

downtown.

L O N G M O N T



Economic Vitality

January 2020

Grow & Diversify Employment: E for All kicked off its first cohort, with ten businesses. Pop Up Longmont finished with its first tenants. Overall, the program went really well and staff did not find it too distracting. Kimberlee and Sergio continue to seek new members. A full report will be submitted from the first tenant. Staff is exploring a temporary, historic photo exhibit to fill the space until new people are found. See Board Communication.

Business Attraction & Retention: See Holiday Promotions under Creative District for Winter Passport info. Businesses are reporting that the last week/few days before Christmas were a big push for sales. We have some new openings for retail space and staff would like to investigate what type of outreach we can do to attract new businesses to the Downtown District. Kimberlee met with a potential business owner to find space.

Marketing (Real Longmont): Street team meetings were put on hold during the holidays, but will reconvene in February. Colin connected Grace Gutierrez with Longmont Yarn Shoppe for an upcoming feature. Grace will take a Yarn Shoppe class and create content based on her experience. Staff will be meeting in February to put together a marketing plan for the remainder of the year.

Advance Longmont 2.0: Kimberlee attended the Place Work Group Meeting, which outlined next steps for goals in 2020. LDDA will be taking the lead on looking at the 2nd & Emery area, as well as implementing wayfinding.

Incentives: Kimberlee and Del Rae met with the 515 Kimbark owner to discuss a façade improvement to update the 2nd floor of his building. They will be applying for the grant at this meeting. More funds will need to be moved into the Retail Conversion fund to cover anticipated 2020 applications.

Downtown Market Assessment: David and Kimberlee presented to commercial brokers and received feedback. We have gotten data from LEDP, City of Longmont, Colorado Creative Industries and Recast City. David is completing an audit of businesses/vacancy in the LDDA District. Preliminary findings will be presented at the Retreat in February with a final report following in March.



Placemaking and Urban Design

Safe Issues: We received two quotes for new lighting in the Downtown Parking lots and are looking to request a third one. We will review with the Board soon. The City had put the Downtown camera project on hold last year, however, they have assigned new IT and LPC people to the project. We expect to start meeting with them and resuming the project this year. Del Rae attended a City training about Compassionately Managing Problematic Behavior.

Rangers: We are waiting to hear from the David Bell with Public Works as to when the City will post the position this year. City Council had directed they were in support of continuing the project in 2020.

Clean & Maintenance:

Landscaping: Our 2020 flower order was placed. City Purchasing created a Service Contract with Taylor Wicklund, per his request for his landscape services. We will be adding landscaping in the 100 block of Main St. median which will be raised to match the other medians in early 2020. We will add irrigation/power into the median also. City Forestry advised us to plant different trees in the medians than what we currently have planted.

Holiday lights: Bright Christmas finished removing the holiday decorations and re-wrapped some tree trunk lights that broke/vandalized. The tree trunk wraps, corner wraps, medians, and St. Stephen's Plaza will remain up through Valentine's Day or possibly April, depending on how they are holding up. Del Rae is investigating another lighting vendor that has a service approach versus us buying our own supplies.

Kiosks/Banners: We will be switching out our winter kiosk after the Winter Walkabout Music Showcase event. We are still on hold to create new Main St. and alley banners designs due to the delay in the Wayfinding Project.

Signage: Del Rae and Jeff Palmer identified a few banner sign violations and the businesses were contacted to remove them and replace with compliant signage. They also met with a business to bring their wall sign and mural into compliance and they complied. The Sign Design Advisory Committee (DAC) met to review a white blade sign from Experimax. A temporary approval was given on the condition the update to a compliant sign in 6 months. The DAC will meet again in January to review the Standards and approval process. Kimberlee and Del Rae met with City Code Enforcement/Permitting staff to discuss Downtown signage and the Design Standards. Code Enforcement/LDDA will start reviewing signage in the spring to identify violations. We agreed to send out a forewarning letter to business/property owners about the Design Standards and to self-regulate their signage before Code Enforcement starts reviewing. We will update the How To Tips for Signs to incorporate the updated 2018 standards.

Trash: We issued a final acceptance on the 400 W alley trash enclosure and No Trespassing signs were installed. We finalized new 2020 rates with Sample Supports for trash and cleaning services. Kimberlee and Del Rae met with Public Works to review another compact trash supplier (Ecubes).

Office: We purchased a keypad lock for the back door that will be installed soon. We ordered new graphics from Circle Graphics for Del Rae and Colin's offices and the two restrooms.

