

## **Executive Director & Staff Report – March 2017**

**Alleyscape & Breezeways West Side:** After a mandatory winter/holiday shut down, DeFalco will be starting up punch list items, beginning on the 300 block. They will close that alley March 20 for 2 weeks to repair/install new concrete and do private improvements. Given the warm weather, trash enclosures, irrigation and landscape installation has been taking place on the 3 blocks. After the 300 block, DeFalco will then move to the 400 and 500 blocks. Those blocks will also have a 2 weeks alley closure for concrete and other punch list items. City and DDA staff also met to create options to improve a drainage issue on the 500 E alleyway.

**Creative District & Committee Updates:** Kimberlee and Doug Ward (volunteer for Downtown Longmont Community Ventures) reviewed applications for AmeriCorps VISTA's for a Creative District Coordinator position. They held five phone interviews and identified some viable candidates. We are working with Downtown Colorado Inc. to administer this program. A VISTA would join the LDDA staff in May or June, focusing on creating sustainability and a distinct identity for the Downtown Longmont Creative District.

Staff is collecting data for its year-end report to the state. We will be attending the Annual Convening of Creative Districts in Breckenridge in May. Kimberlee was interviewed for a Channel 8 TV show called Love You Longmont about the Creative District and events.

Lauren Greenfield from Art in Public Places met with her committee to select Art on the Move locations which will all be Downtown this year. They have 12 pieces which will go in St. Stephen's Plaza, the west breezeways, on Main St. and down by the 200 east parking lot.

**Arts Administrators Committee:** The Arts Admin group had a presentation by Love You Longmont Channel 8 TV show. They discussed the Creative District upcoming convening. They were not able to get enough pre-registrations for the Abundant Artist Workshop and brainstormed as to why this is such an issue in our community. The Firehouse is hosting a presentation on the impact of the arts on March 30. We discussed updates from all the organizations and found a collaboration with the Library for the April 2<sup>nd</sup> Friday. The group discussed Day of the Dead planning.

**Marketing Committee:** The Marketing Committee discussed using Meet Up as a marketing tool. It was decided that this could be a time consuming task and would be better if it happened organically. They discussed the Master Plan. They reviewed the quarterly marketing survey and how to get better participation. They also discussed a Shop Local campaign and how to keep Downtown thriving during the construction. Someone suggested a "More Than Main" campaign.

**Program Committee:** The Program Committee met and reviewed the March 2<sup>nd</sup> Friday event. We created plans for the April event, Spring It! Since the event is the Friday before Easter, we will feature plastic eggs throughout the Downtown District that can be presented for a free trolley ride on the BrewHop trolley that evening. Inside the trolley, riders will be eligible for more prizes. We also discussed how to further reach out to the student and youth groups to be featured in the May 2<sup>nd</sup> Friday – Music Art and Youth.

**Marketing, Promotions & Events:** Our Facebook followers grew from 5,847 – 5,866. Our page views and page likes were up, but the reach and engagement numbers were down. Our March 2<sup>nd</sup> Friday event reached nearly 2,000 people and had 74 engagement. Our web site increased 6,311 – 6,081 active users in the last 30 days. The most viewed pages were calendar, home page, March 2<sup>nd</sup> Friday, dine and shop, directory, about and space for lease. We continued use of our Twitter account and now have 749 followers and 62 likes.

We held another successful 2<sup>nd</sup> Friday with a craft beer promotion! We gave out nearly 70 pint glasses. We had about 30 riders on the Brew Hop Trolley, including families that hopped on just to take a ride.

Kimberlee met with organizers of the Chalk Festival that will be held Sept 30 – Oct 1 on Longs Peak Ave. She also met with members of the ColoRODans about collaborations for 2017. Emelie and Kimberlee worked with SVVSD and the Education Foundation on online marketing strategies and how to get more exposure for the High School Reunion Concert. Staff is in the planning stages on all three downtown concerts, secure sponsors and vendors. Emelie is working on the SVV H.S. reunion sponsorships. Monetary sponsorship will be the same as last year at \$2,500. Band announcements will be coming shortly. Staff is brainstorming an event in the summer that would utilize the alleys and breezeways on both sides. This event will tie-in with the Amazing Race on August 26<sup>th</sup>.

**Downtown Gift Cards:** Del Rae and Emelie are working with Store Financial to move to the new Fee Free program. We should be getting our new Fee Free cards in March and start selling those using their new web based program.

