



## Economic Vitality

Mar. 2019

**Grow & Diversify Employment:** Kimberlee received the technical memo for the Artisan Manufacturing work. She will resume surveys and outreach in April, based on Board discussions this month. She investigated the EforAll program, that will develop a pipeline of entrepreneurs. This will be a strong next step. Kimberlee met with a business regarding an entrepreneurial fiber network throughout the district.

**Business Attraction & Retention:** Kimberlee met with a creative industry business looking to relocate in Downtown. She is working with 15 active prospects. Staff continues to troubleshoot issues for existing business and property owners. She is actively working with a property owner that has upcoming available space to match with prospects.

**Incentives:** Del Rae and Kimberlee spoke with prospective new owners of 463 Main St. regarding incentives they qualify for. Staff approved a Sign and Façade Grant for 449 Main St. (Smokin' Bowls).

**Marketing (Real Longmont):** The Downtown profile of Old Town Marketplace replaced the CoSolve profile on the website homepage in mid-February. Its focus is how the diverse business mix inside Old Town Marketplace "reflect the vibrant warmth and charm of Longmont's Creative District"

Kimberlee is finalizing the contract with Real Original to start a content creator program that focusing on a grass roots effort to reach different sectors of the Longmont Population to promote Downtown as a destination.



## Placemaking and Urban Design

**Safe Issues:** Staff spoke with Boulder County Health to organize Downtown Smoking Communication for City Council in April. The smoking restriction will be included in an overall safety package for City Council which will also include cameras, new seasonal Community Rangers, adding the 2 plazas and breezeways to public lands, and a mandatory dismount zone on Main St.

David Bell, Sandi Seader, and Kimberlee led a discussion with the SWAPs (Safe and Welcoming Public Spaces) committee about the proposed seasonal Ranger program in the Downtown Area and nearby public lands and parks. The committee supported the proposal for one post-certified Ranger (full time) and two part-time Rangers (not post-certified). The committee felt it was important to be prepared to communicate to the public in one cohesive message. David Bell, Sandi Seader, Marijke Unger, Kimberlee, and Del Rae met to discuss a public relations plan to be released concurrently with the Council sessions related to this topic in April and May 2019. A position description was created and is being posted.

### Clean & Maintenance:

**Landscaping:** The 300 E parking lot improvement that is part of the Clean & Green event and the new median landscape improvements require irrigation designs per the PWNR. Del Rae met with an irrigation designer to get the plans started.

**Maintenance:** The electrical assessment is complete and Broes Electric provided maps of the electric layout. Panel schedules have been updated and new 3-way switches installed that allow LDDA to control outlets based on location (Main St., alleys, breezeways) more easily for events and holidays.

Sample Supports began work on Feb. 20 for trash and cleanup services. They are still in the process of learning the routes and responsibilities and fine tuning their scheduling. Kimberlee and Del Rae are scheduled to meet with Alden Jenkins with the City to assess the asphalt surfaces in the public parking lots. Del Rae will be getting quotes for restriping the E side parking lots and the 300 W parking lot.

**Lighting:** All of the colored rope lighting has been received (6 different colors). LPC inspected/approved the lighting and are now waiting for adaptors and plan to begin installation in May on the cobra street lights (Main St. between 1<sup>st</sup> and Longs Peak Ave.) Del Rae met with a 2<sup>nd</sup> lighting consultant to discuss improving the lighting in the public parking lots.

**Signage:** Staff approved a building sign plan for 520 Main St. (Colenet) and reviewed sign plans for Ivy Rose and Snow Apparel, both located at 520 Main St. Staff reviewed sign designs for 230 Main (Smokin' Daves BBQ) and approved sign designs for 636 Coffman St. (Cherry Creek Mortgage) and 449 Main St. (Smokin' Bowls Restaurant).

Del Rae met with a sign company that produces a new mesh banner style of printing. We are considering this for the 10' east alley banners as they may hold up better to conventional vinyl banners. Due to the high winds on March 13, many east alley banners were ripped and had to be removed. Comcast continues to volunteer to remove the banners with the use of their bucket trucks.

**Trash:** Loris & Associates construction design proposal for the new 400 W trash enclosure was approved by the board and we have received our first set of designs.

**Colorado Metrolab:** The Community Engagement, Design and Research Center (CEDaR) Univ. of Boulder student project is underway. The group met with the LDDA and each student presented his/her project study and recommendations. Areas covered included breezeways, event center, alleys, art walk, connectivity, experiential tourism, community garden, 6<sup>th</sup> Ave. Plaza and St. Stephen's Plaza. We will receive an electronic copy of the presentations.