Clean & Green: It is scheduled for Sat., April 25, and May 2 is a backup date. Comcast confirmed they will sponsor the project again this year. They would primarily provide volunteers and financial support. Smokin' Bowls, the Library, Ace Hardware, BBP, and Gears have all agreed to sponsor the event again this year. Del Rae is looking at how to make it more sustainable (less trash from breakfast/lunch, no plastic bottles, environmentally friendly trash bags, etc.). Comcast was on board to support this also. We are meeting with Taylor Wicklund to discuss a special project on 2nd Ave., across the street from South Main Station.



Creative District

Kimberlee, Kim Manajek and city staff continue to meet about arts and culture programs for the City of Longmont and are working on next steps for a cultural plan. Kimberlee and Mersadi joined AIPP on a trip to Englewood to look at an immersive art display that they developed. Mersadi is working on the Creative District website and a social media and branding guideline document for future VISTAs. Kimberlee had a conference call with Creative District Committee members regarding a health plan for creatives that has been successful in Austin.

Kimberlee met with consultants and the steering committee to review preliminary findings for the feasibility study for a performing arts and conference center.

Creative District Advisory Committee: A Creative District Advisory Committee meeting was held in early January. The group discussed various long-term goals for the Creative District, and identified some next steps. Ideas included: Attainable housing for creatives and spreading the word about the 500 Coffman project affordable housing to the creative community, affordable shared studio and practice space for Longmont creatives, continuing the next phase of the alley mural project, and convening a meeting of all the creatives in our community to give them information about the plans for the Creative District and what membership and its benefits might look like. The group also discussed opportunities surrounding 2nd Fridays, including increasing pop-up and creative programming, and boosting engagement from 2nd Friday participants and business owners.

Marketing, Promotions & Events:

Second Fridays: 2020 2nd Friday themes have been decided and published on the website. January's 2nd Friday theme was 'New Year, New You', and featured a Downtown Health & Wellness pop-up fair in the Carnegie Building, new home of the Longmont Observer and Longmont Public Media. Debrief meetings with 2nd Friday creatives and business participants will be held throughout the year to discuss ways to increase the awareness and participation in 2nd Fridays from the Longmont community. February's 2nd Friday theme will be 'I Love Local' since it coincides with Valentines Day.

Gift Card Program: Gift card sales for 2020 was \$46,682.00, a 31.04% increase from last year's at \$35,625. The highest volume of sales was from the holidays, second to it was May for Mother's Day and end of school year. Currently, there are 73 participants in the program. We sold a total of 937 cards – an increase from the 775 sold last year.

Holidays: The holidays ended with great success and an impressive number of people participating in promotions and events. The Winter Passport promotion had 57 businesses participate up from 50 last year. Most of the business participants donated prizes totaling \$4,142. Winning entries were drawn each week in November and December. Participation and awareness saw a noticeable increase from last year, with total entry quantity at 1,330 compared to 607 last year. A total of 20 weekly winners received between \$100-\$175 in prizes for which they were quite surprised, happy, and thankful. An additional three runners-up (\$350+) and a grand prize of \$800+ were drawn after Jan. 3rd. Small business Saturday 'Enter to Win' entries totaled 440. One winner of \$100 downtown gift card was picked from those entries.

#Longmont Elfie: The Elfie station photo entries had 3 winners with prizes from business donations.

Other Events: Awareness of the Winter Walkabout Music Showcase continues to grow, and ticket sales are ramping up steadily as we approach the event date. The Times-Call and Reporter-Herald did a front-page feature on the Walkabout for their Friday A&E section, which generated a lot of buzz. In-kind sponsorship advertisements are ramping up on 105.5 The Colorado Sound as well as KUNC. Our three major monetary sponsors – TBK Bank, Terrapin Care Station, and High Plains Bank are all very excited about being a part of the event this year. Ticket sales have been steady, and as of January 17, 227 tickets have been sold with two weeks left before the event. Last year only 320 tickets were sold before the day of the event, with the majority of those sales coming the week before the event. All venues and artists are confirmed, with only final preparations left. Colin has once again been working with Jessica Carson and her company Audio Curations to plan and execute the event.



