

March 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.

- They are now contacting applicants about the 1, 2, & 3 bedroom interest. They will need to provide more info to qualify. Move in will start in April when residential and garage will be open.
- Lighting on back order for alley side lighting, which is needed.

First & Main Redevelopment

- Continue work on the Colorado Community Revitalization Grant.

Incentives & Comprehensive Review of Incentives

- Met with Winchell's property owner about DIP incentive.
- Approved Sign Grants for Angles Sports and Copper Sky Distillery.
- Landline expected to apply for a Sign Grant.

Planning

- Kimberlee helped facilitate a public forum for the Sugarmill + STEAM area, with more than 100 community members participating online.

Redevelopment & Real Estate

- Kimberlee had a kickoff meeting with National Development Council to assess redevelopment opportunities and begin discussing funding options.
- LDDA was approved as an Enterprise Contribution Project and will outreach to property owners.
- Kimberlee continues to meet with the potential developer on the upcoming project and she met with a prospective developer looking for opportunities.

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

PROPERTY & BUSINESS OWNER SUPPORT

- Repairs were completed on the Dickens patio including painting the railing, fixing east/west entry stairs, and smoothing the wall facing 3rd Ave. LDDA was asked to cover the \$5000 painting cost.
- We are creating a property owner letter and new online snapshot form that will be sent this year
- Kimberlee and Del Rae met with City to discuss developing Downtown Design Standards for developments/improvements.
- Kimberlee attended a Zero Waste Resolution and Universal Recycling Ordinance meeting.

ADVANCE LONGMONT 2.0:

- Del Rae and Kimberlee are working on an Advance Longmont 2.0 collective impact group regarding an Intracity Shuttle for Longmont.
- Kimberlee attended the Steering Committee meeting.

BUSINESS MARKETING:

- Taco Trail will kick off on Taco Tuesday, March 29, and will end October 31. 9-10 restaurants are participating, and the pass itself is available in English and Spanish. Participants who visit 8 locations will win a prize pack of t-shirt, sticker sheet, BoGo food item at Bricks Retail, and a spot on the website wall of fame.
- First Wednesday Happy Hours – after a meeting with food/beverage businesses, they wanted us to promote a mid-week ‘downtown happy hour’ to drive customers during the week. Emelie has begun outreach to compile offerings we can promote. Hope to launch in June for the first Wednesday of each month.

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

CREATIVE DISTRICT:

- The Longmont Creates board met again in February to finalize mission, vision, pillars, and high-level goals, and discuss action items including. 501(c)3 application has been submitted and is awaiting Federal approval, and bank acct is open at High Plains Bank.
- Amy worked with Museum staff to coordinate a Creatives Happy Hour in late February. Turnout was pretty good, with a good mix of new and old faces to the Creative District. Informational materials about the Creative District and Longmont Creates were distributed.
- Kimberlee and Colin continue to meet with Firehouse, Longmont Public Media, and the Library to discuss partnership around Summer on the Streets and Second Saturday Creative Crawl.
- Emelie and Amy are working on a Creative District Artist Moving Guide.
- Staff is finalizing a grant through Colorado Creative Industries
- Staff is working with Downtown Colorado Inc. to update the VISTA job description and recruit a new VISTA. Amy’s last day is April 12.

EVENTS:

- Sample the Slope – Kimberlee worked closely with multiple business owners between 3rd & 1st Ave. to plan & execute. The event featured 6 challenges at 6 different locations, and people who completed all 6 challenges won a free t-shirt as well as post-challenge refreshments on the rooftop of South Main Station. More than 500 people attended, all shirts, food, drinks, etc. were given away, and it was a great success for all involved.
- Winter Walkabout – with Boulder County’s mask mandate being lifted on February 18, the committee and staff made the decision to remove the vaccine requirement for the event. All musicians, volunteers, ticket purchasers, and venues were informed of the change, and feedback has been very good overall. Lineup and schedule are finalized, tickets are selling steadily (89 sold as of 3/14), and things are on track for a successful event.
- ArtWalk – Kimberlee and Colin continue to have biweekly meetings with Firehouse Art Center’s Executive Director to discuss and plan ArtWalk events throughout the year – a food-centered

event in May, Summer on the Streets every Saturday from July 9 – August 27, and a Main Street ArtWalk Festival in September.

