

## **Executive Director & Staff Report – June 2017**

**Alleyscape & Breezeways West Side:** Most of the alley work is complete. A final irrigation walk through was conducted and a few small punch list of items still remain. The 300 and 500 west parking lots were slurry sealed and restriped, including the Elk's lot and US Bank alley parking as part of their easement agreements. Los Arcos is scheduled for installation in August after the Main St. Rehab project finishes. The project remains on budget. The Mike O'Shays east alley repair will most likely take place in August.

**Main St. Rehab Project:** The Main Street Rehabilitation project began on May 8. CCI, the concrete contractor, completed the concrete work on Main St. between 3<sup>rd</sup> & 9<sup>th</sup> Ave. on Friday, June 16. A few punch list items will need to be completed at a later date that won't require street closures. Tom Caprarella will keep us informed of this residual work. The 2<sup>nd</sup> Step asphalt phase of the project started June 19 on Main St. between 3<sup>rd</sup> & 6<sup>th</sup> Ave. The contractor, Asphalt Specialist, is on schedule. They will complete the east side of Main by June 23 and then switch to the west side of Main June 26. Main St. is reopened and parking is available on the weekends. On July 5, they will move north to complete Main St. between 6<sup>th</sup> & 9<sup>th</sup> Ave, working on the outside lanes, then inside lanes. The schedule is updated as time progresses and can be found on our web site. Weekly emails are being sent to Downtown Businesses and a project email signup list.

We nominated Tom Caprarella for the City's Unsung Hero Award for his exceptional work on the west side Alleyscape project as well as his program management of the Main St. Rehabilitation project. We plan to give him the certificate in front of his peers on July 20.

### **Creative District & Committee Updates:**

Rob Warner joined LDDA staff on June 5<sup>th</sup>. Kimberlee met with a committee doing an additional Day of the Dead event in Downtown. The Downtown Longmont Community Ventures committee met and welcomed new members. They discussed projects for Rob and next steps for the group. Kimberlee met with the Community Foundation regarding a mural project on the Century Link building. Staff met about working to develop walking tours of Downtown. As we plan the Downtown Block Party, we have a steering committee of Downtown stakeholders that are working with businesses.

**Arts Administrators Committee:** The group met Rob Warner and discussed the marketing survey. How do we see the Creative District in the future and how do we attract millennials? Rob discussed the need for focus groups to reach out to teens and younger adults on their perceptions and desires for Downtown. He will work to set up a meeting with the Teen Advisory Board of the library. The group discussed the Day of the Dead celebration and how we get decorations in St. Stephen's Plaza throughout the celebration.

**Program Committee:** Rob Warner was introduced to the committee. The group discussed additional components to the Downtown Block Party such as Innovation – this would involve High School students and DJs – a missing element in the past events. The committee also talked about Restaurant Week – business participation, presence of food trucks and breweries etc. Downtown events could further the collaboration with other organizations such as the Left Hand Artist Group who has a presence in Longmont.

### **Marketing Committee:**

The committee met Rob Warner. Discussion continued on branding, definition of 'Creative District' and how to establish the identity. The summer trial of a Meet Up on 2<sup>nd</sup> Fridays started on June 9 with the Arts Longmont spearheading it. The Downtown Block Party logo was shared and the group talked more about the event and its components. We discussed the need to reach outside of the downtown core area. What are we doing that no one else is doing?

### **Marketing, Promotions & Events:**

**May Marketing Stats:** Our Facebook followers grew from 5,886 – 5,984. Our page views, reach and post engagements were all up. Our Tortuga post had more than 175 engagements. Our Sun Rose post reached more than 6,000 people and our support businesses in the cone zone reach 5,600. Our concert post reached nearly 2,000 people and had 49 responses. Our web site increased from 7,868 – 9,375 active users in the last 30 days. The most viewed pages were calendar, home page, concert series, Main St. rehab, Reunion RSVP, We continued use of our Twitter account and have grown from 790 - 821 followers and 76 likes.

**Downtown Summer Concerts:** June 9 concert had over 2,500 attendees despite the temperature of 95 degrees. The St. Vrain Valley All High Schools Reunion was a success. We didn't get as much attendance as we expected but we had good feedback about the event and the bands. One sponsor committed to soliciting additional sponsors for 2018 reunion.

