

Executive Director & Staff Report – January 2016

Alleyscape & Breezeways West Side: We received an official 2016 construction schedule from DeFalco Construction as well as a condensed version. A few edits are being made. We anticipate starting in February 2016, weather permitting, and work will start on the 300 block then move north to the 400 and 500 blocks consecutively. Josh Sherman continues to negotiate and finalize easement agreements with property owners on the three blocks. Del Rae and Josh continue to meet with property owners on the three blocks to confirm trash enclosures and alley facing improvements. Two Public Meetings are scheduled. They are Wed., Jan. 20, 5:30 – 7pm and Mon., Jan. 25, 8 – 9:30am. The Jan. 20 meeting had 25 people ranging from business owners to a couple from the general public. The meeting included a presentation about the project overview, construction schedule and sequence, trash, parking, staging, etc. Del Rae, Josh, and DeFalco will start making one-on-one visits with 300 block business owners before the project starts on their block. Alternative parking has been secured for parking permit holders and businesses/residents losing private parking during the construction. These include the two old Times Call lots located off Terry and Coffman Streets and the 200 east public lot off Main St. A parking agreement is being executed with 350 Terry LLC to allow use of the old Times Calls lots including a Certificate of Insurance listing 350 Terry LLC as additionally insured. We met with Parking and Neighborhood Resource staff to notify them of the alternate parking and temporary loading zones during Alleyscape. We have put in a request to the Longmont Police Department asking that residents on a construction block be allowed to park on Main St. overnight so they have close proximity to their front doors. Day parking and night parking in the alternative parking lots will still require a valid LDDA parking permit or temporary Alleyscape parking pass provided by the LDDA.

Creative District: Kimberlee is working on the Quarterly Report to the State. We will also be requesting the rest of the funds allocated to the District. As part of a collaboration, the Front Range Film Festival will be acquiring a new grant. Kimberlee is a finalist for the John Madden Jr. Leadership Award in the Business for the Arts Awards in Denver.

Committee Updates:

Arts Administrators Committee: The Arts Admin group met and discussed the Front Range Film Festival and ways to engage them more in the Creative District. We also discussed schedules and events for 2016. We are going to be extending invitations to more businesses and creatives within the district to join the committee.

Program Committee: The committee met and strategized themes for the first 6 2nd Friday celebrations. We will have a February Date Night; March Beer/Hops and Handrails; April Film; May Music, Art & Youth; June All Longmont High School Reunion. We discussed how to utilize the SVVSD flyer program. We will be using less print and more social media in our advertising.

Marketing Committee: The Marketing Committee met and outlined a survey to evaluate the 2nd Fridays and what kind of information we would like to obtain. We will be doing online and hopefully intercept surveys in the next few months. We also talked about our monthly event e-mails and ways to improve them, as well as using e-mail communications more effectively. We discussed the new web site and ways to improve it, such as making the calendar a more prominent icon, making pages more interactive, looking at mobile search engine optimization and ways to reach more people.

Marketing, Promotions & Events: We completed the Shop Local ad campaign with the Longmont Area Economic Council. We completed our holiday marketing, as well as increase Facebook exposure. We grew from 3,355 likes to 5,023, by additional exposure and finalizing the merger of our two original pages. Our post engagement included 3,800 people (205 people engaged); *Thank you for staying local* post included 1,100 people (40 people engaged); 2nd Friday post included 3,200 people (361 people engaged) and *connect downtown* post with 1,600 people (130 people engaged). We continue to grow and utilize this tool. We have a new intern that is focusing on getting all social media platforms consistent and doing more outreach to the community.

Holidays: Almost all the downtown tote bags were distributed throughout the holiday season. For our Small Business Saturday gift card giveaway, we had 145 people sign up – 20% were from outside of Longmont and 3% were from outside of the state. Most of the feedback from businesses was positive for the holiday season. We heard great feedback for the Find the Bells Promotion and had over 60 businesses participating. There were more than 25 completed forms turned in and three luck winners were given downtown gift cards. Although we did not have a major employer purchase gift cards this year, we still sold \$11,315 worth of gift cards in November and December.

Development: Kimberlee and David Starnes met with a developer interested in property downtown. Kimberlee has met with several retail businesses that are frustrated by not being able to find the right kind of spaces in Downtown. We have currently had 2 retail spaces turn around quickly since the first of the year. Staff visited Downtown Greeley (DDA/Creative District).

Del Rae and Kimberlee met with PACE, Partners for a Clean Environment. At no cost to businesses, PACE provides assistance to help save energy, reduce waste, conserve and protect water, and use sustainable transportation. EnergySmart is a program of PACE. We will have them speak at the March business owners meeting and have already made a referral to one of our businesses. Kimberlee and David have been working on TOD (transit oriented development) options around the First and Main station. Kimberlee is planning the first City Builder Forum for parking through Downtown Colorado Inc. It will be held January 26.

Downtown Block Captain Meeting: We held the January Block Captain meeting and met two of our new downtown beat officers. We discussed the Clean and Green program and how to make adjustments. We will be focusing on different blocks starting in April, inviting others to join in the meeting. We discussed upcoming events and did a wrap up on holiday marketing. We discussed the need for good wayfinding signage and making people more aware of parking lot locations. Del Rae updated everyone about alleyscape and parking options.

Clean & Safe Issues: Del Rae and Kimberlee have been meeting with business owners about the oil agreements in the trash enclosures. Those agreements will be getting signed in the near future. This past year, we have seen a failure in our electrical and irrigation systems on Main Street and the avenues. We are putting together a bid for a complete electrical assessment. We will meet with City Staff to discuss ways to proceed with the irrigation and ideas for replacement or other options. We are setting our annual meeting with public works in the next few weeks.

All Holiday specific lights have been removed by Bright Christmas and the white tree wraps will be removed mid-February. We are looking into options for next year, including some year-round lighting options. The scrolls at the mid-block crossings were hit by trucks again this year. We will have to change this in the future.

Parking: Emelie has finalized the parking invoice renewals for Jan -June 2016. We have available permits at the 200 E, 600 W and RPA parking lots. Although we have some available in 300W, we will sell them with caution, based on the limited availability during alleyscape. We had the initial meeting for the parking study and are gathering information for the consultant. We met with parking enforcement staff about alleyscape issues and overall parking enforcement. They will begin using License Plate Recognition software sometime in 2016. Kimberlee met with business owners to discuss their issues with parking.

Downtown Longmont Community Ventures: Ventures did not meet in December, but continues to work on the (hopefully) final draft of the 501c3 application. They are also working on the VISTA application.

Downtown Collaborations: Kimberlee attended the Downtown Colorado Inc. executive committee meeting. Staff held a Downtown Collaboration Meeting with the City. Kimberlee attended the Visit Longmont Board Meeting and retreat.