

## Executive Director & Staff Report – March 2016

**Alleyscape & Breezeways West Side:** Construction continues on the 300 west block. Xcel has finished undergrounding their main line and updating services to buildings. LPC is currently undergrounding their conduit and undergrounding service to buildings. They should finish in the next 2 weeks. After that time, Xcel and LPC will plan to start in the 400 block, therefore, that block will begin closure in early April. Therefore, there will be overlap with the 300 and 400 block alleys being closed at the same time. Utility easement agreements have been signed with Elks Lodge and Guaranty Bank. We are still finalizing US Bank and delaying the Boulder County easement per their possible redevelopment. Del Rae, Josh, and DeFalco will begin one-on-one visits with the 400 block business owners. LDDA is reviewing irrigation bids in the 3 west breezeways for future flower pots. Josh is still getting Temporary Construction easements from property owners where trash enclosures will be built on their property. Del Rae is getting quotes for Tivoli lights for the 3 west breezeways and will be putting together a spreadsheet of west side Alleyscape amenities to review at a future board meeting. These amenities will include Tivoli lights, banners, electric pedestals, flower pots, etc.

### **Creative District & Committee Updates:**

Kimberlee met with Lauren Greenfield about the Main St. Bridge project. It was determined that this project had enough funding, so Downtown Ventures will not be pursuing any matching funds. Another project may be identified. Kimberlee met with Eric Hozempa about a possible mural project on Coffman St. A table of 10 attended the Colorado Business for the Arts award ceremony. Although Kimberlee did not win, it was a great way to get Longmont and its accomplishments recognized in front of 750 people from around the state! The video for all the finalists can be found here: <https://www.youtube.com/watch?v=pUHicKuG5Ik>

**RPA Art Space:** Kimberlee had been working with a retail space, YORE, to become part of the incubation space at RPA. However, when it came time to sign a lease, they found their own, independent storefront in the district! – it was the fastest incubation ever 😊 Since then, we have identified a new tenant: The Art of Fashion. The textile artist will do custom made clothing, knit scarves, knit puppets and toys as well as have classes and workshops. Her lease is set to commence on April 1!

**Arts Administrators Committee:** The Arts Admin group met and discussed CreatOVATION and how to initiate new and meaningful collaborations. We are creating a call for artist and getting the web page up soon. We discussed steamfest and ways to utilize this as well. The group discussed the Front Range Film Festival as well.

**Program Committee:** We are doing a scavenger hunt in April to introduce the Film Festival. Attendees will find out which movies are playing at which downtown venues. They have changed their theme to Colorado Craft Cinema, so we will give away the rest of the pint glasses. We discussed the May Music, Art & Youth/SVVSD appreciation Day. We are seeking more student groups and are looking to add a poetry element this year. We also discussed the need for a publication piece that describes the creative district.

**Marketing Committee:** The Marketing Committee met and discussed the CreatOVATION event and how to start marketing it. We will be convening a small task force to outline a marketing and communication plan. We discussed marketing strategies for 2<sup>nd</sup> Friday celebrations. We talked about the Summer Concert Series and the HS reunion. We discussed the Play the Plaza theme for the summer and how we can take this theme further. We would like to find some synergies with the Summer Olympics.

**Marketing, Promotions & Events:** Facebook followers grew from 5,086 to 5,138. We boosted a 2<sup>nd</sup> Friday post about the craft it. pint glass promotion. We reached 6,671 people; 23 comments; 46 shares, 149 likes and 360 post clicks. Our cone zone posts continue to be popular with between 500 – 1,600 views. Our web site increased from 5,402 to 6,248 active users in the last 30 days. Our calendar and shop/dine listings continue to be the top pages visited. Alleyscape page is also in the top 10.

We held the March 2<sup>nd</sup> Friday promotion Craft It. 2<sup>nd</sup> Friday visitors that went to 3 different businesses (getting I Owned It stickers) or that made a purchase (bringing in a receipt) received a free Downtown Longmont Creative District pint glass. They redeemed at BBP on the 200 block – bringing more attention to businesses on the south side of 3<sup>rd</sup>. BBP estimated they gave away about 84 pint glasses. Kimberlee and Emelie met with the St. Vrain Education Foundation and Visit Longmont to discuss the All Longmont HS reunion event. We are meeting with sponsors to discuss expanding it to all SVVSD high schools.

