

September 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. We added new BCHA flyer/brochure to our website. The Boulder County staff plan to be back in office 10.1 so expect more parking impacts.
- The alley mural partnership with AIPP was approved by BCHA and a call to artists will go out soon.

First & Main Redevelopment

- Kimberlee spoke with a business looking to expand in the area.
- Kimberlee is working with a business owner in incentives for a business located in 110 Emery.
- Kimberlee and Del Rae are working with a retail tenant at South Main Station on an incentive package.
- Kimberlee met with developers interested in a project in the area

Incentives & Comprehensive Review of Incentives

- Issued a Certificate of Compliance for the sign design for MECO Coffee Collective at 627 Main St. and approved their Sign Grant for \$932.
- Issued a Certificate of Compliance for the sign design for Urban Pizza and Market at 150 Main St.

Planning

- Kimberlee attended a kick off meeting regarding the planning work at STEAM area and Sugarmill

Redevelopment & Real Estate

- Kimberlee and Tony Chacon, Redevelopment Manager and Brien Schumacher, Planning met with Gold Key Landing to discuss options
- Kimberlee is meeting with prospects on a large, commercial development 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 Times Collaborative Ribbon Cutting
- Kimberlee met with the new owner of 350-364 Main St. on incentives
- Coordinating October 5 meeting for businesses located in the "The Slope" area (3rd – 1st)
- Kimberlee toured Habitat for Humanity and discussed involvement with LDDA
- Staff continues communications for COVID relief and public health updates. Kimberlee attended the Industry Call on masks and fully vaccinated facilities
- Kimberlee, Del Rae and Emelie met with accounting staff regarding the Downtown Gift Card

ADVANCE LONGMONT 2.0:

- Kimberlee chaired the Place Working Group and attended a Steering Committee meetings
- Del Rae continues on Connectivity work group

BUSINESS MARKETING:

- The Stop, Shop, and Stroll check-in pass launched on September 1 and will run through September 30. Participants have the chance to win 1 of 5 \$100 Downtown Gift Cards by checking in at all participating locations (22). As of September 16, 99 people have signed up for the pass, 21 have completed at least 1 check-in, and the most check-ins by a single person is 21.
- Kimberlee and staff are working in partnership with Visit Longmont and the Longmont EDP to apply for the Colorado Tourism Office's Tourism Marketing Matching Grant. Application deadline is September 27.



Website Information

- 8,919 users (+19%)
- 16,937 unique pageviews (+17%)
- Top pages:
 - Homepage
 - Concert Webpage
 - Event Calendar
 - Concert Event
 - Shopping Dir.



Facebook Stats

- 8,544 followers (30 new)
- Concerts 840 (90 new)
- WWMS 539 (1 new)
- Creative Dist. 219 (38 new)
- Post engagement 2,123 (-24%)
- People reached: 12,710 (-23%)
- Top posts:
 - Bear Sculpture 300E BW
 - Concert Preview
 - ArtWalk Preview



Other Social Media

- **TWITTER**
 - 1,602 Followers (6 new)
 - 160 profile visits (+4%)
 - 1,551 impressions(+10%)
 - Top Tweet: ArtWalk
- **INSTAGRAM**
 - LDDA: 3,936 followers (46 new)
 - Creative Dist: 560 (40 new)
 - Top Post:
 - Concert Preview (181 likes, 4 comments, 31 shares)

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

CREATIVE DISTRICT:

- Amy has created locations on Instagram and Facebook for the Longmont Creative District and Downtown Longmont, which will continue to broaden our reach and exposure on social media as people post and check in to those locations.
- The first parklet signage has been printed and installed, and staff is working on securing additional sponsorships.
- The next Creative District Steering Committee and Creative District Board meetings will each take place in November.
- Kimberlee and Amy determined that more work is to be done before the Longmont Creative District can apply for SCFD Tier III grant funding.
- Kimberlee met with the Museum, Library and Recreation staff to begin work on an Arts & Rec initiative that can bring attention to the Creative District, arts and recreation programs

EVENTS:

- Busker performances on Saturday, September 4 went well and some pedestrians gathered to watch various performances throughout the day. Musicians were hired using Winter Walkabout fundraising money from earlier in the year.

