

# June 2022 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.**

- The garage opening for the public is rescheduled for late June. Residents are allowed to park.
- More than 60 residents have moved in.
- Emelie developed Standard Operating Procedures for the Spoke that the leasing office can share with residents. We've been getting calls and they've been getting some misinformation.
- The Spoke on Coffman is getting a lot of transient activity around the alley side. Sara Aerne from LPD recommended to LPC that they let them put up fencing around the open transformers.

## **First & Main Redevelopment**

- Kimberlee continues to discuss options for redevelopment in the area
- Kimberlee and Del Rae have been working with 121 Main on our streetscape standards.

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

- Met with Java Stop to discuss Sign design and the grant.
- Del Rae discussed sign ideas/incentives with the Kuper Wine Bar owner.

## **Planning**

- Kimberlee met with members of the National Development Council (NDC) and City staff to discuss potential projects and funding options.
- Kimberlee and Del Rae met with the City to discuss concrete rehab on the south side of 4<sup>th</sup> Ave., between Main and Coffman St. They will put it on the list for repair this year.

## **Redevelopment & Real Estate**

- Kimberlee continues to meet with the potential developer on the upcoming project and properties for sale within the LDDA district. She also met with prospective business owners looking for space.
- Kimberlee attends Prosper Longmont meetings and attended the Council discussion on attainable housing.

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

## **PROPERTY & BUSINESS OWNER SUPPORT**

- We noticed transient activity in the alley behind 380 Main and relayed this to the property owner. They do have a trespass affidavit on file with the LPD and will look into cleaning it up.
- Colin and Del Rae meet weekly for the 2022 LSW event to support logistics and volunteers.
- A FRCC Intern, Cecilia, has been working with Colin & Emelie on "Stronger than Ever" business features as requested by our Retail Committee. We will begin publishing those features in July.
- Del Rae met with the construction company renovating the 350 and 356 Main St. Properties to discuss the expected activity in the right of way, access, protecting property, dumpster location, etc.
- Kimberlee met with Jessica Erickson and Stephanie Pitts-Noggle regarding an expansion of the Enterprise Zone.

## **ADVANCE LONGMONT 2.0:**

- Del Rae and Kimberlee continue working on an Advance Longmont 2.0 collective impact group regarding transportation and access for Longmont.
- Kimberlee attended a Steering Committee meeting

## **BUSINESS MARKETING:**

- Taco Trail signups are at 167 total, with 53 people having completed at least 1 check-in, and 4 individuals having completed all 8 check-ins to win a prize pack.
- Staff will work with the Carat App developers to incentivize visitors to check in at numerous different locations during the Second Saturday Creative Crawl by collecting 'Carats' at each location they visit and scan a QR code. There will be a 'downtown store' with a few different swag/prize items that people can 'purchase' with their digital 'currency' (Carats) that they collect for free at participating SSCC locations. Monthly use of the Carat app will begin in October for the Day of the Dead business altars, and will include support and use for 12 months of SSCC events.

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

### **CREATIVE DISTRICT:**

- Longmont Creates hosted a Creative Happy Hour at 300 Suns Brewing on June 16 to spread information about membership and donor opportunities, and kick off the 2022 fundraising campaign. Kimberlee & Colin attended.
- Staff attended a training on the web site and new features of its backend software.
- Kimberlee got the Vista Assignment Document (VAD) approved through AmeriCorps and recruiting for a new Vista has started. If we receive applicants and can find a match by mid-July, the start date will be August 15.
- Kimberlee and Kirsten met with Leona Stocker on the 300 E mural. She would like to find another place and have it recreated.

