

November 2020 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/Kimberlee hold weekly meetings with Justin/BCHA and Joe/Pinkard Const. The LDDA website page is updated and businesses in the area are kept informed of impacts.
- Shared trash dumpster for 500 W businesses to be moved to 5th Ave. for remainder of project.
- One business started using the Independent Financial lot we have an agreement for.

First & Main Redevelopment

- Discussed Granary Project with Brian Bair. Should be in for incentives in December or January.

Incentives & Comprehensive Review of Incentives

- Kimberlee has been working with individual property owners/prospects regarding using DDA incentive programs to secure tenants in vacant spaces.
- Kimberlee met with a property owner regarding incentives and historic tax credits for building repair.

REDEVELOPMENT & Real Estate:

- Continue to work with Dry Land Distillers regarding its property redevelopment
- Continue working with brokers on available space
- The ELKS Historical Assessment was completed. Kimberlee has follow up to set a meeting with lodge members.

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

BUSINESS RECRUITMENT

- Began the Search Engine Marketing campaign for available space. We will monitor this and make tweaks as necessary. We have had one inquiry via our online form.

BUSINESS OWNER SUPPORT

- The last two half blocks of the Bigger Hearts Stronger Streets (BHSS) 1-lane closure of Main St. were cleaned and removed on 11/3/20.
- On Nov. 10, staff held a Winter Business Support Zoom meeting for LDDA businesses to discuss how LDDA can help support businesses during the colder months with strict occupancy restrictions. 33 participants attended, and discussion included focusing on carryout/delivery options and support, as well as the possibility of utilizing public outdoor space for business. After large group discussion, we broke out into two smaller groups (restaurant and retail) for more specific discussion.

- RealWare is almost finished with their digital shopping assistant (“ShopBot”) which will help our website visitors find downtown businesses who can help with their holiday shopping needs based on who they’re shopping for and what that person likes.
- Kimberlee met with E for All about resources for businesses.
- Kimberlee had a phone conference regarding outdoor dining pods

ADVANCE LONGMONT 2.0:

- Kimberlee met with the Advance Longmont Partners for the quarterly meeting.
- Kimberlee met with LEDPs Collective Impact director and will move forward with work groups

BUSINESS MARKETING:

- ‘Here for the Holidays’ programs and marketing are in full swing:
 - Winter Passport program has launched with 40 participating businesses, and will include a VIP Shopper incentive with exclusive offers for passport participants in Jan-Feb.
 - Shop Local promotional videos are being produced by Conecto, and will be ready to post soon.
 - Every Door Direct Mail postcards are being printed and mailed to 12,000 homes this week, promoting ways to support local businesses throughout the holiday season
 - Digital Advertising on Facebook and Google will focus on supporting local small businesses, including alternative ways to shop (curbside, shopping by appointment, delivery, etc)

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

CREATIVE DISTRICT:

- Creative District Committee continues to meet monthly. November’s Creative District Committee meeting had strong discussion surrounding Artist Sunday, opportunities for creatives and future structure. The group adopted a mission statement:
 - "The Longmont Creative District galvanizes and connects the community through arts and culture, engaging creatives and fostering creativity for the entire region."
- New Downtown Longmont / Creative District / LDDA website was launched. We still are updating things, but it has been a smooth transition.
- Collaborated with Fort Collins, Loveland, Greeley, and Sterling Creatives Districts on a grant from Colorado Tourism Office. We were awarded this grant and will move forward with marketing the NOCO Creative Triangle in 2021.
- Kimberlee met with Jon Fukuda regarding the Creative District and broadening its reach.
- Met with Museum staff regarding AIPP plan update and an overall Cultural Plan for the City and Creative District.

EVENTS:

- November’s 2nd Friday once again featured launch of the holiday shopping season with Holiday Open Houses and the Winter Passport program.

- Day of the Dead virtual programming in partnership with the Museum and other community stakeholders was successful. All programming, events, and activities were held virtually through the Creative District website. The Day of the Dead main page was the most-visited page on our site in October, and featured Day of the Dead content like history, altars, music, arts & crafts, food and drink, regional traditions, and a virtual family celebration broadcast on November 1.
- Veterans Day Parade was officially cancelled by the organizers.
- Tree Lighting – LDDA will not host the traditional Tree Lighting Ceremony on Black Friday. The tree will be lit up for the first time that day, and there will be other programming throughout the whole weekend for people to enjoy at their own pace and own comfort level.
- Longmont Lights – Neither the Longmont Lights parade or traditional programming at Roosevelt Park look likely to happen this year due to COVID.

