

Executive Director & Staff Report – May 2016

Alleyscape & Breezeways West Side: Construction continues on the 300 and 400 blocks. We are anticipating the 300 block being open to pedestrian traffic mid to late June and are pushing DeFalco to meet that deadline. We have been experiencing delays on the 300 block due to weather and sub-contractors. Concrete and irrigation is next in line for installation on the 300 block. Xcel is nearly finished with their 400 block services. The alley surface will then be removed and LPC will begin trenching to underground conduit. All utility easements have been finalized (Elks, Guaranty Bank, US Bank) except for Boulder County. Josh, Del Rae, City Planning, LPC, and Boulder County representatives met to discuss the easement and equipment placement in more detail. LPC will be submitting options for all to review. Josh, and the DeFalco Public Information Officer attended the City Open House event on May 16. Josh and Del Rae met with Gold Key Travel's construction contractor and architect to coordinate their expansion project with the 300 block schedule. Josh continues to get Temporary Construction easements from property owners where trash enclosures will be built on their property. Josh and Del Rae were filmed by Channel 8 to make a Phase II Alleyscape Video. You can watch it at <https://www.youtube.com/watch?v=740QZF3hg68>. This will be added to our website. Josh Sherman will be moving to another City project in May. Tom Caprarella will be taking over the project. Tom has been attending the weekly project meetings and met with Del Rae and Kimberlee to review the project. Del Rae, Tom, and DeFalco will continue to meet with property owners to review improvements, issues, etc. Businesses continue to express interests in the Alleyscape grant. The board approved four in April and three more are anticipated at the May meeting.

Creative District & Committee Updates:

Kimberlee submitted the quarterly Creative District report. She and Joanne Kirves attended the Colorado Creative Industries Summit in Carbondale May 4 – 5. The Downtown Ventures board met and edited the 501c3 application and narrowed down applicants to three for the AmeriCorps VISTA creative district coordinator position. We still need to figure out office space needs.

Arts Administrators Committee: The Arts Admin group met and discussed the overall event schedule for Longmont and brainstormed ways we can make the current events more impactful and sustainable. The schedule seems overwhelming and everyone is competing for the same sponsorship dollars. As Artwalk completes its 20th years, we discussed if there is a way to streamline events and make them more reflective of the Creative District, such as using common names/terminology and doing less, but more impressionable events throughout the season. Organizations will talk to their own Boards for feedback.

Program Committee: We discussed the May Music, Art & Youth/SVVSD appreciation month event. We discussed the overall event schedules and ideas for 2017. We looked at the rest of the year and planning for special events. We are considering a student art camp show in August and the Day of the Dead celebration in October.

Marketing Committee: The Marketing Committee met and discussed the Play the Plaza initiative and how to start marketing it. We will focus on a social media contest on Instagram. We also discussed future events for 2017 and how to make them more sustainable and impactful. We discussed how to get more activity into breezeways and Summer Concert promotions. We are exploring a print piece that promotes the creative district. We will outline the goal, content and vision for the next meeting.

Marketing, Promotions & Events: Facebook followers grew from 5,242 – 5,297. We continue to do Support Businesses in the Cone Zone posts 3x per week. Our web site increased from 6,807 to 8,687 active users in the last 30 days. The increase is mainly due to the events calendar and St. Vrain Valley High School reunion registration. We held the May 2nd Friday featuring Music, Art, and Youth. Nine schools and 90 youths played music in the streets that night. Over 80 youth from 30 participating schools displayed artwork in downtown businesses. Participating Downtown businesses continue to offer discounts to SVVSD staff and students throughout May.

The Light On Creatives group worked hard to transform St. Stephen's Plaza into a "Play the Plaza" theme for the summer. It now features a Candy Lane game and table top games. Circle Graphics donated all the materials for the table wraps and breezeway games! Twister returned in the 500 east breezeway and we added other games to the 300 and 400 east breezeways, including Chutes and Ladders. We hope to have this theme grow throughout the summer! We are doing outreach during ArtWalk and starting a social media contest.