**Development:** The Main St. Rehabilitation project is slated to start in early May 2017. Tom Caprarella will manage the concrete work and Alden Jenkins the asphalt work. The contractors have been awarded and project meetings have begun. The work entails new concrete crosswalks and ADA ramps on the corners and mid-blocks between 3<sup>rd</sup> and 6<sup>th</sup> Ave. and new asphalt between 3<sup>rd</sup> & 9<sup>th</sup> Ave. Main St. will be open and sidewalks accessible. Main St. parking will not be available when they are working in the area. The breezeways, alleys, and public/private parking lots will all be accessible. Work will take place Monday-Friday and traffic and parking will be back to normal on the weekends. Del Rae began sitting in on the meetings to prepare for the public outreach and notifications. Cathy Kramer, the Public Information Officer, created a hotline number and email for the project and will manage public outreach items. A project flyer was mailed to the Downtown area including an invite to attend the Public Meeting on April 4 at 5p. The team will be putting together a presentation for the event to go over more project details. The project was also displayed at the City's Big Projects Open House at the Civic Center on March 2. Tom and Alden setup a booth with basic project information.

Del Rae, Kimberlee, and Chris Davis from Public Works met with V&S Landscaping to discuss the irrigation assessment project. Irrigation will start up mid-April at which time V&S will begin assessing and fixing irrigation breaks along Main St. to the trees and flower pots. They also met with Public Works on the Coffman St. rehab project that will likely happen in 2019.

Kimberlee and Del Rae met with a micro distillery interested in being Downtown. Del Rae met with a property owner on the 200 block who is interested in renovating his building potentially for retail. Kimberlee met with a prospective property owner and worked with a business to identify a sublease. She also had a retail conversion pre-application meeting for 520 Main St.

Kimberlee attended the Historic Commission meeting and presentation on the Downtown Longmont Historic Register District. The Commission was supportive of continuing the application process. Kimberlee and David Starnes met with representatives from the Elks about a possible redevelopment on that site.

**Master Plan Update:** Kimberlee and Del Rae attended the City Big Projects Open House on March 2 and had a display for the Master Plan of Development and allowed the public to give feedback on the plan. Kimberlee has been seeing feedback and comments on the plan via online resources. Kimberlee, Erica Heller (PUMA), Brien Schumacher and Alex Sammoury attended Planning and Zoning Commission to request a favorable recommendation to City Council for adoption of the plan. The Commission supported the plan 7-0.

**Block Captains Meeting:** We held a March Business Owners meeting in lieu of the monthly block captain meeting. We have 48 people attend. We discussed the upcoming Main St. Rehabilitation project. Kimberlee gave a presentation showing downtown progress. We updated businesses on the Parking Time Limits and LPR technology. They seemed supportive of the consistent time changes. We also discussed marketing and Downtown events and business involvement in making these more successful, as well as touched briefly on the Master Plan Update.

**Clean & Safe Issues:** G2 Construction removed 9 concrete flower pots from Main St. and stored at the City Warehouse. They will return in May to move more pots from Main St. to the west side breezeways.

In February, over 35 tree grates were cut back in Downtown to accommodate for healthy tree growth. However, large unsightly stains on the concrete were left behind in some work areas. Del Rae is working with the tree grate contractor and a pressure washing company to remove the stains.

Sample Supports now offers handyman services. Del Rae has hired them to install Main St. banners, fix a lending library door and install a cigarette receptacle. We have heard incidents of people using the new west side trash enclosures as bathrooms. We will keep monitoring the issue.

We received bids for pot maintenance work and will be deciding on a company very soon. Public Works department will no longer manage the pots Downtown. LDDA and Parks are working to better clarify the role of Parks in the Downtown District.

The Dickens Tavern moved their oil container into the shared trash enclosure and signed an Oil Agreement. The old oil enclosure they stored their container in was removed from the 300 block alley.

**Parking:** The LDDA staff continues to work with parking enforcement on the initiation of LPR technology as well as next steps in implementing the parking study. Staff had two meetings with Barb Ratner and NuPark to discuss the new LPR software and actual began entering some back data into the software. We will receive further training when all permit information is downloaded to the system and before the LPR technology goes live. Our hope is to consolidate our permit system into this software, streamlining the steps to manage this process. City Staff did not have any concerns about the time limits especially around City facilities. Kimberlee met with City Staff to discuss the addition of diagonal parking on downtown streets. In some instances, this change will remove bike lanes. Further discussion is needed.

**Financial Development:** Staff has begun pursuing sponsorships for events. We have secured a sponsorship with Longmont United Hospital for the Amazing Race throughout Downtown Longmont in August. Kimberlee met with Workforce Boulder County about an internship program, as no interns have applied through FRCC this year.

**Downtown Collaborations:** Kimberlee attended: the Visit Longmont Board Meeting and Executive Committee; Unity in the Community; Visit Longmont Visitor's Guide Release Party. She gave a presentation and walking tour to the Women in Transportation Symposium. We held a Downtown Collaboration Meeting. She met with the City Manager and Asst. City Manager. She had a conference call with DDAs regarding proposed legislation.

Kimberlee presented at the City Council Retreat, touting the DDAs successes. The Council felt that getting 1<sup>st</sup> and Main project going, additional parking. They reiterated their support for Downtown and that the City should provide services in the District that they don't elsewhere.