlee met and reviewed incentives with Meco Coffee Collaborative on the 600 block.

## **Planning**

- Kimberlee attended a Development Review meeting with key City Staff members and LEDP
- Walked with LHA staff around Village Place and 6<sup>th</sup> Avenue Plaza to discuss future options for collaboration and best use of public spaces

## **Redevelopment & Real Estate**

- Met with Civistruct regarding abandoned projects for the Development Review process
- Kimberlee and Tony Chacon, Redevelopment Manager met and discussed future redevelopment options and next steps
- Attended a development review meeting with City Staff

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

## **PROPERTY & BUSINESS OWNER SUPPORT**

- Met with prospect interested in investing in the district
- Met with Jack Bestall, regarding his projects on Atwood and 121 Main St.

## ADVANCE LONGMONT 2.0:

- Advance Longmont Steering Committee met to discuss next steps for the working groups
- Del Rae continues on Connectivity work group

## BUSINESS MARKETING:

- Colin is working with Visit Longmont and their 'Craft Pass' vendor Bandwango to create a Downtown retail shopping scavenger hunt promotion with prize giveaways. 24 businesses will participate, and the promotion aims to run September 1-30.
- Downtown Longmont Visitor Guides were distributed to businesses throughout Downtown.



### Webstie Information

- 7,283 users (+1%)
- 14,324 unique pageviews (+9%)
- Top pages:
  - Homepage
  - Event Calendar
  - Shopping Dir.
  - Dining Dir.
  - Creative District Homepage



### Facebook Stats

- 8,446 followers (28 new)
- Concerts 703 (28 new)
- WWMS 539 (2 new)
- Creative Dist. 146 (all new)
- Post engagment 2,072 (-16%)
- People reached: 11,084 (-9%)
- Top posts:
  - Library Reopening
  - 6th & Main Ribbon Art
  - Shock Art Voting



### Other Social Media

- TWITTER
  - 1,592 Followers (9 new)
  - 266 profile visits (+121%)
  - 1,487 impressions(+14%)
  - Top Tweet: Startup Week
- INSTAGRAM
  - LDDA: 3,756 followers (53 new)
  - Creative Dist: 520
  - Top Post:
    - Dry Land New Location (271 likes, 12 comments, 52 shares)

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

## CREATIVE DISTRICT:

- Emelie designed a 1) Business Recruitment flyer for downtown business location inquiries and 2) New Business Welcome letter.
- Amy has been working on building the following of the Creative District social media accounts, including launching a new Creative District Facebook page.
- We have sold 2 Creative District sponsorships and 1 Parklet sponsorship so far and have met with other companies and businesses.
- Appointed a full Creative District Board of Directors (Longmont Creates) and held an initial board orientation meeting. Working with legal counsel to update bylaws.
- Creative District rack cards/flyers were printed and distributed to downtown businesses.
- Amy continues to work with the Museum's VISTA to plan a 'Reverse Block Party' event on behalf of the Creative District and Museum. Working with City resources to identify neighborhoods for these events.
- Kimberlee is working on NEA grant funding application to re-grant to creatives in our community

- Staff worked on the Creative District Annual Report (Jul 2020- Jun 2021) which is due for submission on August 3<sup>rd</sup>.

#### **EVENTS:**

- ArtWalk Summer on the Streets has been going well every Saturday since July 3. Each week features different programming including local artists, music, drum circles, pop-up theatre production, and more. Programming utilizes the 300 E alley & breezeway, 400 E breezeway and 500 E alley.
- Longmont Startup Week: Colin and Del Rae worked with Avocet Communications and the Longmont Startup Week committee to plan and coordinate the event. 35 Virtual sessions and 8 in-person social and networking events rounded out the week. LDDA was a sponsor of Longmont Start Up Week. Kimberlee moderated sessions; Del Rae coordinated volunteers and Colin managed logistics
- Downtown Summer Concert: Plans continue to solidify for the concert at 4<sup>th</sup> and Kimbark featuring The Long Run (Eagles Tribute) on August 27. Marketing will ramp up within the next week.
- Will hire several musicians for outdoor busker-style performances on Labor Day weekend. Will pay musicians using funds raised during Winter Walkabout fundraiser in February.
- Working with a local chef, property owner, and BBQ contest organizer to plan an amateur BBQ competition in the 300 E parking lot and alleyway on Sunday, September 5.
- Colin is working closely with ArtWalk to plan the September 11 ArtWalk on Main Street in conjunction with the City's 150<sup>th</sup> Birthday. City Staff has agreed to share resources for the event, including Parks staff, cost sharing for Police, handwash stations, and toilets, and interactive booths, activities and giveaways.