## Creative District

The downtown kiosks were swapped out to display Longmont Restaurant Week from March 22 to April 8. Three historic images were printed by Circle Graphics and installed by Sample Supports in the 300 E breezeway frames. Staff is having templates updated for email graphics, newsletters and other collateral.

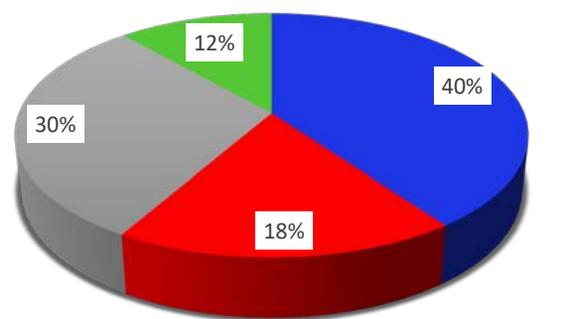
Del Rae and Kimberlee met with Lauren Greenfield/AIPP to review artistic benches provided by AIPP artist submissions. We are awaiting more information on one artist whose work may fit well. We also discussed the Colin Selig decorative benches and received updated costs for his benches (\$3,500 to \$5,000 per bench).

**Ventures:** The Ventures is working to see how it can support or play a role in filling the void that will be left with Arts Longmont closing. Kimberlee has had numerous conversations and meetings to best support this transition and make sure the Creative District ensures a strong voice for our community.

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

**Holiday/Winter Marketing:** The Winter Passport program concluded on February 28<sup>th</sup>, and there were 71 entries submitted in the final two weeks of the program. Over the entire Passport program, 605 entries were received from 27 different zip codes. The locations represented by entry submissions were: Longmont, Frederick, Firestone, Platteville, Boulder, Broomfield, Estes Park, Erie, Arvada, Fort Lupton, Allenspark, Johnstown, Denver, Northglenn, Berthoud, Parker, Louisville, Superior, Mead, Wichita, KS and Malone, WI. One Grand Prize Winner and 5 Runner-Ups were chosen from the entire entry pool, along with the 10 winners of weekly drawing prize packages throughout the duration of the program. The free ceramic snowflake scavenger hunt portion of the passport saw six completed entries over the duration of the program, and a winner was chosen from those entries.

**Winter Passport Entries by Location**



■ Longmont (80501) ■ Longmont/Hygiene (80503)  
■ Longmont/Frederick/Firestone (80504) ■ Other

**Downtown Summer Concerts:** Six 2019 Downtown Summer Concert dates were chosen at the beginning of the year (May 31, June 7, June 14, June 21, June 28, and July 26). This is one more concert than last year's concert series. The additional concert in July will correspond with the final day of Longmont Startup Week, and will occur the night before Cruise Night. Independent Bank, which recently acquired Guaranty Bank & Trust Company, has decided to continue the Title Sponsorship of the concert series that Guaranty Bank has purchased for the past several years. High Country Harley Davidson has signed on once again as Beer Garden sponsors for the series, and also expressed interest in hosting a 'Bike Night' at the July 26 concert. The City's Public Safety department gave the go-ahead to proceed, and High Country Harley paid an additional sponsorship to be the Title Sponsors of the July 26<sup>th</sup> concert. Several other businesses have expressed interest in sponsoring at a lower level or on a nightly basis. Colin has reached agreements with 8 of the 10 bands for the May and June dates, and High Country Harley is working on solidifying agreements for the two July bands.

**Farmers Market:** Colin has worked with a vendor who organizes the Louisville, Golden, Erie, and Denver Highlands farmers markets to facilitate a Downtown Farmers Market. The market will occur on Wednesday evenings from 5-8 p.m. on 5<sup>th</sup> Avenue between Main St. and Coffman St, and will feature local farmers, vendors, artists and musicians. The markets will run from June 19<sup>th</sup> – September 11<sup>th</sup>. The vendor has reached out to all of the surrounding businesses to touch base and address any concerns they may have regarding the traffic closure or other hardships. Overall, the feedback received has been mostly positive, and many businesses are excited for the markets. Vendor's staff will manage all aspects of the markets, and be trained to handle the road closure and re-opening.

