

# November 2023 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 - 518 Coffman St.**

- Boulder County leadership agreed to enter into an agreement with LDDA to utilize county spaces in 2024. We will also offer discounted parking permits in the garage: \$10/month and first 2 months free. This discount will only be during the hotel construction.
- Met with Boulder County ops person to discuss adding more signage at the entrance and upon entry, and floor number decals on each floor.
- The Spoke continues to have transient issues in their SE stairs and had an incident where 3 windshields were broken, and a vehicle stolen.

## **First & Main Redevelopment**

- Discussed analyzing TIF generation on the Granary project.
- Discussed Slope project and Jesters property.

## **Planning**

- Working with LEDP and City transportation on hosting a meeting with CDOT to discuss proposed future changes.

## **Redevelopment & Real Estate**

- Work on hotel agreements and final input for permits.
- Engaged consultant for property acquisition. Finalizing offer.
- Met with City and Longmont Housing Authority to discuss Village Place maintenance. LDDA will not be part of a new agreement and will have no responsibility to maintain the plaza. The 600 W parking lot will revert to full city ownership and maintenance. Per its IGA, the DDA will maintain the parking via the Parking Fund.

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

## **PROPERTY & BUSINESS OWNER SUPPORT/Incentives**

- Reimbursed Retail Conversion Grant to Tribal Rites.
- Reimbursed Façade grant to Dance Dimensions.
- Approved sign design for Gorilla Tinting.
- Met with prospective business owner in the 600 block.
- Continue to work with businesses in the incentive pipeline.
- Working with property and business owners for vacant storefronts or those businesses that are coming soon to activate the storefront windows.
- Kirsten & Staff led a second Retail & Restaurant business owner meeting. Discussion covered collaboration on events and promotions and business feedback about event strategy, preferences, and needs.
- Colin & Kimberlee held a health & wellness business meeting on Zoom. Had good discussion about possible collaborations and will hold a follow-up in-person meeting on December 4.
- Advance Longmont 2.0 and Steering Committee have met and will begin regular meetings again. We will work to update the plan and do a gap analysis for Economic Development partners.

## BUSINESS MARKETING:

- Neighborhood Campaign - 5,000 Everyone's Neighborhood holiday event postcards have been printed and are being delivered to various Longmont neighborhoods - starting with Historic East & West side, Fox Hill, and Quail/Museum.
- Innovation Center business feature videos are continuing to be filmed. Scheduling and communication with businesses has been more difficult this round.
- Digital advertising through Prairie Mtn Media has restarted with new holiday and shop local messaging for Nov & Dec.

- **Gift Card Program:**

Jan Sales \$4,685; 81 Cards	Feb Sales \$3,495; 66 Cards	Mar Sales \$2145; 37 Cards
Apr Sales \$4,780; 101 Cards	May Sales \$6,250; 162 Cards	Jun Sales \$3139; 67 Cards
Jul Sales \$2,135; 32 Cards	Aug Sales \$3,290, 40 Cards	Sep Sales \$2,155, 38 Cards
Oct Sales \$3,555; 85 Cards		

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

### CREATIVE DISTRICT:

- Longmont Creates met to discuss board recruitment, fundraising, and January creatives retreat.
- Kimberlee met with artist Cynthia Barnes and TinkerMill to plan pop-up window displays on vacant properties for the holiday season.
- Submitted Colorado Creative Industries quarterly report.

### EVENTS:

- Second Saturday: Hosted 9 creatives at Old Town Marketplace on Second Saturday 11/11. This was the same day as Holiday Open Houses.
- Holidays:
  - Winter Passport: Launched during Holiday Open Houses on 11/11. 63 businesses participating.
  - Holiday Plaza Lighting: Hired local creative to serve as emcee and arrange entertainment. Two singing groups and a tap dance group will perform before lighting tree.
  - Small Business Saturday: High Country Bank is sponsoring Small Business Saturday once again. We've hired roaming characters, stilt walker, and ice carver. Will be doing 10 additional Winter Passport drawings for entries turned in during Small Business Weekend.
  - Winter Walkabout Music Showcase: Colin is working with the same co-organizer to plan the 2024 WWMS on Feb 3. 15 venues have confirmed with a few more possible. Planning to sell 1,500 tickets this year.
  - Other Events:
    - Miracle on 4<sup>th</sup>: Bricks Retail hosting an expanded Miracle on 4<sup>th</sup> event on 11/19. Will use the full Unity in the Community footprint from Main to Emery on 4<sup>th</sup> Ave.

## 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:

- Camping activity in 300 W alley behind 380 Main continues. LPD is aware to keep checking the space.
- Met with IMA insurance to clarify some insurance coverages on the renewal policy.

### **CLEAN & MAINTENANCE:**

- Met with City Sustainability Coordinator regarding request from an outside vendor to place a couple free glass recycling bins in Downtown. Will discuss further.
- Removed bike counting tubes from the 500 block counters.
- Met with City regarding alley maintenance and future funding for rehab.

### **PLACEMAKING:**

- Replaced Day of the Dead museum banners with Winter Passport banners.
- Installed holiday kiosk prints.
- Holiday trunk wraps, artificial tree, and plaza lights are installed. Trunk wraps, St. Stephen's Plaza are lit. The rest will light up for the 11/18 Plaza Lighting event.

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

- Nearly complete with the design development and installation map with e3 Signs for Parking IDs and Parking Trailblazer signs.
- Received pricing on alternate vehicle for shuttling.
- Attended Transportation Master Plan kickoff meeting.

### **PARKING: Parking Permits**

200E (29) - 16 Sold 13 Available	300E (73) - 56 Sold 17 Available* *No Longer Selling	300W (41) - 27 Sold, 6 returned, 15 Available	400E (62) - 60 Sold, 1 returned. 2 Available
500E (55) - 45 Sold, 1 returned, 10 Available	SOC (36) - 10 Sold 26 Available	600W - 9 Available	RPA (24) - 5 Sold, 1 returned, 20 Available

- Received updated parking study priorities from consultants.
- Continuing to negotiate parking agreement with County.

### **COFFMAN ST:**

- City informed a tentative schedule to complete 9<sup>th</sup> - 5<sup>th</sup> Ave. in 2024 and 5<sup>th</sup> - 2<sup>nd</sup> Ave. in 2025 to avoid working in 300 block during the hotel construction.
- Attended a kickoff meeting for the extension of Coffman St from 1<sup>st</sup> to Boston.

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

- The Nov Block Captains meeting was held.
- Held a Residential Advisory Group meeting.
- Met with Executive Committee.
- Toured the SVVSD Innovation Center and met the students to discuss the innovative bench development for the Spoke on Coffman mechanical room that faces Coffman St.
- Attended Community College Aerospace program debrief meeting.
- Met with Nederland DDA to discuss best practices.
- Attended Visit Longmont Board Meeting.
- Attended LEDP Commercial Broker Meeting.
- Attended SVVSD Career Fair.