- Second Saturday Creative Crawl – staff outreach to businesses and creative organizations for SSCC participation continues. So far very few commitments for April. We'll continue to evaluate and may delay the formal launch of promotion of the event until May if needed.
- Downtown Happy Hour – Emelie started outreach to food and beverage businesses for 1st Wed monthly happy hour which would start in June if there is enough participation. To date 7 business have responded.
- Summer Concerts – Concerts are on track for every Friday in June. Nearly all bands and food trucks are booked. Grammy-nominated reggae artist Pato Banton will kick off the series on June 3, the SVVSD All High Schools reunion will be at the June 10 concert, and Face Vocal Band, always a fan favorite, will return on June 17. Independent Financial remains our Title Sponsor after a 2-year commitment last spring, and other potential sponsors have expressed interest.
- Longmont Pride – Colin was informed that OUT Boulder County plans to bring its Longmont Pride festival back to 4th and Kimbark on Saturday, June 11 and will provide event support.
- Miracle on 4th – Bricks Retail plans to host another 'Miracle on 4th' local gift market on Sunday, July 24, and possibly again in November as they did in 2021. Colin will support.
- Unity in the Community - The Chamber of Commerce plans to host its Unity in the Community event at 4th and Kimbark again on Friday, August 26. Colin will support.
- Wine Walk – Colin spoke with Longmont Liquors about providing wine at cost for the event, and will begin outreach to retail locations to lock in participants in April.
- St. Vrain High School Reunion Concert – Emelie and Colin met with Scott Nix (Niwot Alumni) and Josh Atherton (SVVSEF) to plan this year's event on June 10. Scott is currently working on alumni sponsors to offset LDDA cost for marketing and other outreach sources.

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:

- Break ins of tool theft were reported at the Spoke on Coffman and Dry Land Distillers.
- Del Rae spoke to Dry Land Distillers about theft and transient activity on their patio in the 500 W breezeway. Gave them resources to contact and informed LPD and homeless outreach orgs.
- A hit and run traffic accident on SE corner of 3rd Ave. and Main St. destroyed trash and recycle cans. Del Rae reported to LPD and the person was located. Cans will be replaced.
- A lot of graffiti being reported in Downtown and passed on to Public Works to remove.
- The City RFP for cameras is in process and they are reviewing submissions.

CLEAN & MAINTENANCE:

- The City will finish bringing the underground back flows to above ground on the 300 & 400 blocks of Main St. this month.

- Working with Public Works and cleaning contractor on organizing Clean & Green 4/23/22 volunteer event to cleanup areas of Downtown. 5/7 is a backup date. Sponsors include Smokin' Bowls, Moe's Bagels, Comcast, Ace, and BBP.
- Installed Smoke-Free Zone signs on the 100 E block of Main St. now that So Main Station is open.
- Del Rae met with the City to discuss the 3rd Ave. & Coffman St. waterline replacement project. Third Ave., Main to Pratt will be in April and Coffman St., 2nd to 9th will be in July. The City is doing a great job of contacting and coordinating with business and property owners.

PLACEMAKING:

- All of the holiday lighting has been removed. The City/LDDA have started a new RFP which will go out soon to solicit vendors for the 2022-2026 seasons.
- An additional tree won't be purchased for the Civic Center/Library Plaza but instead, more lighting will be added around the Plaza for the Tree Lighting Ceremony.

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

- We contacted businesses about parklet use this year and expect to place 22-30 parklets. They will take up approximately 22 parking spaces on Main St. and the rest on the avenues. We will soon meet with the City to discuss easier liquor license modification process to use the parklet usage.
- We held a Dismount Zone meeting with the City, Bicycle Longmont, and a Downtown business owner regarding education and outreach this year.

PARKING:

- Parking Permits: 2 Sold – 300 East; 1 Sold – RPA garage
- 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.

COFFMAN ST:

- Alden Jenkins/COL attended the Business Owners Meeting March 9 to update on the project.
- Kimberlee and Del Rae reviewed 60% plans and provided feedback.
- The 300 W parking lot configuration was decided after another discussion with the City. We decided on a configuration that maintained the most parking spaces.

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

- The Longmont Museum and DDA visited the Meow Wolf museum in Denver to view their experiential exhibits.
- We are working again with a CU Boulder CeDAR program undergrad planning/design class on designs for St. Stephen's Plaza. We have reviewed conceptual designs and provided feedback.

- We held the February Block Captains meeting and discussed clean & safe, development, projects, connectivity and events.
- A Business Owners meeting was held in March and we presented a Downtown Update, Coffman St. Update and discussed clean and safe, maintenance projects and events. 40 people attended.
- We held our bi-monthly LDDA/City Collaboration Meeting.
- Kimberlee met with the Executive Committee
- Kimberlee attends Prosper Longmont meetings to encourage attainable housing development in Longmont
- Colin and Del Rae will meet again with the City Clerk and Licensing Coordinator to discuss liquor license modifications for businesses to utilize parklets and outdoor space.
- Staff held meetings with food/beverage business owners, and creative venue business owners, to discuss needs, events, and promotions.
- Del Rae attended a City Project Management training.
- Kimberlee joined the Biz West Editorial Board.