

# June 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. Making good progress. City is not requiring them to do full mill/overlay on Coffman after their utility work since it'll be reconstructed for the Busway Project. Scaffolding in alley to be installed for residential exterior finishes. The crane will come down soon (requires Coffman closure). Pinkard held a nice BBQ for all of their employees. BCHA to hold a mid-way celebration the week of Oct. 4. More water line work in the 600 W lot to come. Cynthia Barnes/artist given permission to do art project wrapping the fencing on the Main/6<sup>th</sup> fencing at the employee parking lot on Sat. June 19.
- Kimberlee met with Planning Dept on minor modifications to façade on the project. She also met with Justin regarding next steps for approaching County Commissioners on using TIF dollars to offset ongoing garage maintenance. They also discussed the possibility of utilizing DIP façade dollars to purchase the parking structure screens.

## **First & Main Redevelopment**

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

- 338 Main St./Angel Oak's DIP/Façade grant was reimbursed for \$14,332 and received a Certificate of Compliance for the sign design.
- Snarkingtons/324 Main received a Certificate of Compliance for their sign design and awarded a Sign Grant for \$2,106.
- Reached out to Landline Doughnuts and will set meeting on incentives and next steps

### **Planning**

- Kimberlee attended a Development Review meeting with key City Staff members and LEDP
- Kimberlee had a call with a prospect interested in annexing into the LDDA boundaries

### **Redevelopment & Real Estate**

- Completed kickoff meeting with LEDP and Civistruct on the Development Review process
- Kimberlee and Tony Chacon, Redevelopment Manager met and toured Downtown Longmont/First & Main Districts for development opportunities.

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

## **PROPERTY & BUSINESS OWNER SUPPORT**

- Installed No Dumping signs in the 400 W trash enclosure due to illegal dumping.
- LDDA ran paid social media drawing attention to our available space page for Longmont and surrounding areas

- Met with prospect interested in investing in the district
- Met with Colorado Tech Point on new business model
- Met with NOSH Service on their desire to open the service in Longmont
- Staff held a Retail Committee meeting and discussed an August Sidewalk Sale, future collaborations, continuing to drive traffic to Downtown, changes since moving to level clear and future scavenger hunt type promotions

#### ADVANCE LONGMONT 2.0:

- Kimberlee held a Place Committee meeting and continues to work on the initiatives
- Advance Longmont Steering Committee met to discuss where the collective impact groups are and what can be done to make those stronger
- Del Rae continues on Connectivity work group

#### BUSINESS MARKETING:

- Every Door Direct Mail campaign was mailed to ~10,000 Longmont addresses promoting downtown retail, restaurant, and service businesses as well as ArtWalk Summer on the Streets.
- Updated Downtown Longmont Visitor’s Guide with map and directory was printed, and will be delivered to businesses in the next week.
- Social media posts are scheduled daily by Amy, including many business reopening and anniversary highlights.



#### Website Information

- 6,863 users (+21%)
- 13,708 unique pageviews (+19%)
- Top pages:
  - Event Calendar
  - Homepage
  - Property to Lease
  - Shopping Dir.
  - Maldos Coffee & Boba



#### Facebook Stats

- 8,446 followers (28 new)
- Concerts 675 (33 new)
- WWMS 537 (10 new)
- Post engagement 2,795 (+57%)
- People reached: 16,403 (+156%)
- Top posts:
  - Parking Map
  - Quarters Reopening
  - Walnut Gallery Bar Opening
  - Museum Master Plan



#### Other Social Media

- **TWITTER**
  - 1,583 Followers (0 new)
  - 116 profile visits (-56.6%)
  - 1,511 impressions(+3%)
  - Top Tweet: Gov. Award RT
- **INSTAGRAM**
  - 3,756 followers (53 new)
  - Top Posts:
    - Spoke on Coffman (137 likes, 3 comments)
    - Java Stop Anniversary (125 likes, 3 comments, 4 shares)

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

#### CREATIVE DISTRICT:

- Received \$2,000 Technical Assistance Grant Award from Colorado Creative Industries

- Kimberlee and Colin met with Independent Bank and High Country Bank to discuss sponsorship opportunities. More to come. They have combined parklet sponsorships and Creative District sponsorships and will approach businesses for a two-year sponsorship.
- Kimberlee met with art and culture leaders, including Longmont Symphony and Firehouse Art Center to discuss joint initiatives
- Held Steering Committee Meeting and discussed action items from Town Hall including marketing, communications, outreach, & awareness, and DEAI efforts
- LDDA and museum staff met to discuss further collaborations in DEAI for the community
- Close to finalizing 501(c)3 application and working on solidifying Board of Directors. Introductory Board meeting to be held in the next week or two.
- Had Creative District informational flyers designed and printed for outreach at events including the Boulder County Farmers Market.
- Amy continues to plan a series of mobile Creative District outreach events for various Longmont neighborhoods in September with her counterpart Courtney Pletcher, who is the Americorps VISTA at the Longmont Museum.