### **EVENTS:**

- Downtown Summer Concerts have gone well so far, with attendance for the first two weeks nearly reaching 3,000 per night. Revenue from token sales is up on average in part due to increased drink token price (\$6 this year vs. \$5 in previous years). Some safety concerns were raised by City code enforcement after the first concert when a disgruntled vehicle owner caused a bit of a scene, unhooked his car from the tow truck himself, and drove off. They requested that we close the street at 3pm instead of 4pm to allow additional time to locate drivers & tow vehicles if needed without vendors trying to load in and set up. The closure time was changed for the second concert, and there were no issues.
- The All SVVSD High Schools Alumni Reunion at the June 10<sup>th</sup> concert was a success. About 138 alumni registered at the Education Foundation booth and got drink tokens & beads.
- 1<sup>st</sup> Wed Happy Hour was launched in June. Decals were distributed to 14 participants. This will continue every 1<sup>st</sup> Wednesday of the month until December.
- Second Saturday Creative Crawl – The June 12 Creative Crawl coincided with Longmont Pride Festival. Attendance for Pride was good despite the heat and a quick storm. Feedback was good overall.
- Summer on the Streets – Plans continue for the weekly Saturday events July 9 – August 27. Colin & Kimberlee meet with Firehouse & Longmont Public Media every two week, and will support the event with permit application assistance, road closure devices, fencing, and sourcing staff and port-a-johns.
- Miracle on 4<sup>th</sup> market – Bricks Retail will host a 'Christmas in July' vendor market on Sunday, July 24 on 4<sup>th</sup> Ave between Main & Kimbark. Colin is assisting with permit application, traffic control plans, and other logistics.

- Wine Walk – Retail businesses are interested in hosting a ‘Wine Walk’ event. Tickets purchased will come with a number of tickets to be redeemed for small wine samples at various participating retail stores throughout downtown. We’ll aim to host this in late September.
- Day of the Dead – Colin meets regularly with the Day of the Dead event planning committee for their Family Celebration to be held Saturday, October 8 at 4<sup>th</sup> & Coffman. Colin is assisting with traffic control plans and other logistics.
- Unity in the Community - Colin meets regularly with the Chamber of Commerce for their Unity in the Community event to be held Friday, August 26 at 4<sup>th</sup> & Kimbark. Colin is assisting with permit application, traffic control plans, and other logistics.

## **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:**

- The NOLA security camera option is being reviewed by the City group. LDDA will recommend they fast track a test camera to put in the 500 W alley where there is activity by the Spoke on Coffman.
- Dry Land Distillers had a 3<sup>rd</sup> break in.

### **CLEAN & MAINTENANCE:**

- Pressure washing has started and should finish by the end of June.
- A trash can is being repaired and repurposed on the 200 E block per a property owner request.
- Irrigation repairs on Main St. will start soon. The 100 block irrigation may have been damaged by a Comcast project and we are investigating.
- A CDOT contractor is replacing traffic signals on the corner of 6<sup>th</sup> Ave. and Main St. Del Rae met with them to discuss replacing any colored concrete with the same color.

### **PLACEMAKING:**

- Del Rae and Code Enforcement did a drive and walk around to review blighted properties, signage, and other code concerns. They will begin contacting businesses on blighted/weed issues. Signage notifications will be sent in July after LDDA/Code discuss locations and their situations.

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

- Parklets are installed and sponsor signs hung on Crackpots, Mike O’Shays, and Pumphouse parklets. Sponsors are Sticker Giant, Longmont Leader, Yellow Scene, and Boulder Weekly.
- Kimberlee and Del Rae reviewed the Guide Studios signage site location map and made changes.
- Bike corral infrastructure was installed on 4<sup>th</sup> Ave. across from Ziggi’s. The white water filled barricades were added to partially protect the parking space the racks are in. Need to secure racks better as asphalt is proving to be difficult to hold.

### **PARKING:**

- Emelie sent out parking permit invoices to 81 accounts or \$49,000 total amount for permits. Twelve permits were sold to Spoke on Coffman tenants.
- Emelie has worked with a volunteer to completely rewrite the parking system software! Great job.
- Kimberlee continues to meet with key City Staff regarding the future needs of parking, parking enforcement and joint ventures to address parking needs in certain areas. She is also awaiting purchasing to finalize the Request for Quotes for the parking study data update.

**COFFMAN ST:**

- The City has informed that the project has been put on hold for one year, so anticipate construction starting in 2024. They are still working on 60% plans. We met with City to discuss concerns about adjacent property owners maintaining new landscaping.

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

- We held the May Block Captains
- Kimberlee met with the Executive Committee
- Staff submitted a draft budget to the city
- Kimberlee attended the High Country Bank before hours event
- Kimberlee attended a Diversity, Equity and Inclusion training with Longmont EDP
- Kimberlee met with other DDA Directors to discuss and outline steps to get the TIF extended
- Kimberlee gave a presentation and tour to the Northwest Chamber Alliance and Public Policy Committee of the Longmont Chamber of Commerce
- Kimberlee met with Mayor Peck and Councilwoman Yarbrough
- Kimberlee reviewed the budget with the Finance Committee