

## Executive Director & Staff Report – January 2018



### Economic Vitality

**Grow & Diversify Employment:** Kimberlee met with a commercial realtor interested in Downtown. She is working with a new property owner that acquired a building in the 400 W block of Main St. We are working to update our database with Boulder County records and will be contacting new property owners with the DDA boundaries. We are also working this quarter to update our property available records.

**Business Attraction & Retention:** The Shop Loco videos are featured on channel 8, our homepage and facebook page. Del Rae worked with the City and property owners on the 200 block of Main St. to coordinate impacts due to alley work behind the building.

**Incentives:** Del Rae and Longmont Economic Development Partnership met with Cheba Hut and Ivy Rose/Colenet Property to present the final Retail Conversion award check and take a picture for PR purposes. We continue to work with The Roost and Dryland Distilleries on their incentive grants. DDA staff worked with Planning Staff to streamline the City checklist for Retail Conversion grant sign-off.



### Placemaking and Urban Design

**Clean & Safe Issues:** In response to a request from a business/property owner to conduct a training for businesses on how to handle homeless/transient issues, we met with the City Youth Center and Police Department to develop a pilot training which will include how to handle transient/homeless behaviors/persons, CEPTED and de-escalation tactics. A pilot training will be carried out in late February with a handful of businesses who will critique the training so we may fine tune for a training open to all Downtown businesses.

DDA staff and Karen Roney from the City met with Mercurial Security to discuss their ambassador services and how they may fit with the Downtown. They currently serve the Downtown Colorado Springs. We met with Jeff Lees from Optical Centre to discuss his concerns about seeing more homeless activity in the Downtown area.

**Maintenance:** We received four quotes for flower pot and in ground landscape maintenance for 2018. We have worked with City purchasing and are finalizing reference checks. We plan to make a decision early next week. DDA will order the plants for the flower pots this month as well.

**Sign Standards:** Kimberlee and Del Rae continue to review and issue certificates of compliance for Downtown Signage.

**Design Standards:** Kimberlee met with City of Longmont staff. With the City's Development Code Update, some design standards will be incorporated. DDA staff will review the draft and see where the gaps are before moving forward with its own set of Design Standards. Brien Schumacher provided information from other municipalities that could be good models for DDA standards.

**National Historic District:** Kimberlee and Karen Bryant (City Historic Preservation Planner) worked to plan the Historic District dedication for Friday, Feb. 9 at the Firehouse Art Center at 4 p.m. It includes a ribbon cutting, presentation and walking tour. We are inviting developers who have worked with historic preservation, representatives from the state and the general community. Staff also met with a professor at the CU Denver, interested in doing an interactive historic walking tour throughout the newly created district. This project will span two years.



## **Creative District**

The Creative District is reevaluating its committee structure and has currently disbanded its Program and Marketing Committees.

**Arts Administrators Committee:** The committee continues to work toward a common understanding of the Creative District. Rob Warner is creating a graphic visual of how organizations are connected to the district and will give a presentation next month – what it means, what are the plans and who is involved. As a follow up, DDA staff and the executive directors of Arts Longmont and Firehouse met on next steps in planning and advancing the district. We are working toward a unified theme with events happening first quarter 2019.

### **Marketing, Promotions & Events:**

**Marketing Stats:** Our Facebook followers grew from 6,187 – 6,212. Our activity was down compared to last month, as holiday events and promotions drive December traffic. Our highest performing post was for Samples Restaurant featured on Diners, Drive Ins and Dives. Post views average around 700 people. Our web site had 6,476 active users this month. The most viewed pages were calendar, home page, own it discounts, submit an event and shopping. We continued use of our Twitter account and have grown from 957 - 983 followers. Our impressions were also down compared to December. Our top tweet was about the 2<sup>nd</sup> Friday opening at Firehouse Art Center. Our Instagram account has 717 followers.

**Holiday Recap:** BINGO winners have been selected. They enjoyed the game and everyone had positive feedback about downtown being full of shops and having fun spending their time/money at local shops. DDA has distributed a survey to businesses regarding feedback on holiday themed promotions and business throughout the holiday season.