- The Downtown Summer Concert was August 27 featuring Eagles tribute band The Long Run, and went very smoothly with great attendance. Roughly 3,700 people attended throughout the night, with many happy and positive comments from attendees. Revenue exceeded expenses, and staff tentatively plans to host concerts again every Friday in June 2022.
- ArtWalk on Main took place on September 11, and also went extremely well. Colin worked with Firehouse to coordinate the full Main Street liquor permit for the first time, and also hired the bands for the main stage and coordinated logistics. After a brief drizzle at the beginning, weather was great, attendance was higher than the past several ArtWalks in 2018/2019, and we heard lots of positive feedback from attendees, vendors, and organizers. Staff is in discussion with Firehouse for next year's ArtWalk programming.
- Staff has started reaching out to businesses for altar display participation starting October 8 to celebrate the Day of the Dead. To date, 16 businesses are doing an altar including the LDDA office. A call for artists was also sent for the two Nichos in downtown. The altar display timeline is in conjunction with the Museum and Firehouse exhibits, and the Family Fiesta returns to Downtown in 2021 with the event taking place at 4th and Coffman on Saturday, October 9.
- Holiday efforts are beginning with plans for the Winter Passport, Tree Lighting (likely in a new location due to The Spoke construction), Small Business Saturday and Artist Sunday. Also, a new Gift Market is being explored for November.
- We use Sample Supports for marketing/distribution services but will need to look into alternative services in the future as Samples is unable to fulfill our requests due to low staffing.

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 delivery has been postponed and won't be received until November.
- The Dickens patio vertical brick wall on 3rd Ave. collapsed and the City removed the rubble. Kimberlee/Del Rae met with Public Works and Legal to discuss who is responsible for maintenance of this patio. Being it is in the right of way, the City will maintain it per their standards. Meaning they may not repair brick with brick, but replace with concrete for easier maintenance. If the property/business owner wants enhanced features on the patio in the future, they would cover the improvement cost and maintain that feature. They could apply for a DIP grant to cover this cost.
- Del Rae did a walk around with City IT, LPC, and Nextlight to confirm camera locations. The City is soliciting updated bids on this project for budgeting.

CLEAN & MAINTENANCE:

- We will hold a volunteer project on Oct. 2 to plant 3000 tulip bulbs in Downtown.
- 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.

PLACEMAKING:

- A new mini art gallery was installed in St. Stephen's Plaza to replace of an aging lending library.

- Our holiday contractor canceled in August so we had to get fast last minute bids. Del Rae met with 4 holiday lights contractors to request bids. A formal RFP will be done in early 2022.

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 only be up through 10/31/21. Del Rae/Kimberlee began discussions about removing them the first week of November. The City will again support the barricades removal.

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.
- The parking on Main St. and 2nd Ave. around South Main Station has been changed to 2 HR time limited parking. New signs went up in mid September.

COFFMAN ST:

- A Public Open House is scheduled Mon. 9/27, 4-6pm at the St. Vrain (3rd & Coffman). A letter was mailed to Coffman St. property/business owners and the City/LDDA is sending out press releases, social media posts, email alerts, etc. about the event.
- Staff continues to work on coordination of this project and outreach to business/property owners.

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

- We held the September Business Owners meeting and discussed COVID updates, clean & safe, marketing, events and more.
- Del Rae attended a bi-monthly First Responders meetings.
- Kimberlee and Colin met with a marketing firm and representatives from the Longmont EDP, Latino Chamber, and Longmont Chamber to kick off a '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 DCI monthly calls
- Kimberlee and Amy attended the Loveland Development Tour with DCI
- Kimberlee and Chris McGilvray met with the Vice President of Front Range Community College regarding collaborations
- Kimberlee attends Prosper Longmont meetings to encourage attainable housing development in Longmont