#### **EVENTS:**

- ArtWalk: Colin continues to meet with the ArtWalk committee as their plans solidify. ArtWalk Summer on the Streets will begin on July 3, and run for 8 consecutive Saturdays.
- Longmont Startup Week: Colin and Del Rae continue to help with planning the July 26-30 event, which will feature 35 virtual sessions in addition to daily in-person events held Downtown.
- Continuing to move forward with plans to hold a single Downtown Summer Concert at 4<sup>th</sup> and Kimbark on Friday, August 27. Nearly all vendors, performers, and contractors have been confirmed. Will submit permit application over the next two weeks.
- 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.
- Supporting a local restaurateur to host a 'Farm to Bricks' dinner in a breezeway/alley downtown on September 4.

### **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 made an offer for the Ranger Supervisory position. The Rangers will report to this person.
- Only 1.5 Rangers this year meaning one fully rotates Downtown and one does not (half the time spent Downtown). We requested a meeting with the new Rangers.

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

- Reviewing bids from Elite Ind. for cleaning/trash pickup and received another cleaning bid from a person who started a pressure washing business.
- Pressure washing is scheduled for the week of July 12.

#### **PLACEMAKING:**

- Placed City Re-opening banners on the mid blocks between 3<sup>rd</sup> and 6<sup>th</sup> Ave.

- Del Rae conducted a night lighting audit with Irby Inc. of the Downtown parking lots. Light meter readings were very low. Below are the foot candle readings (fc). A fc is a unit of illumination equal to that given by a source of one candela at a distance of one foot. Our readings were 1.0 fc or less. The optimal fc for parking lot lighting is around 4 fc, so we should see a great improvement. They created a lighting plan on the 300 E lot behind the LDDA office. It shows the proposed new lighting pattern and fc readings.

Current fc readings

200E lot – 0.4 fc

300E lot - 0.25 fc, 0.4 fc & 0.11 fc

400E lot – 0.73 fc

500E lot – 0.76 fc, 0.5 fc, 1.0 fc

600W lot – 0.5 fc

300W lot – north side – 0.15 fc & 0.07 fc / south side – 0.9 fc

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

- Kimberlee and Del Rae met with PWNRR to discuss outreach about the 1<sup>st</sup>/Main St. Railroad work which closes Main St. between 1<sup>st</sup> and 2<sup>nd</sup> Ave (June 14-25). Del Rae visited/distributed flyers to businesses on the 100-200 blocks and sent email notifications. We received a request from 300 Suns to add more directional signage for 1<sup>st</sup> Ave. access during this detour given that 1<sup>st</sup> Ave. will be a 1-way, eastbound only during this same timeframe (due to the 1<sup>st</sup>/Emery RR project.)
- Traffic control plans and a ROW permit were issued for parklet deliveries. The first section of parklets was installed on the 500 E block of Main St. Remaining installs are scheduled for June 23, June 30 and July 7. The City's Transportation Dept. is providing a crew to deliver the barricades and fill with water, which is a great help.

**WAYFINDING:**

- Project is moving along and staff will review possible survey for public.

**PARKING:**

- More than 20 new parking permits were sold, mainly on the 300 E and 300 W, to new businesses and employees. Renewals are coming in slowly and new permits must be paid by July 1. The parking department was moved to report to Code Enforcement. Kimberlee reached out to Planning Director and Code Enforcement Manager and invited them to attend a webinar about parking and Economic Development.

**COFFMAN ST:**

- The first Coffman St. Property Owner Q&A sessions for the Coffman St. Busway Project are scheduled for June 24 and 28 (8am and 4pm on both days). They will be held at the Elk's Lodge

and Longmont Sr. Center. Meetings were divided into 2 blocks per meeting. Invitations were dropped off door to door and an email invite was sent.

- Kimberlee attended a meeting to 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 June Block Captains meeting and discussed what's happening on the blocks, clean & safe, parklets, marketing, events and more. We will start in person meetings in July.
- 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 next steps in releasing a Downtown community survey.
- Kimberlee met with the Executive Committee
- Kimberlee attended the LEDP Board Meeting
- Continue to have discussions regarding Visit Longmont and future collaborations
- Kimberlee attended the Downtown Colorado Inc annual meeting and award ceremony
- Staff submitted a draft budget
- Kimberlee met with DOLA and city staff on potential future grant programs