

# downtown.

L O N G M O N T



## Economic Vitality

**Grow & Diversify Employment:** Kimberlee attended a webinar through Smart Growth America regarding a technical assistance grant for integrating artisan manufacturers into the downtown district. The current development code update will open up this use. We will partner with the City of Longmont, Longmont EDP, and Manufacturer's Edge. The grant is due end of June and notification of award will be in August. Only one grant from our region will be awarded.

**Business Attraction & Retention:** Kimberlee met with Tarin Newill regarding her new store, Sweet Nightingale's Boutique. Kimberlee and Del Rae met with a restaurant owner who is considering opening a new location on Main St. Staff took a tour of Dryland Distillers. Kimberlee spoke with the owner of The Experience Building regarding parking issues. Kimberlee met with Carmen Sample of Samples Supports regarding two new acquisitions of property in the District.

**Incentives:** Staff met with a business owner on the 200 block of Main St. regarding a façade grant. Kimberlee met with two new property owners regarding incentives and tax credits available.

**Start Up Week:** Colin is working on Longmont Start Up Week logistics and assisting with the kick-off event (on the west side of 4<sup>th</sup> Avenue, between Coffman & Terry St.). Registration is up on the web site and we continue to seek volunteers for the event. All sessions will be focused in Downtown Monday – Wednesday.

**Marketing (Real Longmont):** We did an additional day of shooting for the videos. Our first "testimonial video" will be released soon. We are working with an intern to do some photography of those in the District, featuring our craft culture. The Retail Committee is set to meet on June 29.



## Placemaking and Urban Design

**Safe Issues:** We met with City Staff regarding the infrastructure needed to install and capture images for cameras throughout Downtown parking lots, alleys and breezeway. We are getting information on the feasibility of installing a wireless network that can operate camera transmission and are still waiting for installation/cost information for the first two blocks.

We have our second Managing Transient and Homeless Incidents training schedule for Thursday, July 26. We are receiving more business interest given the escalation of issues throughout the area. We did not hold the Crime Prevention Through Environmental Design (CPTED) training on May 1 as we had only one business interested. We instead are notifying the trained police officers of any business interest for a one-on-one CPTED inspection. We continue to document and address crime or transient issues.

The two Ambassadors from Trident Protection Group started on Monday, June 11. An article in the Times Call has spurred negative press around the program. The two men have been getting to know the Downtown area along with Roosevelt, Collyer, and Thompson Park and the St. Vrain greenway which is also part of their patrol. The LDDA and Public Works will continue to work with Trident and the Ambassadors to fine tune their responsibilities and expectations, get adequate reporting and strategize on addressing future publicity concerns.

Kimberlee met with Chief Mike Butler, Sheriff Joe Pelle and City Manager Harold Dominguez regarding future initiatives. Sheriff Pelle will attend our meeting in July to update the Board.

**Clean & Maintenance:** We received our \$5,000 Keep America Beautiful Cigarette Litter Prevention grant. We purchased 18 new Rubbermaid side mounted and lockable ash receptacles. We installed 16 on trash cans on key corners or mid-blocks, and in the alleys. We also relocated three of the black in ground receptacles near Main St. breezeways to the alleys as we are seeing more use on the 300 and 500 west blocks. We also launched the public education component of

“Cigarettes are Litter too” messaging and plan to post on our website, social media, City Talk and City Line. We are distributing portable pocket and vehicle ash trays at our Downtown Concerts and at Visit Longmont.

Top Gun Pressure Washing finished cleaning downtown. We are test sealing a section of the 500 east alley for trash trails to the trash enclosure shared by The Pumphouse Brewery and The Roost. The sealant is supposed to improve cleaning of trash trails and enclosures by preventing oil/grime from setting into the concrete. We plan to bring Top Gun back quarterly to clean the restaurant used trash enclosures and spot clean as needed. Overall, we had a positive experience with Top Gun. Working overnight was challenging in the severely dirty areas, therefore, they worked in the early mornings until 11 a.m. They accommodated traffic and pedestrians nicely.

**Signage:** We installed new Main St. banners and kiosks for the Summer Concert Series. We had installed the west side alley banners but had to remove after a serious wind incident. We are re-evaluating the banner arms purchased for these banners. We lost our banner hanging contractor due to a personal accident and have found a few alternatives to contact to help us evaluate/re-install the banner arms.

The Design Advisory Committee met to review an awning proposal for Sweet Nightingale’s Boutique. Kimberlee met with Visit Longmont and City of Longmont to discuss next steps for the Wayfinding Plan. We will be sending out a proposal in the next month and hope to start the process in the fall.

## **Creative District**

Kimberlee met with the Marketing Director of the Longmont Theater to discuss collaborations. She also met with a new artist that is seeking collaborations and presented to the Boulder County Leadership Fellows Arts & Culture group.

**Ventures:** The Ventures group has been working with Vito Montone, a seasoned volunteer with extensive experience in the creative industries. He has met with many stakeholders and has put together a path forward. The group will meet on Monday to outline next steps. Staff has meet individually with several stakeholders, as well as with the Arts Admin group to discuss moving forward.

**2<sup>nd</sup> Friday:** Rob brought in the Powerhouse +1 exhibition, a concert poster show that was held at the Firehouse Art Center through June 28. Working with the Firehouse, he initiated a partnership with AIGA Colorado, the professional association for designers. An artist talk and tour will be held on Friday, June 22. Longmont Library will host additional display of posters throughout the month. BrewHop Trolley continues its route. The August 2<sup>nd</sup> Friday will feature a Fall Arts Preview and music showcase throughout the Creative District.

