

March 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)

500 Coffman St.

- Del Rae/Kimberlee hold weekly meetings with BCHA/Pinkard. Concrete pours continue and vertical construction starting soon. Xcel beginning investigation to upgrade service for project.

First & Main Redevelopment

- Met with Brian Bair regarding timing on future projects in and around South Main Station
- Met with Jack Bestall regarding his project at 121 Main St.

Incentives & Comprehensive Review of Incentives

- Reviewed remaining TIF program documents with the Finance Committee for final LDDA Board approval
- Met with History Colorado regarding grant programs and property incentives

Planning

- Reviewing final report for performing art / conference center feasibility study

Redevelopment & Real Estate

- Kimberlee facilitated meeting with Elks Lodge and History Colorado on next steps for their project
- Worked with David Starnes on next steps for market assessment
- Conference call with owner of 380 Main to discuss options for space
- Met with Jack Bestall regarding Atwood project

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

PROPERTY & BUSINESS OWNER SUPPORT

- Attended the Commercial Brokers of Longmont meeting and discussion
- Met with History Colorado
- Notified businesses to prepare for winter storm (remove items from sidewalk, etc.)
- Continue to send COVID related updates and communications
- Working with several active prospects looking for space. Seeing an influx of first time business owners looking to do food service
- Working with Latino Chamber on outreach to a new business owner
- Working with prospective business owner on incentive package

ADVANCE LONGMONT 2.0:

- Kimberlee working on next steps for Place working group subcommittees
- Del Rae continues on Connectivity work group

BUSINESS MARKETING:

- Staff is working on updating a welcome packet for new businesses to downtown and an informational letter about downtown for inquiries about relocating a business to downtown
- Met with Avocet Communications and Longmont EDP regarding future marketing collaborations.



Webstie Information

- 5,206 users (-5%)
- 9,849 unique pageviews (-7%)
- Top pages:
 - Homepage
 - Shop Local
 - Maldos Coffee/Boba
 - Shopping
 - Event Calendar



Facebook Stats

- 8,352 followers (134 new)
- Concerts 640 (0 new)
- WWMS 526 (4 new)
- Post engagement 9,463 (+75%)
- People reached: 40,899 (+52%)
- Top posts:
 - Welcome Moe's Bagels
 - Parklet Survey
 - Historical Snow Photos
 - Restaurants Reopening



Other Social Media

- **TWITTER**
 - 1,574 Followers (12 new)
 - 296 profile visits (+88.5%)
 - 2,002 impressions(-7.3%)
 - Top Tweet: Parklet Survey
- **INSTAGRAM**
 - 3,610 followers (110 new)
 - Top Posts:
 - Welcome Moe's Bagels (471 likes, 44 comments, 84 shares)
 - Parklet Survey (206 likes, 14 comments, 21 shares)

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

CREATIVE DISTRICT:

- Amy Mullen, from Kansas City, was hired for the Americorps VISTA position starting satellite work on April 12, 2021 until she relocates to CO on May 1, 2021.
- Staff submitted Longmont Creative District Road Trip itinerary on March 15. Categories on the list included music, outdoor/public art, art/galleries, cultural/history, artisan food and unique/quirky/wild card. A local Longmont designer was awarded the Triangle Road Trip project for design, map and other collateral. Road trip content will have a web page on the CO Tourism Office website.
- Updates to the Downtown Longmont Visitor Guide are nearly complete, and the guide is on track to be printed and delivered this spring.
- Held monthly Creative District advisory committee meeting. Had good discussion around plans for monthly Arts & Culture event (to replace 2nd Fridays), likely launching in October or November. Also discussed an outreach table for the Creative District at the Longmont Farmers Market, hosted by Firehouse Art Center.
- Held meeting with Longmont Museum, AIPP and Creative District with the Colorado Creativity Plan regarding Cultural Planning options.
- Met with new Executive Director of the Longmont Symphony Orchestra and Director of Firehouse Art Center/Artwalk on future collaborations
- Staff is attending the annual Colorado Creative District Convening, which is being held virtually

EVENTS:

- ArtWalk: Plans and discussions move forward for Summer on the Streets programming to take place Saturdays throughout July & August, as well as a large-scale September ArtWalk/Longmont 150th festival, hopefully held on Main Street. Colin meets regularly with the ArtWalk committee to stay up-to-date on plans and answer any questions they have.
- Winter Walkabout Music Showcase:
 - Artist Fundraiser: Total amount raised was \$630. WWMS sponsors TBK Bank will be purchasing all of the donation package merchandise, and donors will pick up items once they have arrived. Money raised will be used to hire local artists for outdoor performances in the summer.
 - St. Stephen's Music Plaza: music continues to play daily in St. Stephen's Plaza. Colin met with the vendor to troubleshoot issues and we believe everything should be mostly resolved. We'll continue to monitor. Colin will work to expand the local playlist to include a more diverse music selection over the coming months.
- Longmont Startup Week: Colin and Del Rae are on the Longmont Startup Week planning committee, and the group continues to work toward planning and hosting a hybrid in-person & virtual event July 26-30.
- Continue to work on Sesquicentennial Planning with City of Longmont

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:

- Del Rae continues to sit on Community Park Ranger interviews. City may only be able to hire 3 this year, instead of 4.

CLEAN & MAINTENANCE:

- Communicated with businesses about City's snow removal process for the 3.14 snow storm and kept in touch with Public Works about snow/debris removal needed after the snow event.
- We are waiting to hear from PWNR on the maintenance bids they received for Dickens Park. We will see if we can partner to use the chosen contractor for Downtown also.

PLACEMAKING:

- String light quotes for the other 3 Main St. blocks (1st to 3rd, 6th to Longs Peak Ave.) are now being reviewed by Purchasing

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

- Attended Northwest Chamber Alliance roundtable for federal, state and local transportation funding
- Working with City Staff on CDOT grant

WAYFINDING:

- Continue working through updated contract for phase 2 of wayfinding planning, that will include placemaking plan. Should be moving forward in April with Guide Studios.

PARKING:

- Enforcement on all downtown lots and on-street parking will commence back on April 1st. Enforcement officers will post notifications on vehicles 2 weeks prior to April 1st.
- Working with The Well Church on options for handicapped parking

COFFMAN ST:

- Kimberlee and Del Rae attended a Coffman Street Busway Meeting with City staff to discuss large-scale project principals and other transportation projects outside this project area.

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

- March Block Captains meeting was held by Zoom and covered clean & safe, block updates, parklets, marketing and feedback on the creative district NoCo Creative Triangle tour.
- Staff held a City Collaboration Meeting and discussed issues regarding Downtown
- Continue to attend countywide Economic Development meetings
- Kimberlee met with the Executive Committee
- Kimberlee presented to the Rotary Club
- Continue to have discussions regarding Visit Longmont and future collaborations
- Attended Belonging is an Antidote to Racism webinar
- IGAs passed at City Council
- Presented at and attended the Advance Longmont Summit
- Attended District call through Downtown Colorado Inc