

October 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)

The Spoke on Coffman - 500 Coffman St.

- Del Rae holds bi-weekly meetings with BCHA/Pinkard. Doing exterior skin finishes and interior flooring, sheet rock, cabinets. Have power in units. Storefront frames to begin. Curb/gutter installs on Coffman. Coffman repaving to come (E side of road).
- BCHA will attend the 11/18 AIPP Board Meeting to discuss the mural call for artists.
- Road and paving repairs on Coffman St. will happen the week of October 25.

First & Main Redevelopment

- Kimberlee held a meeting with business owners in the area (see Advance Longmont 2.0)
- Kimberlee and Phil Greenwald met with Jack Bestall regarding the Coffman St. Project and his proposed development at 121 Main St.
- Kimberlee met with Trevor from SMS to discuss the Colorado Community Revitalization Grant for the townhome/granary project

Incentives & Comprehensive Review of Incentives

- Approved a Sign Grant for \$1171.25 for Flavor of India (370 Main) for a new retractable awning.
- Reimbursed the Aime's Love, 331 Main St., Residential Grant for \$10,000.
- Kimberlee and Del Rae met with businesses in the Retail Conversion pipeline on grant information

Planning

- Kimberlee and Del Rae met with Public Works about business notifications for a 2022 Water Line project that will impact businesses
- Kimberlee met with a property owner interested in annexing into the District
- Kimberlee attended two strategy sessions for the Tactical Management Assessment- one with developers and one with construction/designer/architects.
- Kimberlee met with Fort Collins DDA staff regarding TIF calculations

Redevelopment & Real Estate

- Kimberlee attends Development Review meetings with City Staff to discuss ongoing projects.
- Kimberlee, City Staff, and Executive Committee members toured prospective developers around Downtown. Kimberlee has continued to provide information regarding a large scale development in Downtown Longmont.
- The Finance Committee reviewed a proforma sent for the Gold Key Landing project.

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

PROPERTY & BUSINESS OWNER SUPPORT

- Staff attended the Bricks Retail Ribbon Cutting
- Kimberlee met with the new owner of 350-364 Main St. on incentives and troubleshooting issues

- Del Rae and Kimberlee toured the Longmont Theater Company and saw the changes/upgrades they made during COVID.
- Kimberlee met with two new prospective business businesses
- Staff and Kirsten held a Retail Committee Meeting. The group discussed holiday events & promotions, and recapped the Stop, Shop, and Stroll promotion. They also discussed possibilities for a long term shopping discount/savings pass that could begin as soon as Q1 2022.

ADVANCE LONGMONT 2.0:

- Kimberlee, Erin Fosdick and Jackie Evensen hosted a meeting for business owners on “The Slope” - the area between 1st - 3rd; Coffman – Emery. It was a great meeting with lots of energy and ideas.
- Kimberlee attended the Steering Committee meeting

BUSINESS MARKETING:

- Staff is working with Branded Beet on holiday design and promotions this year. They have updated the Winter Passport, created a new kiosk poster, giveaway bag design, etc. They are also working on supporting our social media efforts with the theme – Keep It Local. We are highlighting different personas and what you can find from their “wish list” while shopping in Downtown Longmont.
- Colin is working with Bricks Retail on a ‘Miracle on 4th’ outdoor holiday gift market, to be held on Sunday November 14 on 4th Avenue between Main & Kimbark. Any Downtown business that would like to participate may participate for free, and other non-downtown businesses will be charged a booth fee to participate.
- The Stop, Shop, and Stroll check-in pass ran from September 1 -30 with 22 participating downtown businesses and 122 people who signed up. A total of 97 check-ins occurred, including one person who checked in at every location. This was a successful first try working with Bandwango, and we have ideas for improving future passes and promotions.



Webstie Information

- 8,818 users (-3%)
- 21,008 unique pageviews (-4%)
- Top pages:
 - Day of the Dead
 - Homepage
 - Event Calendar
 - Shopping Dir.
 - Dining Dir.
 - Moe's Bagels



Facebook Stats

- 8,621 followers (77 new)
 - Concerts 845 (5 new)
 - WWMS 544 (5 new)
 - Creative Dist. 265 (46 new)
- Post engagment 2,331 (+2%)
- People reached: 19,240 (+33%)
- Top posts:
 - Dia de los Muertos
 - Latino Business Passport
 - Photo Contest



Other Social Media

- **TWITTER**
 - 1,622 Followers (20 new)
 - 197 profile visits (+23%)
 - 1,875 impressions (+13%)
 - Top Tweet: Rest. Week
- **INSTAGRAM**
 - LDDA: 3,978 followers (42 new)
 - Creative Dist: 560 (40 new)
 - Top Post:
 - Latino Biz Passport (176 likes, 4 comments, 3 shares)

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

CREATIVE DISTRICT:

- A total of 24 businesses are participating with altar displays for the Day of the Dead Celebration including the LDDA altar built by Emelie. Altars will be displayed Oct 8-Nov 5. Nichos on St. Stephen's Plaza and 400W breezeway were built by local artists receiving a stipend.
- Holiday collaboration started with a retail meeting joined by Kirsten Pellicer on October 8. A collaboration survey about holiday and winter promotions were sent out and staff has received 53 responses to date and in support of planned activities and events. Emelie did a great job following up with all the businesses.
- Star ornament painting for businesses is scheduled on Tue, Oct. 26 at Crackpots Pottery Studio with 22 people signed up so far.
- Kimberlee and Colin met to finalize sponsorship options for 2022.
- Amy worked with the Museum and the Children, Youth, and Families Center to put on a Day of the Dead art event. There were 4 art activities and educational information about Day of the Dead provided by the Museum. About 30 kids attended and were excited to be creative.
- Amy is working with the Museum to participate in Denver Arts Week in November. There will be 4 days of artist booths at the Longmont Museum.

EVENTS:

- Staff decided to keep the Tree Lighting at 6th Avenue Plaza. They are meeting with City Staff to see if Main St. Can be reduced to one lane (southbound only) to assist with safety and noise during the event. Once again, LDDA is a Neighborhood Champion for Small Business Saturday. Street performers are booked for Small Business Saturday and working on roaming carolers for Small Business Saturday and Artist Sunday.
- Del Rae met with Bicycle Longmont to discuss a 11/20 Food Drive event in the 400 E parking lot.
- Kimberlee met with community members interested in bringing a film festival to Longmont next summer.
- Amy is working with two local artists to put together Artist Sunday.

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:

- Parking light fixtures have been received and Broes Electric will begin installation in October.
- A vandalism incident happened on Oct. 11, Columbus Day, at Coffman St. And Longs Peak Ave. The police are still searching for the suspects. The City helped clean up the incident quickly.
- Met with City Public Works to discuss Dickens patio repair bid received. Proposal is to removal all brick and install patterned/decorative concrete, which is more in line with the City's maintenance standards. The underlying concrete needs to be assessed as well. Would still like to do murals on walls. Kimberlee is to inform property and business owners of this new plan and get feedback.
- Del Rae attended another meeting of the Camera project. City still putting together the RFP. LPC to figure what flat rate is to LDDA for cameras that are on LDDA meters.

CLEAN & MAINTENANCE:

- Planted 3,000 bulbs in Downtown on Oct. 2 with 18 volunteers. Coffee and lunch provided.
- In Oct/Nov, 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.
- Irrigation will be blown out and winterized this month. Planter vegetation will be removed in October/November.
- Del Rae and Kimberlee met with the City to discuss the 2022 Water Line Rehabilitation projects. Some areas are in the LDDA including 3rd Ave. and Coffman St.
- Del Rae met with Helping Hand Tree Service on multiple trimming locations.

PLACEMAKING:

- Elevation Holiday Lights to begin light/decoration install in mid-November. Medians will not be decorated this year due to 10 trees being destroyed by vehicle accidents or have died and the City plans to remove them.
- The mandatory Dismount Zone and Bike Route signs have been installed.

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

- Parklets are schedule to be removed Nov. 1-4. Parklets will be 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 survey will follow afterwards.
- Two new pedestrian counters were installed Downtown on the 300 block. The older pedestrian counters were moved to the 500 block.
- Kimberlee has been working with the Wayfinding Group to complete the plans. New designs are in and travel paths/sign placements are being recommended.

PARKING:

- To date, more parking permits are sold especially on the 200E lot from the South Main Station residents due to the new parking time limit on Main St. and 2nd Ave.

COFFMAN ST:

- A Public Open House was held Mon. 9/27, 4-6pm at the St. Vrain (3rd & Coffman). Over 75 people attended. The project boards and opportunity for feedback are online on the Engage Longmont website. <https://engage.longmontcolorado.gov/coffman-street>.
- Staff continues to work on coordination of this project and outreach to business/property owners. There are a few businesses on the 300 block of Coffman that are very concerned with the loss of parking (161 spaces total).

GOAL: Collaborate with a coalition of partners to achieve shared community priorities.

(Leadership and Management)

- Del Rae, Colin, and Kimberlee met with the CU Boulder CEDAR professor/student to discuss promotion & distribution of the Downtown survey, which is now open through early Nov.
- We held the October Block Captains meeting and clean & safe, marketing, events and more.
- Jim presented the 2022 LDDA Budget to Council, Kimberlee attended in case there were any questions.
- Kimberlee and Jessica Erickson met with CHFA to learn more about New Market Tax Credits and how they are used in Colorado
- LDDA staff visited a few restaurants during Restaurant Week!
- Kimberlee and Colin worked with the 'Get Out the Vote' campaign aimed at increasing participation in local mid-term elections with completely non-partisan messaging.
- Kimberlee met with the Executive Committee
- Kimberlee attends Prosper Longmont meetings to encourage attainable housing development in Longmont