**Second Fridays:** A local arts advocate has expressed interest in planning and coordinating various art-related pop-up exhibits and activities in partnership with Downtown businesses and public spaces. The first pop-up will occur during the May Second Friday, and will continue periodically throughout the year, including some programming on Small Business Saturday in November. Kimberlee and Colin have helped facilitate conversations with downtown businesses.

**Other Events:** Various individuals and organizations have reached out to Colin to express interest in hosting events downtown. Some are repeat events from previous years (Denver Broncos Carne Asada, Cruise Night, Jazz Festival, Longmont Pride), and some are ideas for events that are new to Longmont (community yoga festival). Colin helped connect the logistics team lead for Longmont Startup Week with potential downtown venues. LDDA is a sponsor of Longmont Restaurant Week once again, with 17 downtown businesses participating from March 29 – April 7. Staff met with Recreation Services per the IGA on upcoming events and collaborations in 2019. We are working on holiday partnerships.



### Webstie Information

- 7,229 users (-26.23%)
- 18,396 unique pageviews (-41.15%)
- Top pages:
  - Calendar
  - Home Page
  - Shopping
  - Available Space
  - Dining



### Facebook Stats

- 6,572 followers (32 new)
- Concert 328 (8 new)
- Post engagment 2,741 (-14%)
- Videos 585 (-65%)
- People reached: 9,433 (-34%)
- Top posts:
  - Throwback Woolworth
  - Throwback 500 Block Main
  - Throwback Used Book Emporium
  - Found Keys
  - Our Center Exec



### Other Social Media

- **TWITTER**
  - 1,257 Followers (18 new)
  - 95 profile visits (-65.4%)
  - 5733 impressions (114%)
  - Top: 2nd Friday
- **INSTAGRAM**
  - 1279 followers (38 new)
  - Shop Loco Winner 33 likes; 4 comments;
  - South Main Station 67 likes; 1 comment



## Connectivity and Access

**Parking:** Emelie sold 14 parking permits at the 300 West lot, 1 to a current business and 13 to a new business coming in April. Kimberlee is working with Kimley Horn on continued data collection and turnover statistics throughout the District. She is working on evaluating parking statistics and provide recommendations for next steps in implementation of the parking study.

**2<sup>nd</sup> Friday Trolley Tour:** March did not have a Mobile Block Party but the trolley had 10 riders around Downtown. The April Mobile Block Party is being planned and we have commitments for all future months.

**Connectivity & Marketing Campaign:** The Graphic Designer is working on the wayfinding messages. These will be displayed in phases throughout the campaign duration. Staff is still waiting on the button completion from Tinkermill. This project has seen many delays, but hopefully this Spring/Summer, as foot traffic picks up, we will be able to make an impact to traffic safety as well as develop a sense of place Downtown.

**Wayfinding Plan:** The Wayfinding outreach has begun! Presentations to City Directors, Downtown Business Owners and Visit Longmont Board kicked off and early April, a public outreach forum will be launched. All community meetings have been scheduled.



## Land Use

**Redevelopment Projects: South Main Station** – Project continues to move along on schedule. Kimberlee toured the Granary Project and other parcels with Brian Bair to get a better understanding of how they will evolve. She also began work on an appraisal of the 121 Main St. parking lot, based on direction from the Board at the retreat.

**500 Coffman St. Redevelopment** – Staff had a phone call with BCHA to outline and discuss next steps surrounding the project. Ian Swallow has left the County, so we are awaiting a new project manager to be hired.

**Redevelopment:** Kimberlee attended a pre-app for a vacant parcel in Downtown. She met with the owners of 611 2<sup>nd</sup> Avenue regarding redevelopment. She met on site with prospects in the 200 Block.

**Planning:** Kimberlee met with Erin to review next steps in the Main St. Corridor Plan. She is reviewing and finalizing contributions to the Opportunity Zone prospectus.



## Leadership and Management

**Block Captains Meeting:** In lieu of the March Block Captains meeting, we held the All Downtown Business Owners Meeting on March 13 at La Vita Bella Café/Experience Building. Over 40 people attended and Kimberlee presented the 2019 Wayfinding Planning project and the 2018 Downtown Report. Other discussions were held on safety with LPD officer Don Goldware and 2019 Downtown events and promotions.

**Downtown Collaborations:** Staff held a DDA/City Collaboration Meeting. Kimberlee attended: the Visit Longmont board meeting and Executive Committee; Longmont EDP Board Meeting and LEDP Luncheon; Public Outreach Session regarding Channel 8; Presented to Leadership Longmont