



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.

- The residential applications to the public should open around 12/14/21. The HUB will have a resource and call center to assist people. LDDA will share info when we get it
- BCHA will attend the 11/18 AIPP Board Meeting to discuss the mural call for artists
- Road and paving repairs on Coffman St. Were finished

First & Main Redevelopment

- The pre-application for the Colorado Community Revitalization Grant was submitted for the townhome/granary project

Incentives & Comprehensive Review of Incentives

- Reimbursed the MeCo Coffee Collective Sign Grant for \$1,171.40
- Kimberlee and Del Rae conferred with Longmont Economic Development Partnership about Retail Conversion applications in the pipeline for 2021/2022

Planning

- Kimberlee reviewed the Tactical Management Assessment and discussed next steps
- Kimberlee and Jim met with Boulder County Assessors regarding TIF valuations

Redevelopment & Real Estate

- Kimberlee met with Tony Chacon to discuss upcoming redevelopment opportunities.
- Kimberlee met with LEDP and has begun the Enterprise Contribution Project application

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

PROPERTY & BUSINESS OWNER SUPPORT

- Kimberlee met with Hair International on sign incentives and future projects
- Kimberlee followed up with new prospective businesses. Angles has relocated to the 400 Block of Main. Staff met with them on LDDA programs.

ADVANCE LONGMONT 2.0:

- Kimberlee and Erin Fosdick met to debrief on The Slope open house. Next week, staff will meet with key committee members to discuss next steps.

BUSINESS MARKETING:

- Holiday Marketing is in full swing with the overall theme of 'Keep it Local'. Print advertising and social media advertising have begun and will continue throughout the next month, and Search Engine Advertising will begin shortly.

- Holiday Open Houses will be held on Nov. 12 to kick off the holiday shopping season and Winter Passport program for 2021. More information below.



Webstie Information

- 10,392 users (+20%)
- 18,857 unique pageviews (+4%)
- Top pages:
 - Homepage
 - Moe's Bagels
 - Event Calendar
 - Day of the Dead
 - Holidays
 - Dining Dir.



Facebook Stats

- 8,647 followers (26 new)
- Concerts 851 (6 new)
- WWMS 553 (9 new)
- Creative Dist. 284 (19 new)
- Post engagment 2,033 (-13%)
- People reached: 11,774 (-45%)
- Top posts:
 - Best of Boulder Cty Winners
 - Welcome Angles & Happy D
 - Miracle on 4th Gift Market



Other Social Media

- **TWITTER**
 - 1,631 Followers (9 new)
 - 59 profile visits (-74%)
 - 1,054 impressions (-43%)
 - Top Tweet: N/A
- **INSTAGRAM (followers)**
 - LDDA: 4,022 (44 new)
 - Creative D.: 677 (117 new)
 - Top Post:
 - Halloween Parade (196 likes, 2 comments, 7 shares)

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

CREATIVE DISTRICT:

- Winter Passport Program garnered 53 participants which will kick off on 2nd Fri, Nov 12. Supplies were delivered week of Nov 8 to businesses.
- High Country Bank sponsored this year's Winter Passport program, the first time we've had a sponsor for the Passport.
- A Total of 35 businesses are also having open houses on Fri, Nov 12 with early specials, discounts and treats to patrons. Staff encouraged them to promote each other by handing out flyers provided prior to Friday.
- The LDDA also provided participating Winter Passport businesses with:
 - 2000 Sticker sheets for customers to affix on their holiday presents, sponsored by Sticker Giant
 - Wish lists for customers to jot down wants
 - Holiday events posters
- A Total of 1,000 giveaway bags were ordered for distribution -
 - Small Business Weekend - 700 giveaway bags to retail businesses. These are partly sponsored by High Country Bank and the City of Longmont.
 - Tree Lighting Event - 300 giveaway bags with coupons, information and treats from downtown businesses on Nov. 26. These bags are sponsored by High Plains Bank and City of Longmont.
- 1,000 holiday ornaments, made by Tinkermill, will also be distributed to downtown businesses for their patrons. These laser-engraved wooden ornaments will read 'Downtown Longmont 150 Years' to commemorate the sesquicentennial.

- Star ornament painting for businesses took place on Tue, Oct. 26 at Crackpots Pottery Studio with more than 20 business owners participating. The stars will be displayed throughout downtown businesses this holiday season
- Amy placed artists at the Museum to participate in Denver Arts Week in November. There will be 4 days of artist booths at the Longmont Museum.
- LDDA partnered with Visit Longmont on a photo contest, to encourage residents to submit their photos for use in publications and social media.

