

May 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)

500 Coffman St.

- Del Rae holds bi-weekly meetings with BCHA/Pinkard. Vertical construction of residential building is ongoing. Scaffolding in alley to be installed for residential exterior finishes. The crane will come down soon (requires Coffman St. Closure). More water line work in the 600 W lot to come. Cynthia Barnes/artist asked to do an art project on the Main/6th fencing at the employee parking lot.

First & Main Redevelopment

- Advocated for continued investment around this area, including sidewalk connections
- Held a meeting with City staff regarding time limited parking spaces around the South Main Station project

Incentives & Comprehensive Review of Incentives

- Reimbursed DIP Grant for 338 Main St. (\$14,332).
- Reimbursed Sign Grants for Smokin' Dave's BBQ (\$1623) and Lyons Gaddis (\$1860)

Planning

- Participated in The Future of Development in Longmont conversation led by LEDP with developers and stakeholders

Redevelopment & Real Estate

- Worked with LEDP and David Starnes on next steps for review of Development Process
- Met with Redevelopment Manager

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

PROPERTY & BUSINESS OWNER SUPPORT

- Checking into request to lock the 400 W trash enclosure due to illegal dumping.
- Business asked if parking blocks on Longs Peak could be painted to prevent people from tripping.
- Met with Dry Land to discuss altering our landscape island in breezeway to accommodate their outside seating/railing. Irrigation boxes will be installed to help us maintain irrigation also.
- Met with brokers of 350, 356 & 360 Main St. on available tools
- Met with prospect interested in investing in the district

ADVANCE LONGMONT 2.0:

- Kimberlee participated in the Industry work group
- Del Rae continues on Connectivity work group

BUSINESS MARKETING:

- Updated Downtown Longmont Visitor's Guide with map and directory will be printed next week, as well as a Every Door Direct Mail campaign to ~10,000 Longmont addresses promoting downtown businesses and events.
- Staff created a social media calendar and Amy continues to post on social channels



Website Information

- 5,790 users (+10%)
- 11,905 unique pageviews (+12%)
- Top pages:
 - Homepage
 - Event Calendar
 - Shopping Dir.
 - Maldos Coffee/Boba
 - Eat & Drink Dir.



Facebook Stats

- 8,418 followers (15 new)
- Concerts 642 (2 new)
- WWMS 527 (1 new)
- Post engagement 1,780 (+22%)
- People reached: 6,434 (-40%)
- Top posts:
 - Smokin' Bowls Reopening
 - Tangerine Reopening
 - A Florae Wash. Post feature
 - Landscaper & flowers appreciation post



Other Social Media

- TWITTER
 - 1,583 Followers (-2 new)
 - 245 profile visits (+163%)
 - 1,487 impressions(+33%)
 - Top Tweet: Gov. Award RT
- INSTAGRAM
 - 3,703 followers (29 new)
 - Top Posts:
 - A Florae Wash. Post Feature (187 likes, 6 comments, 7 shares)
 - Tangerine Reopening (296 likes, 24 comments)

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

CREATIVE DISTRICT:

- Amy Mullen (Americorps VISTA) is working with the VISTA from the Museum on a mobile creative district event for later this year that will bring local creatives to various Longmont neighborhoods for fun events. She is also working on taking over social media responsibilities as well as other Creative District Communications.
- Held Creative District Town Hall to engage with and receive input and feedback from a wide range of creatives in the Longmont community. Was well-attended and we received valuable feedback, input, and ideas for improving the Creative District as well as some achievable action items to work on in the near-term.
- Submitted a grant for \$2,000 from Colorado Creative Industries for general operating expenses
- Met with Longmont Leader regarding an article featuring the Creative District:
<https://www.longmontleader.com/arts/downtown-creative-district-wants-to-establish-sense-of-place-and-community-3779198>
- Worked on 501 c 3 application

EVENTS:

- ArtWalk: Colin continues to meet with the ArtWalk committee as their plans solidify. Connected multiple business owners to ArtWalk for participation opportunities.
- Longmont Startup Week: Colin and Del Rae continue to help with planning the virtual July event.

- Continuing to move forward with plans to hold a single Downtown Summer Concert at 4th and Kimbark on Friday, August 27.
- Working on hiring musicians for outdoor performances on Labor Day weekend. Will pay musicians using funds raised during Winter Walkabout fundraiser in February.
- Will talk with City about Cruise Night possibility, as well as likelihood of parades in summer/fall.

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:

- 3 Community Park Rangers are still in training. One will be mainly at Button Rock. The supervisory position has been posted. The Rangers will report to this person.
- The security program for the LDDA back door was finally installed. We can now schedule it to automatically open between 9am-4pm, Mon-Fri.

CLEAN & MAINTENANCE:

- Communicated with businesses on 300 W block of Main about 331 Main construction impacts.
- Met with Elite Ind., the new Dickens Park maintenance contractor, for a cleaning services bid for Downtown. Received updated bids from Samples and Imagine also.
- Flowers were planted on Main St. The tulips/crocus we planted last year sprouted this spring. We added self watering planters to the 600 block of Main.

PLACEMAKING:

- String market light install for the 100, 200 and 600 blocks will finish by the end of May.
- Chose Irby Utilities to update the parking lot lighting. Will be conducting night time lighting audits and creating light plan.

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 next steps for alley planning and other needs in the downtown district for the future.
- Kimberlee presented parklets at Longmont City Council. Parklet order was placed with Rossmoister (awarded vendor) and barricades have been received. A permit and TC plan is in the works for the phased install.

WAYFINDING:

- Kimberlee attended two days of meetings with the Wayfinding consultants. One day was a kick off meeting, q & a on the project scope and deliverables. The other day was a walking tour of the Downtown District.

PARKING:

- Jul-Dec 2021 term parking permit invoices were sent out on May 18, due July 1st.

COFFMAN ST:

- Kimberlee and Del Rae reviewed an initial Coffman Street Busway property survey for feedback. We are meeting soon to discuss plans for more outreach to property owners this year.
- Kimberlee & Del Rae reviewed 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 May Block Captains meeting and discussed what's happening on the blocks, clean & safe, parklets, marketing, events and more.
- Del Rae attends monthly Climate and Env. Sustainability Economic Recovery Action Team meetings
- We held the bi-monthly City Collaboration meeting and discussed updates to clean/safety, development, projects, and marketing.
- Kimberlee met with the Executive Committee
- Kimberlee attended the LEDP Board Meeting
- Kimberlee met with Councilwoman Joan Peck
- Continue to have discussions regarding Visit Longmont and future collaborations
- Kimberlee & Colin attended a three-day workshop on Microsoft 365 and project management tools
- Kimberlee (and Chris) were guests on Tim Waters' show The Future We Deserve