**Clean and Green** – the event on May 20 was cancelled due to inclement weather. It was re-scheduled for Saturday, June 3<sup>rd</sup> and we had 36 volunteers help pull weeds, pick up trash and cigarette butts, shovel/sweep debris from curb/gutter and spread mulch. Thanks to the City of Longmont for providing staff/mulch/trucks and to BBP for printing t-shirts. Our in kind sponsors were Wyatt's Wet Goods who made a pancake breakfast and Ace Hardware who donated additional tools and four new wheel barrows. Thanks also to the Gears guys for being our critical crew leaders. Total value of the in kind sponsorships was over \$1000.

**Development:** Kimberlee talked with Barry Hamilton, 380 Main about his future plans. She met with Burden Inc., to discuss development opportunities in 500 Coffman. The Alleyscape grant will be closing June 30, 2017. Some final applications are expected from a few businesses to take advantage of this final grant offering.

Kimberlee and Shawn Lewis from the City met with Board Members of the BPOE Elks Lodge to discuss redevelopment opportunities. Kimberlee and David Starnes are interviewing facilitators for the planning charrette on the 300 Coffman block. Del Rae began updating the Retail Conversion grant application to make it more streamlined and similar in nature to the LDDA's current grant application formats. This will be reviewed and approved with LEDP's input, then brought to the Board for final approval.

Kimberlee and City Staff met with representatives of the Historic Eastside Neighborhood about its desire for a transition zone near the neighborhood. Staff went to Denver to meet with PUMA regarding the new Master Plan and toured the RiNo District. Kimberlee met with the new property owner of 240 Main St. regarding his vision for the property. Kimberlee attended the pre-application meeting for a proposed development at 110 Emery.

Kimberlee and David met with County staff and engineers about the proposed 500 Coffman St. redevelopment project. She also met with stakeholders in a proposed project at 225 Main St. She also attended a meeting on proposed pop up, temporary businesses. She and LEDP met with the new owner of the Icelandic Building about his vision and plans. Staff toured the new St. Vrain Event Center at 3<sup>rd</sup> and Coffman. Kimberlee and Del Rae met with City Staff on tracking data for our metrics as outlined in the Master Plan.

**Block Captains Meeting:** The June meeting was held and we invited all Downtown businesses to attend. We focused on summer events especially the Downtown Block Party. Development, construction, and clean and safe topics were also briefly discussed. We scheduled an initial meeting for the safety task force, but did not have any attendees. We will follow up on that task force meeting again.

**Clean & Safe Issues:** Staff is still awaiting more comprehensive bids to complete needed fixes on the entire Dickens patio. V&S began assessing and fixing irrigation breaks along Main St. to the trees and flower pots. They are primarily focusing on flower pots and are now investigating the tree irrigation. Ward's Landscaping is our flower pot company and they planted and started maintaining our irrigated pots as well as the self-watering pots.

The trash enclosures are scheduled to be washed again at the end of June. We posted a Request for Proposals for Downtown pressure washing work and got three submittals. They are being reviewed and references checked. Sun Rose Café is using oil now so we will be entering into an Oil Storage Agreement with them to store in our 300 west shared trash enclosure.

**Parking:** Invoices for Jul-Dec term parking permits are due on July 1<sup>st</sup> and 38% have been renewed/paid for to date. There is an on-going waitlist for the 300E, 400E and 500E lots. A public open house parking study meeting was held on June 21 at 4:30 p.m. City staff acted as facilitators and Kimberlee gave a short presentation. Over 35 people from the community attended. Kimley-Horn will facilitate and then present to the City Council on July 18. Staff continue to work out outreach and information for the public meeting.

**Connectivity:** We installed two more bike racks downtown with plans to install two more in the 300 east alley in support of a Bicycle retail/repair shop that opened on the block.

**Financial Development:** Kimberlee met with Joe Perrotto and Jim Golden to discuss the 2018 proposed budget. Staff is working on sponsorships for the Downtown Block Party as well as generating booth revenue.

**Downtown Collaborations:** Kimberlee attended: the Visit Longmont board meeting and retreat; continues to work on Longmont Start Up Week, (content, marketing and planning committees). We held a City Collaboration meeting and Executive Committee met to set the agenda.