We are working with a group called Light On Creatives to transform St. Stephen's Plaza into a "Play the Plaza" theme for the summer. It will feature a CandyLand type game, as well as doing table wraps for the 7 tables inside the plaza. We will have twister return in the breezeway, as well as add other games in the remaining 2 east side breezeways. We hope to have this theme grow throughout the summer!

**Development:** Kimberlee met with a local realtor and a prospective downtown property owner. Kimberlee also met with another real estate firm about activity in the district. She also attended a pre-application meeting about some building improvements and a new business for the district. Kimberlee and Del Rae met with Brian Bair of South Main Station to discuss the streetscape elements around this building.

A consultant has been chosen and a kick off meeting will be held beginning of April for the TOD (transit oriented development) at First and Main station. Kimberlee met with stakeholders in the Coffman St redevelopment project and will have an additional meeting next week. Kimberlee is working with David Starnes and Jessica Erickson to review the report from the Council of Development Finance Agencies for the granary project. She met with other Advance Longmont partners about the LEDP Cornerstone Awards nominations.

Del Rae began ordering items for the \$60,000 CDBG grant we received to extend the Main St. streetscape from 3<sup>rd</sup> to 1<sup>st</sup> Ave. The Main St. Pavement project is still taking place from 2<sup>nd</sup> Ave. to 1<sup>st</sup> Ave. as well as down to Ken Pratt Blvd. New Design Construction began putting in the new intersection at 2<sup>nd</sup> & Main and the sidewalk and curb line on the west side of Main. Irrigation will be installed soon as well to allow for flower pots to be installed later this spring. Del Rae attended the City Big Projects Open House on March 1 for the Alleyscape development project.

**Downtown Block Captain Meeting:** We held the March Business Owners Meeting in lieu of the monthly Block Captain meeting. The focus of the meeting was the Downtown Parking and Access Study presented by Kimley-Horn. It was followed up by a Q&A with the group. PACE from Boulder County also presented their business incentives. We also discussed downtown events and development updates.

**Clean & Safe Issues:** Del Rae and Kimberlee finished meeting with business owners about the oil agreements in the trash enclosures. Two businesses might opt to put their oil barrel on their property. The Dickens Tavern agreement is in the process of being signed. Del Rae will be requesting a complete Downtown electric assessment and irrigation assessment this spring. Two traffic incidents happened on the 300 block of Main. One accident damaged the corner of the Dickens patio at 3<sup>rd</sup> Ave. & Main St. This will require brick and railing repair. The 2<sup>nd</sup> accident damaged the base of the mid-block crossing pole on the block. This will be replaced. Insurance has been initiated for both of these incidents. Del Rae and Kimberlee discussed the irrigation breakdown in detail with Parks. Besides an irrigation assessment, it was mentioned that self-watering or hand watering might be an alternative if the irrigation system is too costly to repair being it is under concrete.

We received a quote for year round tree lighting and will be evaluating it with the vendor and the City forester. Del Rae and Kimberlee met with Ken Wicklund, the City Forester, to review Downtown trees, revise a map, assess trees that need replacing, and determine responsibilities.

**Parking:** We have available permits at the 200 E, 600 W and RPA parking lots. Although we have some available in 300 W, we will sell them with caution, based on the limited availability during Alleyscape. We met with Parking enforcement regarding the License Plate Recognition software that will go live in 2016.

**Parking Study:** We held the first steering committee meeting. The group suggested an additional round of data collection in April, which Kimley-Horn will provide. Parking data was collected March 16, 17 and 19. We posted an online survey and have had more than 425 people complete it. We had a presentation at the Business Owners meeting that was attended by around 50 people. Professionals from Kimley-Horn will be presenting the 2<sup>nd</sup> installment of the Building Better Cities Dialogue series on March 31. A study session will be held immediately prior to that event.

**Financial Development:** Kimberlee and Emelie continue sponsorship solicitations for the 2016 event season. We have submitted proposals to Kaiser, Comcast, Costco, 1<sup>st</sup> National Bank and Premier Credit Union. We are also seeking additional sponsors for the concert series.

**Downtown Collaborations:** Kimberlee attended: the Visit Longmont Board Meeting, Executive Committee; Unity in the Community, Advance Longmont meeting. Staff held a Downtown Collaboration Meeting with the City and attended the Visit Longmont Visitor Guide Launch Party.