Webstie Information

- 9,124 users (-14%)
- 20, 092 unique pageviews (1.3%)
- Top pages:
 - Calendar
 - WWMS (5 pgs)
 - Home Page
 - Shopping
 - Gift Cards



Facebook Stats

- 7,086 followers (38 new)
 - Concert 564 (5 new)
 - WWMS 297
- Post engagement 3,802 (-15%)
- People reached: 27,727 (-28%)
- Top posts:
 - Pop Up Longmont
 - Teddy Roosevelt
 - Cheese Importers
 - Violet Press



Other Social Media

- **TWITTER**
 - 1,382 Followers (9 new)
 - 44 profile visits (+12%)
 - 2,106 impressions (-27%)
 - Top Tweet: Passport
- **INSTAGRAM**
 - 1,897 followers (81 new)
 - Kitchen Co (60 likes, 1 comment, 1 forward)
 - Naming Contest (20 likes, 2 comments, 5 forwards, 3 saves)



Connectivity and Access

Parking: 96% of parking permits have been paid. Emelie is following up on outstanding balances from permit holders. To date, 20 permits have not been renewed for Jan-Jun term. These permits were mostly from 300E and 300W.

Kimberlee is meeting with City Staff regularly to develop a future plan for parking. She and Del Rae met with the City staff assigned to the parking task to share/discuss information from the Downtown Parking Study that could be useful to them. Next steps include looking at how other cities manage parking inside and outside of the Downtown area.

Parking Lot Maintenance: The City is still planning to restripe/reseal many of the Downtown Parking lots this spring. Del Rae will coordinate with them.

Bicycle Dismount Zone: The City drafted up an initial Bicycle Dismount Zone ordinance to be reviewed. Staff will assist as needed.

Pedestrian Counters: The counters are currently on the 300 blocks and we had a high count of 3,522 on Sat. 12/14 for the Parade of lights. Previous year had 5,300 counts that day, however, the counters were on the 500 block which usually sees more activity.

Walk to Connect: Turnout for the ‘Holiday Cheer’ walking tour on December 14th was good once again, with 25 people in the group. Attendees made purchases at each of the stops during the tour, and learned a lot about Downtown Longmont in the process. This is always the most well-attended walking tour with various attendees from outside Longmont.

Wayfinding: Staff continues to work on an updated schedule for this project. Designs should be submitted by Monday.

ADA Ramps on Main St.: CDOT returned in January to finish ramps on 1st and Longs Peak Ave. corners. The 3rd Ave. corners may not receive the full concrete removal/replacement rehab as these areas may not have enough sidewalk space to install ADA compliant concrete corners. They may just install the domed curved ADA ramps only and do no concrete removal.

Coffman St. Planning: The first community meeting was held on 12/17/19 at 8:30 a.m. at the Boulder County Community Hub Building with over 25 people attending. The City should be releasing an RFP soon for a design consultant. Parking plans for this project and future are being considered. DDA recommends that we look at shared parking arrangements with private, underutilized parking lots.

Main St. Medians: Del Rae is working on irrigation/electric plans for the medians as well as new landscaping/trees.



Land Use

Redevelopment Projects: South Main Station –Kimberlee continues to meet with Brian Bair. She met with our attorney and has a draft of the FIP agreement. She met with City staff regarding the reimbursements. We hope to have this wrapped up in the first quarter. There has been a TCO for one building and the next two will happen within the next month.

500 Coffman St. Redevelopment – Kimberlee and our attorney are reviewing a draft agreement for the parking structure. Accompanying documents will also need drafted. Kimberlee met with County staff and Burden regarding design updates to the facilities. A meeting to see materials is scheduled for Jan. 27. In the near future, regular meetings will be scheduled to move along the project.

Redevelopment: Kick off meeting for the LDDA/Elks Historical Assessment is Jan. 28. Kimberlee & City staff are touring a building in Denver that a developer would like to replicate in Longmont. Kimberlee met with a developer with property under contract on the 200 block of Main.

Planning: See Coffman St. and Downtown Market Assessment above.



Leadership and Management

Del Rae applied for and was appointed to be a part of the City’s Climate Action Task Force. Colin was accepted into the Chamber of Commerce’s Leadership Longmont program, and will attend full-day trainings once per month from January through June. Kimberlee continues to investigate the SharePoint model to update staff file sharing, project management and calendars.

Block Captains Meeting: The January block captains meeting was well attended. Discussions included Holiday follow up, development updates, clean and safe issues. The group will be moving forward with block meetings in February. Recommendations for work plan items were more colored crosswalks and alley cameras.

Downtown Collaborations: Kimberlee attended and presented at the LEDP Commercial Broker Luncheon. She went to the Visit Longmont board meeting and Executive Committee Meeting. She met with assistant city manager Joni Marsh, Planning. Kimberlee gave a presentation in Englewood to community members and business owners to help answer questions regarding best practices for DDAs.