

Executive Director & Staff Report – June 2016

Alleyscape & Breezeways West Side: Construction continues on the 300 and 400 blocks. The 300 block has experienced delays due to weather in the late winter/early spring. We are now anticipating that block to be open to pedestrian traffic in late July. Tom Caprarella, the new City Engineer on the project, and his supervisor, Tom Street, met onsite on the 300 block with DeFalco, Kimberlee, and Del Rae to discuss the remaining work and forecasted opening date. Concrete has begun on the block followed by pavers, irrigation, light poles and landscaping. Trash enclosures will be built during this time as well. The 300 block businesses are anxious to get back open since they have been under construction since Feb. 10. LPC is nearly finished with their 400 block services and then DeFalco will start installing the perforated drain pipe. There is a conflict with the new main gas line that was installed on the 500 west alley last year by Xcel's contractor. The line is in conflict with the drainage improvements DeFalco will have to do. This may potentially delay the 500 block until spring 2017. We are waiting for a utility easement from Boulder County on the 500 block. LPC will be submitting transformer location options for all to review. Jodi from LPC, Del Rae, and Tom met with Dr. Bruce Sessions to discuss a transformer and trash enclosure on his property on the north end of the 500 block. Jodi will draw up a plan for his review. Tom continues to get Temporary Construction easements from property owners where trash enclosures will be built on their property. Del Rae, Tom, and DeFalco will continue to meet with property owners to review improvements, issues, etc. An Every Door Direct Mail piece will be dropped after the 300 block pavers are installed so we can feature a photo of the new alley design in the piece. Businesses continue to express interests in the Alleyscape grant.

Creative District & Committee Updates:

Arts Administrators & Program Committees: Both were off in June due to vacations and schedule changes.

Marketing Committee: The Marketing Committee met and discussed how to market the 2-day Festival on Main events. They discussed ideas for the 2016 holiday season and which marketing tools to use. They also began to discuss what type of future non-event related marketing strategies we want to do in 2017 and how to make event marketing more sustainable and impactful. We discussed creating a retail Deck of Deals for the holiday season.

Marketing, Promotions & Events: Facebook followers grew from 5,297 – 5,466. We continue to do Support Businesses in the Cone Zone posts 3x per week. Our web site increased from 8,738 to 11,128 active users in the last 30 days. Mobile users now exceed desktop users for our web site. Our calendar and concert series pages continue to be the most viewed pages. We installed new kiosk signs that list all upcoming Downtown events. Before we installed them, we had two gift card sales from customers that cited seeing the Gift Card sign in the kiosk and came in to make a purchase!

The June 2nd Friday was held the same day as the SVVSD High School Reunion. We partnered with the Education Foundation of St. Vrain Valley, as well as 10 local sponsors who contributed \$2,500 for costs. We had almost 400 alumni register for the event at the table. We did advertising in print and social media for the event.

Staff continues to meet with businesses/organizations for FOM involvement. We are actively working with the Our Center to do a Can-do event on Saturday, building a model of their new building out of canned foods on 5th Avenue on Main Street.

Downtown Concert Series: The new format of the concert series is working out nicely. We are getting a lot of compliments about the larger footprint and the addition of the kid's area. Attendance numbers have been strong - Week 1 – 2,568; week 2- 3,322; week 3 – 3,491. We have seen increased sponsorship and have done advertising more broadly this year. We are working with Samples Supports to do concert set-up. We also have a wonderful partnership with Central Presbyterian Church, who are opening their bathrooms to patrons, as well as giving water. This weekend is the South End Block Party – focusing efforts on the businesses between 1st – 3rd with concerts at Wibby and 300 Suns. The final concert is July 22 for the ColoRODans.

Development: Kimberlee met with a prospective business owner in the district. She finalized a contract with Samples Supports for distributing literature and cleaning. Kimberlee continues to meet and work on the South Main Station redevelopment project and Coffman St. redevelopment project. Kimberlee met with County and City staff about next steps for the development. She has been working on getting some new investment into downtown.

Del Rae continues to order items for the \$60,000 CDBG grant we received to extend the Main St. streetscape from 3rd to 1st Ave. The Main St. Pavement project is finishing up on the 100 west block and will be focusing more south of the 1st Ave. and Main St. intersection down to Ken Pratt Blvd. The lighting and irrigation are nearly finished on the 100 west block of Main St. and the planters were dropped in their locations. They will be planted once the irrigation is ready to go. Still to come are the trees, benches and trash cans.

Master Plan Update: We are collecting data and plans to give to the consultants. We discussed candidates and are recruiting members of the Steering Committee. We will work with that group for overall assessment and feedback. Smaller working groups will be used to manage specific topics.

Downtown Block Captain Meeting: We held the June Block Captains meeting and covered safety, events, marketing, and development. Overall, businesses have not had as many transient complaints as past years. We discussed having an Amazing Race on Saturday, August 27. We talked about utilizing the BrewHop Trolley and packaging 2nd Fridays. We discussed a deck of deals and our ongoing events. We talked about producing a district publication featuring stories and information about Downtown.

Clean & Safe Issues: Del Rae continues working on oil enclosure agreements with Dickens Tavern and Breaker's Grill. The Imagine staff started working full days on Mondays for trash pick-up. Kimberlee and Del Rae met with parks department about our quarterly billing and reports. No bills have been paid yet. We continue to manage irrigation and electric issues as they arise. The planters are thriving and we are working to hire an intern to assist in tending the pots.

Parking Study: We will be getting a draft of the initial findings before the June Board meeting. Recommendations will come after that step in the process.

Parking: We sent invoices for parking permits (Jul-Dec term). Given that the 300 west lot is still half used for Alleyscape construction staging and will continue to be used throughout the project, the Board may want to consider giving another one month credit to the 300 west permit holders. With the support of the City Parking Enforcement Staff, we continue to monitor and troubleshoot parking during Alleyscape, especially the delivery zones on Main St. Someone removed the 300 west lot parking limit signs, and therefore the parking staff couldn't enforce the time limit in the lot. New ones were installed by the City and the lot is back to being enforced for the 3 hour time limit.

We are updating renewal for parking permits. The deadline is July. We have 40% renewed at this point. We are contacting people on the wait list as permits are returned.

Financial Development: Kimberlee and Emelie continue sponsorship solicitations for the 2016 event season. Xfinity has contributed \$9,000 to our events. We are working the Longmont Community Hospital to sponsor Saturday events. Guaranty Bank is sponsoring the Concert Series and Beer Garden stage at Festival on Main for \$7,500. We have added a new sponsor, Premier Members Credit Union for \$1,000. Twin Peaks Charter Academy will be a sponsor again as well.

Downtown Collaborations: Kimberlee attended: the Visit Longmont Board Meeting, Executive Committee. Kimberlee attended the Advance Longmont Partners meeting and met with the Community Foundation staff. We held a City Collaboration Meeting. Kimberlee attended Longmont Start Up week sessions, moderating a panel on attracting creatives. She also represented Downtown at the roundtable discussions.

IEDC Training: The first week of training for the International Economic Development Council (IEDC) training in Denver was June 13 – 17. It was a great week, covering lots of topics, including: Intro to Economic Development; Community,/Neighborhood Development; Economic Development Finance; Introduction to Commercial Real Estate; Community Economic Make Up, Research and Analysis; Business Retention & Expansion; Business Attraction; Working with Site Selectors; Strategic Planning; Building & Managing EDOs; Business Ethics; Funding Economic Development; Small Business & Entrepreneurship; Workforce Development. There were also case studies and group work sessions. Overall, it was very beneficial – with a brief overview on all the topics.