

Executive Director & Staff Report – July 2017

Economic Vitality

Business Attraction & Retention: Kimberlee met with the owners of the two clothing stores going into 520 Main St. She facilitated a meeting with the property owner, tenant and city staff to assist in clarifying the development processes. She has had several meetings with a prospective bakery moving into Downtown. Kimberlee met with Start Up Week panelists. Kimberlee and Janine from LEDP met with a team that is looking for space to build a recording studio. Kimberlee also discussed space options for a new office tenant downtown and a prospective restaurant about Downtown opportunities.

Incentives: Del Rae began updating the Retail Conversion grant application to make it more streamlined and similar in nature to the LDDA's current grant application formats. This will be reviewed and approved with LEDP's input, then brought to the Board for final approval. We have discussed incentive options with several upcoming projects in the DDA. Del Rae has worked on the retail conversion and alleyscape grants received in the packet.

Development: Kimberlee met with Longmont Area Realtors to overview its project. She also met with property owner Roger Lange to update on redevelopment options.

Placemaking and Urban Design

Clean & Safe Issues: Staff is still awaiting more comprehensive bids to complete needed fixes on the entire Dickens patio. V&S is nearly finished assessing and fixing irrigation breaks along Main St. to the trees and flower pots. Ward's Landscaping is our flower pot company and they are now in maintenance mode for the pots. Kimberlee has met with City Staff to outline maintenance agreements for 2018, division of duties and funding.

Art on the Move: Art in Public Places brought 11 pieces to the Downtown District. These pieces were placed on breezeways, 200E parking lot, 4th Ave and Coffman St. and St. Stephen's Plaza.

Maintenance: The trash enclosures were pressure washed at the end of June. We reviewed 3 quotes received for the Downtown Pressure Washing RFQ and have decided on a company. The company will be used for smaller projects this year and will be contracted for the more extensive washing starting in 2018. We have completed an Oil Storage Permit with Sun Rose Café and are waiting for the final signed copy from the City Manager's office.

Design Standards: Staff will visit Fort Collins DDA to shadow a meeting of its Design Review Committee beginning of September.

Sign Standards: Kimberlee sent correspondence to the Design Advisory Committee in regard to several proposed sign packages. We are seeing more requests for both a wall sign and projecting sign.

Creative District

Creative District & Committee Updates:

Sustainability: Rob created a teen focus group in collaboration with the Longmont Public Library to gain insight into the Gen Z mindset and what they want for downtown. He is also proposing and developing the following:

- A walk to community resources and public art projects wayfinding signage system.
- Proposing and developing a unique design and art project to define the Longmont Creative District.
- Proposing and developing a plan to connect Alleyways and creating a visual system to unite downtown's businesses and public art projects.
- Developing "I want _____ in my Downtown" campaign to launch at Downtown Block Party.
- Marketing events and Downtown Longmont to a broader audience.

Arts Administrators Committee: The group met discussed the final report to the State of Colorado for our Creative District designation and are gathering the information and data needed. They discussed upcoming event collaborations including Day of the Dead, Chalkfest and Word Walk. They continue to find ways to integrate the library programming into Downtown.

Program Committee: Committee did not meet this month. Will reconvene in August.

Marketing Committee: Rob discussed his teen focus group. He discussed mural options for Downtown and found BBP as a willing participant. We talked about string lights and more visual connections between blocks, as well as using color as an identifier. We discussed events, as well as strategies to market to secondary markets (15 min drive). He also presented Walk Your City signage and I want _____! in my downtown outreach.

Marketing, Promotions & Events:

May Marketing Stats: Our Facebook followers grew from 5,984 – 6,021. Our page views, reach and post engagements were all slightly down from last month. Our 2nd Friday post had more than 100 engagements. Our Kitchen Co post reached more than 3,800 people and our event weekend post reached 2,600. Our web site increased from 8,927 – 9,919 active users in the last 30 days. The most viewed pages were calendar, home page, LDDA staff, concert series, Downtown Block Party. We continued use of our Twitter account and have grown from 821-845 followers and 76 likes.

Resource Development: Rob is creating a Visual Downtown Building Database (Defining Artwork & Mural Locations).

Downtown Summer Concerts: July 28 is our second concert of the season and will feature a local band and nationally known band, Great American Taxi. A local band, Francis & the Wolf is opening for them at 6 p.m. We have recruited more volunteers and are changing some staffing strategies.