### Marketing, Promotions & Events:



#### Webstie Information

- 11065 users (+45.76%)
- 24,295 unique pageviews (+65.98%)
- Top pages:
  - Calendar
  - Summer Concerts
  - Home Page
  - Summer Concerts
  - Summer Concert FACE



#### Facebook Stats

- 6,335 followers (94 new)
  - Concert 263
- Post engagment 6772 (+247%)
  - Concert 5,310
- People reached: 11,406
  - (-78%)
  - Concert 6,841
- Top posts:
  - SVVSD Reunion Sponsors
  - SVVSD Reunion Post
  - Policulture Concert
  - Powerhouse Art Show



#### Other Social Media

- TWITTER
  - 1,110 Followers (34 new)
  - 91 profile visits (+8.3%)
  - 2378 impressions (+11.8%)
  - Concert Series top tweet
- INSTAGRAM
  - 989 followers (83 new)
  - Kevin Bacon at Samples - 717 reached 130 likes; 5 comments views

**Events:** The Concert Series has been very well received this year. New branding was initiated and we used new avenues to promote, including direct mailings in both English and Spanish. This year we have seen a significant increase in attendance (3,700 average) and beer sales (\$10,000 average) compared to last year. A record crowd was at the first concert! The all SVVSD High Schools Reunion on June 8 had 10 sponsors and yielded more than 400 registrations, the highest by far (Great job Emelie). Friday's concert features reggae, seeking a millennial crowd and the last concert will finish with a salsa fiesta and Latin themed music and food.

PlenAir Festival had 5 artists around downtown. LDDA photographer captured a few great photos of the event.

**Day of the Dead:** Emelie attended the first Day of the Dead collaboration meeting. We will partner with the Senior Center to have a guided tour of Downtown altars. Colin is working with Firehouse Art Center on its Fiesta and procession event, featuring an expanded event on Coffman St.



## Connectivity and Access

Staff initiated two surveys regarding traffic, bike and pedestrian access. One for all business owners and one for business/employees on Kimbark St. Kimberlee met with traffic engineering. Temporary pedestrian islands will be constructed on Kimbark St. in early July. Permanent ones will be installed later in the fall. Crosswalks will be striped in the fall and colorful, custom, painted crosswalks will be added. Temporary speed signs were added and permanent ones will be installed in the next few months.

**Alleyscape & Breezeway:** Del Rae continues to work with all parties to finalize a trash enclosure in the 400 W alley. Punchlist items are still outstanding for the west alley work, including resetting of pavers.

**Parking:** To date 40% of payments have been received. Due date is July 1<sup>st</sup> and permits not renewed will be sold to the waitlist. Parking Map brochure update was completed and distributed to several locations – Parking Enforcement, Police and Visit Longmont. Kimberlee met with the 350 Terry St. property owner to reengage in the shared parking agreement. They will get costs to rehab the parking inventory on Coffman St.

**Counters:** We received the two mobile pedestrian/bike counters from EcoCounter and plan to install them early this summer to start collecting data.

**Alt. Transportation:** DDA is co-sponsoring a Bike to Work Station with the Chamber of Commerce on Wednesday, June 27. Our station will have breakfast, goodies, chance to win concert merchandise and engage cyclists in conversations regarding ease of getting downtown and amenities while they are here.



## Land Use

**Redevelopment Projects: South Main Station** –We discussed the FIP and DIP grants with SMS engineers and developer to guide them in their formal application process. We also discussed the irrigation infrastructure installation on the 100 block east side of Main St. The LDDA still plans to install the infrastructure and SMS will maintain it. We have light poles, bike racks, and benches stored at the City Warehouse for the project. SMS will install these items along with the flower pots they already have on site.

**500 Coffman St. Redevelopment** – Kimberlee met with Cotton Burden, City and County regarding the MOU. All parties have finalized review, with the exception of the City legal department. Staff attended the pre-application meeting for this project, as well as meeting with the architecture team regarding the layout of the parking structure.

**Development Code Update:** DDA staff continues to work with City staff regarding these issues. The code will tentatively go to City Council on July 24.

**Redevelopment:** Kimberlee and Joe Perrotto reviewed resumes and attended interviews for a new Redevelopment Manager at the City of Longmont. Kimberlee met with Erin Fosdick to outline the 200 Block charrette. Individual property owner interviews will be held in August with the meeting held in September.



## Leadership and Management

**Block Captains Meeting:** The group met the 2 ambassadors, Andrew and Joe. Topics discussed were safety and clean issues, pedestrian and bike traffic and development update. Staff discussed upcoming events and collaborations. Block Captains were given information to distribute regarding the Coffman St. Open House.

**Downtown Residential Advisory Group:** The group would like to have a resident's open house with the DDA Board. Kimberlee will schedule for the end of summer.

**Workforce Housing:** A collaboration between Chamber, LEDP and DDA produced a document that offers ideas and potential solutions for City Council to consider regarding workforce housing in our community. The first discussion was held early June and will be continued on June 26.

**Financial Development:** The Finance Committee met to review the proposed budget. Sponsors – ReMax has increased its sponsorship to add additional signage during the Concert Series. Staff will seek sponsors for holiday events next month. Kimberlee attended a Community Foundation informational session regarding Donor Advised Funds.

**Downtown Collaborations:** Kimberlee attended: the Visit Longmont board meeting and Executive Committee. Kimberlee met with Council Members Martin, Waters, Christensen, Finley, Rodriguez and Mayor Bagley. She presented to the Boulder County Leadership Fellows Arts & Culture meeting. The Executive Committee met.