

March 2024 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)

Hotel Longmont - 3rd & Kimbark St.

- Finalizing hotel agreements for April closing and final input for permits. Staff and legal counsel updated Façade Easement Agreement.
- Parking brochure was distributed on parked cars prior to the lot closure. Created single separate piece with Spanish/English for Parking Enforcement.
- Lot was closed 3/12/24, but south end was reopened after the snow storm which delayed the demo activity. Anticipate reclosure in early April and work to begin.
- Kimberlee met with Parks to discuss a temporary safe pedestrian walk on 3rd and possible change in outside traffic lane to have to turn at Kimbark (during construction only).
- Del Rae/Kimberlee are attending weekly Hotel and other project updates with City staff.
- Met with Times Call on the project.

The Spoke on Coffman - 518 Coffman St.

- Sold 40 permits to the Spoke garage with the discounted \$10/mo offer.
- Met with Spoke managers and LPD to discuss transient, trash, graffiti, and skateboarding issues.
- LDDA's cleaning contractor will pick up trash on public levels at the Spoke, Mon/Fri given he will not be needing to pick up trash in the 300 E parking lot due to the hotel.

First & Main Redevelopment

- Finalizing agreement for TIF incentive on the Granary project.
- Met with prospective developer of Slope project.
- Toured facilities in Denver for inspiration on design for possible 121 Main development project.

Planning

- Attended webinar regarding Construction Defect laws

Redevelopment & Real Estate

- Closed March 6 on 600 Main St. Working on new lease agreement with Pinkard Const. Ordered electric assessment, getting lighting on in the lot, and future needs.
- Working with developer on securing property downtown.

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

PROPERTY & BUSINESS OWNER SUPPORT/Incentives

- Continuing to support downtown businesses with promoting their monthly Costume Crawl the last Saturday of each month.
- Scheduled another Retail/Restaurant meeting for April 15.
- Scheduled a Nightlife business meeting at the end of April.
- Continue working with City on construction comms plan.
- Kimberlee and Del Rae discussed incentives with 233 Main property owner/potential tenants.
- Supporting Bits & Bobs with their collaborative expo event in Old Town Marketplace on April 20.
- Met with new tenants of 324 Main St. to give overview of LDDA & signage
- Meeting with North End businesses to discuss collaborations and events near Longs Peak.
- Working with businesses on the April 13 Slope event.
- Met with business owner regarding investment in the Slope area.

BUSINESS MARKETING:

- Neighborhood Campaign: boosting SVVSD videos previously posted on Facebook to get additional views.
- Met with other DDAs around the state for a second time to discuss use of Placer.ai and its data.
- **Gift Card Program Monthly Sales: 2024**

Jan \$2,740, 53 cards	Feb \$1,315, 24 cards	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

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

CREATIVE DISTRICT:

- Longmont Creates board meeting held - discussed expanding board & board recruitment, staff position applications, Longmont Arts Week, and attending Colorado Creative Industries Convening in Pueblo.
- Attended quarterly Creative District meeting.
- Created comprehensive City Concert series media release and discussing other future event collaborations.
- Met with local artist to discuss possible mural & event location.
- Had lunch with Longmont Museum Director to discuss collaborations.

EVENTS:

- Summer Concert June 1: Have a verbal agreement with headlining band (Drunken Hearts), opening band (Antonio Lopez Band), and kid-focused performers (Jeff & Paige). Expanded timeline from 4:30-9pm.
- Dress Up Downtown Costume Crawl: March 30th - Staff organized family activities (easter bunny, face painting, henna, balloon twisting, chalk art, etc. in St. Stephen's Plaza as part of the 'Bunny Hop' costume crawl.
- Other Events: Supporting a variety of businesses & organizations with plans to host events and programming Downtown in 2024.
 - Colin has been meeting with a concert organizer to discuss LDDA supporting a street concert that they may produce within downtown. Looking at possibly August.
 - Miracle on 4th- April 28, July, and November (Bricks Retail)
 - Comic Book Day event - May 4 (NewCastle Comics)
 - Summer on the Streets - May-August Second Saturdays (Firehouse Art Center)
 - Unity in the Community - August (Chamber of Commerce)
 - Day of the Dead - October (Museum)

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:

- Continue working on shoring up clean and safe concerns at the Spoke garage.

CLEAN & MAINTENANCE:

- Reported a few graffiti incidents to Parks and LPD.
- The west alley re-painting is anticipated to begin in mid-April.
- Entered into an agreement with Independent Financial where they maintain the alley landscaping that's directly adjacent to their landscaping property.
- There are a few roof replacement projects happening around Downtown.
- City informed they will resurface 4th Ave. between Main and Terry St. in Aug/Sept.
- Clean & Green is Sat., 4/20/24. City of Longmont, 99 Bar Saloon, MeCo Coffee, St. Vrain Soaps, BBP and Greeley Sachs (I-Beam) are sponsors.

PLACEMAKING:

- Some Wayfinding parking trailblazer signs have been installed on traffic poles on Main St. Other free standing parking trailblazer and parking ID signs will be installed in April. Pre preparation/demo is happening now. Started marking locations for new pedestrian kiosks.

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

- Working with City staff on traffic issues due to construction fencing.
- Working on future CIP projects.
- Beginning discussions on adding breezeways to the dismount zones.

PARKING: Parking Permits Sold Monthly

February 2024

200E (29 permits) - 25 sold	300E (73 permits) - 35 sold, *No Longer Selling	300W (41 permits) - 35 sold	400E (62 permits) - 57 sold
500E (55 permits) - 49 sold	SOC (80 permits) - 41 sold	600W (9 permits) - 0 sold	RPA (24 permits) - 4 sold

COFFMAN ST:

- Pre-construction work began 3/11 with tree removals/root investigation. Anticipate Xcel lowering their gas line starting around April. The City's construction RFP is currently open for bids.
- Del Rae attended one on one visits about pre-construction activities with businesses.
- Del Rae meets weekly with City engineer/comms team, and the project public info officer.

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

- Held the spring Business Owners meeting at Christ Church. 50 people attended
- Held the LDDA/City Collaboration quarterly meeting.
- Colin attended regular City UOPP approval team meetings to implement new UOPP application system.
- Colin presented to Leadership Longmont and gave a tour of Downtown.
- Met with Executive Committee.
- Met with LEDP CEO, Erin Fosdick.
- Attended Biz West Editorial Board Meeting.
- Attended the West Coast Urban District conference through International Downtown Assc.
- Attended City Council, where both IGAs were approved.
- Gave Tour to Lafayette Downtown stakeholders.
- Attended Front Range Community College CIM ribbon cutting.
- Attended Front Range Passenger Rail event.