EVENTS:

- 'Holiday Open Houses' will be held at more than 30 businesses on Nov. 12 to kick off the holiday shopping season and launch the 2021 Winter Passport program.
- The 'Miracle on 4th' Local Gift Market produced by Bricks Retail with assistance from Colin will take place on Nov. 14 and will feature more than 40 local vendors.
- The Longmont Turkey Turnout food/item collection event will be held Sat. 11/20 in the 400 E parking lot. This is a new drop off location.
- The Tree Lighting is all set for Nov. 26 at 6:30 p.m. with an elf emcee, some Longmont trivia, food and drink, Santa, craft activities, and holiday A Capella performances. We will have southbound Main Street reduced to 1 lane from 6-7:30 to decrease vehicle speed and noise, and provide an increased safety buffer for pedestrians on the sidewalk.
- Ice Carvings, performers and entertainers are booked for Small Business Saturday to provide increased engagement for those who choose to shop locally downtown during downtown's busiest shopping day of the year.
- Colin & Kimberlee met with Firehouse Art Center and Longmont Public Media to discuss a possible new format and location for ArtWalk's Summer on the Streets utilizing Kimbark St. in front of the Library and LPM buildings.
- Colin has met with various downtown business owners and stakeholders interested in planning 2-3 events over the next year, most highlighting downtown restaurants and craft beverage producers.
- Kimberlee and Amy worked with Art in Public Places for a call to do window murals again this year. 10 sites, including the Longmont Museum, will have window murals painted throughout the winter season.

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:

- New light fixtures were installed in all our public lights and have increased lighting significantly. We have received comments already that they are better lit and feel safer.
- Met with City Public Works and the 300 Main property owner to discuss the Dickens patio repair. The underlying concrete is being assessed and results will be considered before making any decisions on future repairs of the patio.
- Del Rae attended another meeting of the Camera project. City still putting together the RFP.
- Kimberlee/Del Rae met with City Risk team about developing better ER protocol for after hours incidents after the midnight traffic crash/fatality on the 500 block of Main. The mid-block crossing

pole had to be removed. The crosswalk is still safe without the pole. Discussed possibly not replacing pole and testing a flashing sidewalk.

CLEAN & MAINTENANCE:

- In Nov/Dec, the City will move underground back flows to above ground on the 200/300/400/500 W blocks of Main St. The new devices will be set in the concrete or in nearby landscaping.
- Planter vegetation will be removed in November. The plants lasted longer due to good weather.

PLACEMAKING:

- Elevation Holiday Lights began installing lights on all Main St. tree trunks between 1st and Longs Peak Ave. They are also decorating 6th Ave. and St. Stephen's Plazas.
- Holiday kiosks have been installed and new Winter Passport banners will be put up soon.

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

- Parklets and barricades were removed Nov. 1-4 without incident. Parklets were stored at a City facility off Hygiene Road and the barricades stored at the City Warehouse for the winter. Businesses have been informed of the removal and a follow up survey has been sent.
- Kimberlee met with Traffic Staff from the City of Longmont to investigate replacing the broken mid block crossing pole on the 500 Block of Main with flashing lights for the mid block crossings.

PARKING:

- Emelie will send out parking permit invoices via email to 80 accounts on November 30 for the Jan-Jun 2022 term, due on Jan 3, 2022. All Lots except 500W and 600W maintain permit holders. Parking permits continue to sell on 200E lot from residents on 100 and 200 blocks.
- The new 2 hour parking time limit signs that were installed around South Main Station will be altered to not include the No Parking 2-5am. This was an oversight when the signs were installed.
- Kimberlee met with key City Staff regarding the city's philosophy on parking and future needs.

COFFMAN ST:

- Kimberlee met with the Coffman St. project team and LPC to discuss better lighting on Coffman St. Given the extended bike and pedestrian lanes. A well lit street is essential and it was agreed that more lighting should be included.

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

- Del Rae and Kimberlee met with a CU Boulder professor about a spring 2022 class project that will continue to focus on more complete designs to re-engage St. Stephen's Plaza.
- We held the November Block Captains meeting and clean & safe, holidays, marketing, and events.

- Kimberlee met with the Residential Advisory Group and discussed what's happening in their neighborhoods, and Downtown development, marketing, events, etc.
- 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
- Kimberlee attended the LEDP Aspire Leadership Council Meeting
- Kimberlee attended Boulder County Economic Recovery meeting
- Kimberlee listened to the webinar regarding the ARPA survey results for Boulder County
- Kimberlee attended the LEDP Board Meeting