

Executive Director & Staff Report – May 2017

Alleyscape & Breezeways West Side: Most of the alley work is complete and small final punch list items are still needed. We had a couple of sink holes in the 500 alley which were fixed. The only remaining alley closure will be for Los Arcos installation in August after the Main St. Rehab project finishes. Parking Lots will be done sometime in May/June and all slurry sealing and striping will be done over the course of one weekend. The project remains on budget. Landscaping and final irrigation is still being completed. The Mike O'Shays alley repair will most likely take place in August.

Main St. Traffic Signal Work: All project work is complete and temporary patches are in place where concrete was removed. They will repair concrete in the near future. Staff will be meeting to discuss these repairs.

Main St. Rehab Project: The Main Street Rehab project began on May 8. CCI, the concrete contractor, felt confident they can implement a more intense schedule. They are working until 8pm Monday – Thursday. The first week of the project progressed as scheduled. The 2nd week experienced 3 days of rain which caused the project to shut down early. The crew will commence on week 3 as scheduled but will have some makeup work to do. The 300 block of Main St. will be closed May 20 – 21 to completely rehab the north crosswalk at 3rd and Main. A complete schedule, which will be updated as time progresses, can be found on our web site. Weekly emails are being sent to Downtown Businesses and a project email signup list.

Creative District & Committee Updates:

Kimberlee attended the annual Creative Districts meeting with representatives from Arts Longmont, Firehouse and ArtWalk. It was an inspiring meeting that brought some focus to the real needs of our Creative District. Kimberlee submitted our quarterly report to the State of Colorado. Staff has been in contact with Rob, our AmeriCorps VISTA. He is already reviewing our plans and giving his feedback. We have an intensive orientation planned for his first few weeks. He joins LDDA staff on June 5th.

Arts Administrators Committee: The group discussed Creative District questionnaire from Rob Warner (VISTA). This brought up the subject regarding branding and setting Downtown Longmont's own identity through placemaking (art, signage, murals etc.) visible throughout the district. Discussion on Downtown Block Party event on August 26 continued. More performers and activities have been identified. The steering committee started working with downtown businesses for their participation at the event. Day of the Dead event on Oct 2nd Friday was also covered with the collaboration of the Longmont Museum's exhibit opening.

Program Committee: The group recaptured May 2nd Friday event. They also talked about 2nd Friday event themes in June, July and August. A theme change to 2018 May 2nd Friday was brought up to focus more on mothers leading up to the Mother's Day weekend. This could also include teachers nominated for SVVSD teacher appreciation awards happening in the same month.

Marketing Committee:

The committee revisited event marketing and discussed 2nd Fridays. As discussed at Program Committee meeting, we will consider having a Mother's Day theme next May. We also discussed a summer trial of a Meet Up on 2nd Fridays. We discussed the Block Party. The committee discussed our current "brand" in Downtown and the need to move forward. A clear identity has still not been established. The need for focus and research were evident. We discussed that Downtown is a place where everyone can soon become a "regular". It is a place where people can make a real impact, as well as connect. We will use these comments to further this discussion.

Marketing, Promotions & Events:

May Marketing Stats: Our Facebook followers grew from 5,870 – 5,886. Our post reach, page views and likes were all up. Our Clean & Green posts had more than 150 engagements. Our Mother's Day post reached more than 4,000 people. Our web site increased from 5,974 – 7,479 active users in the last 30 days. The most viewed pages were calendar, home page, concert series, dining, shopping. We continued use of our Twitter account and have grown from 769 - 790 followers and 71 likes.

May 2nd Friday: Emelie coordinated the event with SVVSD schools and private businesses performances inside and outside of businesses from 6-8:30 p.m. School participation was lower this year due to conflict of commitments and timing. Performers were very happy with the opportunity to showcase their talents. The event brought a lot of families in downtown. Art displays were also in several downtown businesses. May appreciation offers from

businesses were enjoyed by staff and students. Kimberlee joined Jane's Walk tour on May 5th. Nearly 20 community members engaged in a walking tour of Downtown and discussed projects and the importance of Cities.

