

June 2023 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 - 518 Coffman St.

- LDDA met with stakeholders onsite to discuss safety/enforcement in the garage including stairwells/parking access, enforcement, signage, skateboarders

First & Main Redevelopment

- Kimberlee met with Tony Chacon regarding projects in the area

Incentives & Comprehensive Review of Incentives

- Kimberlee and Del Rae met with Local Drive, a Retail Conversion prospect

Planning

- Finalize new contract with National Development Council (NDC) to discuss funding for future projects, including funding parking structures

Redevelopment & Real Estate

- Met with prospective business owners regarding opportunities and incentives
- Kimberlee met with city staff regarding Hotel Longmont, Boston Station Apartments and other downtown projects
- Kimberlee and Chris McGilvray met with owners of 600 Main St
- Kimberlee is beginning an application for the Brownfield Assessment Grant
- LDDA updated Use of Public Spaces Application and Terms & Conditions
- Kimberlee met with potential developer regarding project on 3rd Ave corridor

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

PROPERTY & BUSINESS OWNER SUPPORT

- Met with a business to discuss the Façade grant and a new property owner
- Reimbursed DIP grants to Main St. Mat Co. and Dirt Labs
- Del Rae met with business owners and contractors regarding dumpster/equipment locations for renovations and roof work
- Met with the owner of Bungalow Interiors
- Kimberlee met with Colorado Secure Savings and will schedule them to come to the September Business Owners Meeting to discuss the mandatory retirement program for businesses

BUSINESS MARKETING:

- The SVVSD Innovation Center team's videos are scheduled to be delivered by June 22. These videos will promote downtown businesses as part of the 'neighborhood' marketing theme. Plan to launch these on social media throughout August in conjunction with other 'Neighborhood' marketing & messaging
- Carat App: With the lack of app use and traction during the Creative Crawls this year, we decided that we will not renew the license and will discontinue using the Carat App
- 'Downtown is Everyone's Neighborhood' digital campaign with Prairie Mountain Media wrapped up its first month with strong results. Across Facebook Carousel ads and Network Display Ads, a \$900 budget resulted in 104,715 impressions, 2,862 unique pageviews, a 0.42% Display CTR, and

a 6.34% FB CTR. Campaign will refresh and continue in August, September, November, and December

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

- Longmont Creates Grant Committee met to discuss grant funding and criteria

CREATIVE DISTRICT:

- **Gift Card Program:**

Jan Sales \$4,685; 81 Cards	Feb Sales \$3,495; 66 Cards	Mar Sales \$2145.00; 37 Cards
Apr Sales \$4,780; 101 Cards	May Sales \$6,250; 162 cards	

- Staff met with Longmont Creates, City, and Creative District stakeholders regarding Longmont Arts Week Sep 9-16. Will be meeting with local creatives to plan for programming during the week between ArtWalk & Rhythm at Roosevelt.
- Longmont Creates Board Member Antonio Lopez attended the Colorado Creative Industries Summit and Creative District Convening in Crested Butte on behalf of the Longmont Creative District.

EVENTS:

- Creative Crawl: Monthly Artist Pop-ups in St. Stephen's Plaza and throughout the Creative District are going well and seem to be gaining momentum. After feedback about confusion, we may make the marketing more generic and just promote many things to do downtown the Second Saturday of each month, rather than continuing the 'Creative Crawl' branding.
- Concert Series: Attendance & sales at the first concert were strong despite cooler, wetter weather. The second concert happened the same night as the Nuggets NBA Finals Game 4, and also saw a significant afternoon storm which resulted in about half the expected attendance. We decided to cancel and reschedule the June 16 concert due to flood watch and heavy rainstorms. Actively rescheduling for Friday, August 18.
- Wine Walk: Will be submitting new application in advance of the July liquor board hearing. Colin spoke with City Clerk again and will discuss with City Attorney's Office again before appearing in front of judge. Planning to hold September 28.
- Other Events:
 - ArtWalk: Summer on the Streets continues the second Saturday of each month through August, and Main St. ArtWalk in September. Events have gone well while competing with the variable weather.
 - Unity in the Community: No new updates. To be held Friday, August 25 at 4th & Kimbark
 - Day of the Dead: No new updates - to be held Saturday, October 7 at 4th & Coffman.
 - Holiday Plaza Lighting: Moving forward with new date of Saturday, November 18. Keeping Library Plaza location.

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:

- Camera installation is finished and LDDA has access to 19 camera feeds.
- Plan to hold a business owners Q&A discussion with LPD in July regarding managing transient activity.

CLEAN & MAINTENANCE:

- Pressure washing will start in July. We will hire Common Cents Power Washing.
- The City swept alleys after the heavy rains and will be testing cleaning a section of the 300 E alley soon.
- Del Rae is working with Public Works to get damaged light poles reinstalled on Main St.

PLACEMAKING:

- Public Works relocated trash/bike racks on 400 W block to add additional seating.
- Installed parklets on 4th Ave. at Abbott & Wallace and Ziggi's.
- Discussing scope of work to pick up the Downtown Design Standard project

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

- Staff and Purchasing held a walk around meeting with interested applicants for the Signage Wayfinding RFP.
- City staff, Broes, and Del Rae met on site to discuss the 24/7 power install for the flashing crosswalks. This process is nearly complete.
- Del Rae attends weekly meetings for the Coffman St. Water Line project. It is finishing up between 6th - 9th Ave. and will move to 6th - 3rd Ave. in July.
- Kimberlee continues meeting and discussing options for shuttle services during construction

PARKING:

- Working with staff on Phase 2 of parking study follow up
- **Parking Permits (Changes in red text)**

200E - 14 Sold 15 Available	300E - 58 Sold 15 Available* *No Longer Selling These	300W - 29 Sold 12 Available	400E - 61 Sold 1 Available
500E - 46 Sold 9 Available	SOC - 10 Sold 26 Available (35 permits)	600W - 9 Available	RPA - 4 Sold 20 Available

COFFMAN ST:

- The project is at 90% plan completion.

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

- The June Block Captains meeting was held.
- The 200 Block meeting was held in May at Smokin' Dave's and 14 people attended.
- The 100 Block meeting was held in June at 300 Suns Brewing and 11 people attended
- Del Rae attended the monthly First Responders meeting
- SB23-175 was passed and signed by Governor Polis!
- Kimberlee met with Erin Fosdick, LEDP President
- Kimberlee presented to Rotary Club
- Kimberlee attended Biz West editorial board meeting
- Executive Committee met
- Kimberlee and City Staff are working on a submittal for the Main Street LIVE initiative