Staff is meeting with businesses/organizations for FOM involvement. We had meetings with Tinkermill, Innovation Center, Career Development Center and Our Center. Interesting projects are being created. We are also working with the Twin Peaks Rotary to coordinate a Throw down at Pie Noon to kick off the 2nd day of Festival on Main. We are finalizing the concert footprint and beginning our advertising push.

Kimberlee, Emelie, and Del Rae met with Local Gift Cards from Boulder to discuss their gift card program. Their system meets all of the requirements we need for our program. We will be researching the opportunity further.

Development: Kimberlee met with a prospective business owner in the district. She met with business owners of the Bas1s Group about getting more involved in downtown and with Samples Supports about a contract for future work in distributing literature and cleaning. Kimberlee continues to meet and work on the South Main Station redevelopment project and Coffman St. redevelopment project. Kimberlee met with County Commissioner Deb Gardner to discuss downtown and future partnerships. She also met with Erik from the Community Foundation.

Kimberlee and Del Rae met with the City Planning & Development, Clarion & Associates, and Longmont Economic Development Partnership to discuss the updating of the City Municipal Codes and in particular codes and zoning relating to land development. We also met with three local sign companies to discuss the City Sign Code. Del Rae attended a pre-application meeting with owners from the 200 block of Emery St. to review zoning and a potential development idea.

Del Rae continues to order items for the \$60,000 CDBG grant we received to extend the Main St. streetscape from 3rd to 1st Ave. The Main St. Pavement project is still taking place from 2nd to 1st Ave. as well as down to Ken Pratt Blvd. Electric, lighting and irrigation are being installed on the 100 west block of Main St. After that, sidewalk/pavers will be installed and then flower pots and trees.

Master Plan Update: The selection committee met several times and chose Progressive Urban Management Associates (PUMA) to do the Master Plan Update. Kimberlee had an initial kick-off call with the group.

Downtown Block Captain Meeting: We held the May Block Captains meeting and covered events, marketing, development and safety. Businesses asked questions about the noise ordinance and how long they can play music outside. They also gave feedback on where to advertise for events – specifically the SVVSD High Schools Reunion. We discussed the rest of the event schedule as well as new promotions.

Clean & Safe Issues: Del Rae and Kimberlee continue working on oil enclosure agreements. The Imagine staff will start doing full days of trash pick on Mondays. This will help better cover the Downtown footprint after busy summer weekends. The six east side trash enclosures and one oil enclosure were pressure washed in May. Kimberlee and Del Rae met with parks dept. about our quarterly billing and reports. No bills have been paid yet.

Parking Study: We completed data collection and continue to gather public input for our parking survey. A first draft of recommendations will be coming in the next month. An associate from Kimley Horn is going to perform a Pedestrian Audit of the Downtown District. Kimberlee and Phil Greenwald, traffic planner, met to discuss the scope. All findings will be integrated into our Master Planning process.

Parking: We will be sending invoices for parking permits (Jul-Dec term) soon. We continue to monitor and troubleshoot parking in regard to alleyscape impacts.

Financial Development: Kimberlee and Emelie continue sponsorship solicitations for the 2016 event season. Xfinity will be the title sponsor of Festival on Main. We are working the Longmont Community Hospital to sponsor Saturday events. We continue to seek other sponsors for concerts and events. Proposals are pending and we are having discussions with several prospects.

Downtown Collaborations: Kimberlee attended: the Visit Longmont Board Meeting, Executive Committee. Kimberlee attended the Advance Longmont Partners meeting and presented to the Neighborhood Group Leaders Association. We held a City Collaboration Meeting. Kimberlee attended the City Builder forum centered on parking and met with the new director of the Loveland DDA. She assisted with the Longmont Community Foundation's Live & Give Longmont campaign committee.