Downtown Summer Concerts: Print/electronic ads and social media have started circulating and will continue through August 25th. Emelie secured 11 sponsors to the SVV High Schools reunion on June 9th. A band from Niwot High School will open for The Goonies that night. Music line-up: Jun 9 – The Goonies; Jul 28 – Great American Taxi; Aug 25 – Joss Hoyer and Soul Colossal. Colin is working with Bootstrap Brewing and Longtucky Distillery as additional vendors at the concerts. There will be 9 total concert beverage vendors this year.

Clean and Green – the event on May 20 was cancelled due to inclement weather. It is re-scheduled for Saturday, June 3rd. We have ~50 people that will be working to add mulch to parking lots, cleaning fixtures, picking up trash, cleaning cigarette butts and shoveling curb and gutter.

Development: Kimberlee and Alex toured the Kestrel Project with Boulder County Commissioners on May 5. It was a great project, although it was much larger. Finishes in the units would be similar to what they are proposing for the 500 Coffman project.

We met with Shawn Lewis from the City and Longmont Economic Development Partnership staff to discuss reorganizing the Retail Conversion application process. Del Rae will be the primary initial contact for grant submission, instead of having separate submissions to LEDP and the LDDA. Revisions will be coming soon.

Kimberlee and Brien met with 515 Main St. regarding a signage plan, as well as evaluating code updates and zoning. Kimberlee and City Staff met with South Main Station project managers on phasing and timing of the project. Kimberlee attended a pre-application meeting and met with a prospective tenant of a Kimbark St. property; met with a prospective property owner, and new owner of a building downtown. She met with four business/property owners to assist with questions regarding their buildings or projects. Kimberlee and City staff met about a temporary use along the alley. Kimberlee continued discussions with the Elks.

Kimberlee, Brien Schumacher, Karen Bryant (city planners) and Carl McWilliams (historian) presented to Colorado Historic Preservation Review Board/Colorado State Register Review Board for the nomination for the National Register Historic District on May 19. The Board unanimously voted to pass this nomination on to the Keeper, which is part of the National Park Service for the Federal Government. The final Federal approval is anticipated in a few months. Staff would like to initiate a public celebration for this designation.

Block Captains Meeting: The May meeting was held and items discussed primarily focused on safety, summer events, and development updates. The group had a discussion on how to engage businesses into the Block Party. They also discussed the branding questionnaire and gave feedback Downtown, its image and its future. We are starting a safety task force that would like to propose hospitality volunteers throughout the District.

Clean & Safe Issues: Staff is still awaiting more comprehensive bids to complete needed fixes on the entire Dickens patio. Another emergency fix had to be scheduled for the patio. V&S began assessing and fixing irrigation breaks along Main St. to the trees and flower pots. They are primarily focusing on flower pots and if budget allows, will attend to the tree irrigation.

Parking: We continue to sell more parking permits with the LPR taking place. Emelie continues to work/train on the new parking permit software. A public parking study meeting will be held on June 23rd in the Library meeting room. Kimley Horn will facilitate and then present to the City Council on July 18. Staff continue to work out outreach and information for the public meeting.

Financial Development: We continue to pursue sponsorships. Comcast confirmed a \$7,000 sponsorship. Emelie secured 11 sponsors (cash & in-kind) for the reunion concert totaling \$2,750. Visit Longmont was awarded \$55,000 flood recovery grant that will assist in bringing tourist to areas that were affected by the 2013 flood. We assisted in this application and will work closely with them as it is utilized.

Downtown Collaborations: Kimberlee attended: the Visit Longmont Executive Committee; continues to work on Longmont Start Up Week, (content, marketing and planning committees). She and Del Rae attended the Longmont Start Up Week Launch Party. Kimberlee met with representatives from the Historic Eastside Neighborhood Association about their concerns and attended the Culinary Advisory Committee for the St. Vrain Valley School District. The Executive Committee met to set the agenda.