Downtown Block Party: Event Coordinator, Colin Argys, continues to work with the steering committee. He has received good responses from businesses for participation. 'Save the date' event posters have been distributed to downtown businesses. The event on August 26, 1-6 p.m. will feature activities and entertainment throughout the breezeways, alleys, sidewalks, and businesses. Highlights to the event will include Amazing Race, a community scavenger hunt, fashion and hair showcase, dance performances, sidewalk sales, roaming performers and entertainers, drama and theatre performances, and a health and wellness treatment area. Vendor booths payments have started to come in. We expect non/for-profit booths at the event including artisan booths.

Partnership/Collaboration Development: Rob has started collaboration with Longmont Public Library, Longmont Museum, City of Longmont, Visit Longmont, Arts Longmont, Tinkermill, Firehouse Art Center and many more. He is working with local business owners to create more art projects throughout downtown. Kimberlee attended a ColoRODans meeting about raising the cruising ban sometime in September to bring back the event. Kimberlee and Del Rae met with the owner of The Roost to talk about logistics and ways to improve its event in the breezeway.

Connectivity and Access

Alleyscape & Breezeway West Side: Los Arcos metal artwork is scheduled for re-installation in August on the west end of each breezeway. After installation, black Main St. benches will be relocated into the sitting areas by Los Arcos. The project remains on budget and any leftover funds will be utilized for the Mike O'Shays east alley repair, which will most likely take place in August.

Main St. Rehab Project: The Main Street Rehabilitation project began on May 8 and finished July 14. Some small punch list items will need to be completed but will have minimal impact to parking and traffic. Weekly emails are being sent to Downtown Businesses and a project email signup list and will continue until the punch list items are complete. We will send a follow email survey to businesses and the project signup list for feedback on the project overall.

Alternative Transportation: We plan to install two more bike racks in the 300 east alley in support of a Bicycle retail/repair shop that opened on the block. Staff worked with the City of Longmont to collaborate on a Bike to Work day stop at the Civic Center. We continue to run 2nd Friday BrewHop Trolley and it is gaining more riders each month.

1st & Main St: Kimberlee is working closely with David Starnes on the proposed 1st & Main Transit Center Transit Oriented Development (TOD) project. City Council was presented the plan at its July 18 meeting.

Parking: Invoices for Jul-Dec term parking permits were due on July 1st and 100% have been renewed/paid for to date. There is an on-going waitlist for the 300E, 400E and 500E and 500W lots. See Board Communication for more updates on parking study implementation. The Parking Study and Implementation strategies will be presented to City Council on August 15. Kimberlee and Del Rae met with City Staff about handicapped parking issues in Downtown lots.

Land Use

Development: Kimberlee and David Starnes met with Burden Inc., to further discuss development opportunities in 500 Coffman. They also met facilitators for the planning charrette on the 300 Coffman block (tentatively set for Sept 13 or 14) to walk through the planning process and outline next steps. They are currently updating a scope of work and contract.

Kimberlee worked with Board Members to send a letter to City Council asking for council not to consider a moratorium on development in the Downtown District.

Leadership and Management

Block Captains Meeting: The July meeting was held and we invited all Downtown businesses to attend. We focused on safety, proposed parking changes, development updates and reviewed summer events, including the Downtown Block Party.

Media: Kimberlee spoke with reporters on a feature story for the retail gains in Downtown Longmont.

http://www.timescall.com/business/ci_31101592/clothing-kitchen-bike-shops-among-those-headed-longmonts

Metrics: Kimberlee and Del Rae met with LEDP on tracking data for our metrics as outlined in the Master Plan.

Financial Development: Kimberlee met with John Creighton to discuss the 2018 proposed budget. Staff is working on sponsorships for the Downtown Block Party and has secured a Kids Zone sponsor for \$1,000. We are also generating booth and participation revenue.

Downtown Collaborations: Kimberlee attended: the Visit Longmont board meeting and Executive Committee; continues to work on Longmont Start Up Week; attended the Economic Partners meeting. We held a City Collaboration meeting and Executive Committee met to set the agenda. Kimberlee met with Council Members Moore and Peck, as well as Mayor Dennis Coombs; planning director Joni Marsh and Asst. City Manager Shawn Lewis. Longmont and Fort Collins DDA staff met in Longmont, toured downtown and discussed best practices.

Downtown Policy: Kimberlee met with other DDA executives and Colorado Municipal League to discuss the 2018 legislative session and next steps to preserve the DDA tool for the future.