**Events:** Kimberlee held the annual planning meeting and discussion with Jeff Friesner from City Recreation as outlined in the IGA. They will continue working together to recruit outside events. City will assist with marketing the Summer Concert Series, as well as look into additional staff support night of the event.

Kimberlee and Colin met with the Left Hand Event Coordinator about the concert series. Colin, Emelie and Kimberlee met to discuss Concert Series budget, logistics, marketing and band selection. They will meet weekly for updates.

**2<sup>nd</sup> Friday events:** Staff made some changes to the monthly event this year. Postcards will be distributed quarterly in lieu of the monthly distribution of maps. The postcards will show 2<sup>nd</sup> Friday dates and other events in downtown happening around that time. Trolley service will only run from May-October. The trolley gets more passengers during the warmer months. DDA will continue with social media promotions and online interactive maps for the evening.

**Restaurant Week:** The Longmont Area Chamber of Commerce is the lead partner on Restaurant Week. LDDA is a gold sponsor and will assist with coordination and promotion of Downtown Restaurants. The inaugural event will be held on April 20-29, 2018.



## **Connectivity and Access**

**Alleyscape & Breezeway:** The west side Alleyscape project is complete and is currently being monitored during its one year warranty period. We expect there may be some items DeFalco will need to return to fix after the warranty is up, which is in June 2018.

**Rehab Project:** The City is still finishing up paver leveling on the west side of Main St. between 3<sup>rd</sup> and 6<sup>th</sup> Ave. The concrete grinding began but had been halted due to a new OSHA requirement. The City contractor needed to meet this new condition before starting up again. Due to possible winter weather, it the grinding may get delayed until spring.

**Parking:** 200E lot has 5 permits available and 600W lot (a total of 13 people cancelled permits and 6 were sold to waitlist customers. Other sales are pending). RPA garage continues to have 19 available. Permits for premium lots (300E/W, 400W, 500E/W) are sold out.

Kimberlee met with Dick Lyons regarding a shared parking agreement at 323/327 Coffman St.



## Land Use

**Redevelopment Projects: South Main Station** - Kimberlee, Harold and David met with the developers to discuss construction schedule and project logistics.

**500 Coffman St. Redevelopment** – Staff is awaiting a draft term sheet from Boulder County outlining the project. The tax credit program identified for funding remained in Federal Budgets.

**300 Coffman St. / Elks Lodge:** Kimberlee and Alex met with Elks Lodge members in January. They presented the findings of the Planning Charrette and answered questions regarding the information.

### **Leadership and Management**

**Block Captains Meeting:** The January meeting focused on 2018 goals, holiday promotions, feedback and event updates. Goals for 2018 include: Social media training, along with streamlined posts from the LDDA that businesses can share with their audience. Enhanced lighting both holiday and long term within the DDA. Rob Warner will give a presentation next month about the Creative District and ideas to enhance downtown with block identity, wayfinding and lighting. The group also requested enhanced website information regarding Downtown Development Projects and having new business owners attending these meetings for an introduction to Downtown.

**Residential:** Kimberlee and Del Rae attended a monthly meeting at the Village Place to speak with their manager and residents. We discussed the LDDA's role/responsibility and the status on the transient/homeless activity with the introduction of the new Coordinated Entry System. We also had a Q&A to listen to any comments/concerns the residents had. Some issues they brought up were the homeless, bicycles/skate boarders on the sidewalk, and loud vehicle/motorcycle noise on Main St.

**Downtown Residential Advisory Group:** The executive committee selected members and the first meeting has been set for Tuesday, Jan. 23 at 8 a.m.

**Financial Development:** Kimberlee, Colin and Emelie met to put together sponsorship package for 2018 events. Potential sponsors have been identified. DDA/Ventures volunteers finalized text for the 501 c 3 proposal and are now working through the online submittal process. Our intern, Miguel Vasquez, a design student at FRCC started his work study internship. Ruby, a volunteer marketing student from FRCC, continues to work with us this semester.

**Downtown Collaborations:** Kimberlee attended: the Visit Longmont board meeting and Executive Committee; Advance Longmont partners Happy Hour. The Executive Committee met to set the agenda. Staff had a DDA/City collaboration meeting. Staff development / holiday celebration included tours and exploration of Downtown Berthoud and Downtown Loveland.