HOLIDAYS:

- Winter Passport Program this year has more than 40 businesses participating. Supplies are being distributed. The program will run through January 6.
- Emelie will decorate the 2 Nichos from the Denver Botanic Gardens with holiday messaging.
- ‘Here for the Holidays’ is the theme for holiday marketing and promotions. Staff is ordering goodie bags and 2020 commemoration ornaments to distribute to businesses for holiday shopping
- Downtown VIP Shopper cards: In order to incentivize shopping and visitation downtown during the slow months of January & February, we’ll be mailing a Downtown VIP Shopper Card to each person who turns in a Winter Passport entry form. Cards will be mailed in January and will feature offers from any downtown business who wants to participate. Deals can be redeemed once per business, and will be valid through 2/28. Businesses can choose other restrictions if desired.
- Small Business Weekend:
 - All weekend – Enter to Win boxes
 - Black Friday – Ice Carving, Roaming Dancing Xmas Tree (an annual favorite!), and free commemorative 2020 snowflake ornament with qualifying retail purchase.
 - Small Business Saturday - Ice Carving, Roaming Dancing Xmas Tree, random giveaways to shoppers
 - Artists Sunday – pop up art markets and live artists throughout downtown businesses. Gallery shows/openings/receptions.
 - Cyber Monday - promoting local downtown options for online shopping. Possibility of online ‘shopping assistant’ tool to help with gift ideas from downtown shops.



Webstie Information

- 6,251 users (-26%)
- 12,110 unique pageviews (+5%)
- Top pages:
 - Homepage
 - Day of the Dead
 - Available Space
 - Property for Lease
 - Maldos Coffee
 - Calendar
 - Creative District



Facebook Stats

- 8,030 followers (30 new)
- Concerts 639 (0 new)
- WWMS 502 (1 new)
- Post engagment 3,373 (-36%)
- People reached: 14,221 (-38%)
- Top posts:
 - Safely Enjoy Downtown
 - Call for Creatives
 - Thankful for Safety
 - Inktober



Other Social Media

- TWITTER
 - 1,524 Followers (15 new)
 - 57 profile visits (-36%)
 - 6,072 impressions(-15%)
 - Top Tweet: Chalk Fest memory
- INSTAGRAM
 - 3,201 followers (142 new)
 - Top Posts:
 - Haunted History (137 likes, 3 comments, 5 shares)
 - Safer at Home (97 likes)

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:

- Seeing low amount of negative activity downtown.
- The temporary lighting in the 500 W alley (provided by Boulder County) during The Spoke on Coffman project is being investigated. It hasn't been functioning properly at night.
- Kimberlee met with the interim Public Safety Chief regarding downtown and the future.

CLEAN & MAINTENANCE:

- Investigating a safe place to install an ash receptacle in/near the 200 E parking lot.
- Samples back on regular cleaning/litter pick up schedule Mon- Fri.

PLACEMAKING:

- The Sign Design Advisory Committee reviewed the Sign TIPS in Oct. Want to make it more high overview with details on the process/forms and remove in depth sign details.
- Year round tivolli lights were installed on the Main St. pedestrian light poles (3rd - 6th Ave.) Electric modifications being installed to hard wire lights to poles.
- Holiday tree lights are being installed.
- City gave approval to install Tivoli lights on the median crossing pole arms. These were installed during holiday light install.

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

PARKING:

- Parking permits invoices for Jan-Jun 2021 are due to send out this month. Staff sold a couple of parking permits for 300E and 400E lots.
- Working with the City on parking enforcement for curbside parking spaces.

COFFMAN ST:

- CDOT has approved all documents and released funds needed to move forward with the project. A kick off meeting will be held with the consultant sometime in December.

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

- Nov Block Captains meeting canceled as the Business Winter meeting was the day prior on Nov. 10.
- Met with the Business Response Team regarding COVID changes.
- Continue to attend countywide Economic Development meetings
- Kimberlee met with the Executive Committee
- Kimberlee met with Visit Longmont Board and Executive Committee
- Met with City Staff regarding CARES Act reimbursement
- Kimberlee met with other DDA Executive Directors to discuss TIF policies
- Kimberlee spoke at the Chamber of Commerce Annual Retreat
- Kimberlee spoke to the Leading Edge participants through Small Business Development Center