### **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:**

- PWNR hired a Ranger Supervisor.
- Parking light fixtures were ordered and should be installed in August.
- Graffiti incidents are increasing downtown. PWNR has been cleaning up.
- Del Rae attended a City meeting to startup the Longmont/Downtown camera project again. The City will get new quotes on equipment/install given changes to prices/supply due to COVID.

#### **CLEAN & MAINTENANCE:**

- Elite Ind. started cleaning/trash pickup the last week in July and will evaluate at end of year.
- Pressure washing was completed in July.
- Kimberlee and Del Rae met with Jim Angstad/PWNR, Keystone Hardscapes and Rocky Mountain Hardscapes to discuss paver maintenance and replacement in the W alleys.

#### **PLACEMAKING:**

- Placed Longmont Startup Week banners in mid July on the mid blocks between 3<sup>rd</sup> and 6<sup>th</sup> Ave.
- New parking light fixtures were ordered from Irby Inc. for the Downtown parking lots.

- Del Rae met with City to discuss replacing wave bike racks from a City grant on the 200 E block of Main St.
- New historic images of a 1905 parade were installed in the 300 E breezeway. A local artist, Amber Anderson, colorized the b&w photo.

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

- Parklet installs were finished on July 7. Two parklets were placed in storage along with 5 remaining barricades. Businesses are setting up parklets with furniture for outdoor use. Some are adding lighting for additional illumination.

**WAYFINDING:**

- Kimberlee reviewed the Wayfinding Framework and initial Schematic Designs in a working session with Guide Studios.

**PARKING:**

- 9% of parking permit holders have not renewed their permits for the current term. Most of the open invoices were for downtown residents.
- Kimberlee attended a webinar on the Economic Importance of Managed Parking
- Kimberlee and Glen Van Nimwegen, Director of Planning, met with Walker Consultants regarding parking strategies.

**COFFMAN ST:**

- The first Coffman St. Property Owner Q&A sessions for the Coffman Busway Project were held June 24 & 28 at 8am and 4pm. Over 30 people attended total. A larger Public Open House with a formal presentation is scheduled for Mon. 9/27, 4-6pm at the St. Vrain at 3<sup>rd</sup> & Coffman.
- Kimberlee attended a meeting with key City Staff to discuss next steps and give further feedback on the four concept plans for configurations of the Coffman St. Busway

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

- We held the July Block Captains meeting in person at Tangerine. We discussed what's happening on the blocks, clean & safe, parklets, marketing, events and more.
- Del Rae attends monthly Climate and Env. Sustainability Economic Recovery Action Team meetings
- Del Rae and Kimberlee met with the CU Boulder CEDAR professor/student to discuss promotion & distribution of the Downtown survey and a Spanish version.
- We held the bi-monthly City Collaboration meeting and discussed updates to clean/safety, development, projects, events and marketing.
- Del Rae supported the volunteer needs for Longmont Startup Week.
- Kimberlee met with the Executive Committee

- Kimberlee and other Advance Longmont Partners are working together to create a “Get Out the Vote” campaign, encouraging residents to participate in local elections.
- Visit Longmont contract was renewed and a sublease was signed, allowing them to move into 320 Main St. in August.
- Kimberlee met with Caroline Hafele, the new Executive Director of E for All.