



Economic Vitality

May 2019

Grow & Diversify Employment: Kimberlee and Del Rae met with the new owner of a building in the 200 block of Main. We have sent that space to some artisan manufacturing businesses. Kimberlee met with a regional tech business regarding opportunities with a Downtown wifi network. Kimberlee had a meeting regarding content for Start Up Week.

Business Attraction & Retention: Kimberlee met with the new leaseholder at 356 Main St., as well as matched The Walnut Gallery to its new location at 346 Main St. Kimberlee had a conference call with a prospect who wanted to engage retail spaces with pop up opportunities. She is working with 17 active prospects, 2 that were converted. Staff continues to troubleshoot issues for existing business and property owners.

Marketing (Real Longmont): The business feature on downtown's newest bar and restaurant additions (Quarters Bar+Arcade, La Vita Bella, Smokin' Bowls, and Tangerine) was posted in late April. We are working with a freelance writer to do a feature on Dairy Queen for their 70th anniversary this year, and will have other business features in the works throughout the summer. Hillcrest Glass declined the offer to be featured for their 50th Anniversary. Staff have been working with a content marketing specialist to begin recruitment for a 'downtown street team' of content creators to provide content for the LDDA website and social media, as well as share their experiences downtown with their network of followers. We hope to recruit 2-3 team members by the end of May and have them begin creating and sharing content in June and July.

Retail Committee: We are gathering feedback from the Mama Needs Chocolate Promotion and will meet in June.

Incentives: Staff approved a 2nd phase Residential Grant for 435 Main St. to repair brick work on the 100 year old building. Their 3rd/final stage may include a new patio/back stairs and upper level paint. Del Rae and Kimberlee met with the property owner to discuss additional façade improvements she wants to make. Staff approved a Signage Grant from Summit Tacos (237 Collyer) and are reviewing a Façade Grant from Scratch to install a hood in the 300 Suns Brewery location (335 1st Ave).



Placemaking and Urban Design

Clean & Green: The LDDA partnered with Comcast Cares Day this year for Clean & Green on Sat., May 4. The event was based out of the Public Library this year, which offered plenty of space for 120 volunteers. Comcast provided most of the volunteers, t-shirts, food, and coordinated the check-in table. They also supported some of the project expenses. They will also donate \$15 per LDDA volunteer. The Gears Volunteer Community attended again to provide crew leaders for the teams. We accomplished more than any other Clean & Green. We completed curb/gutter clean-up, picked up trash/cigarette butts, pulled weeds, spread mulch, and cleaned trash enclosures. Comcast helped with 2 special projects: 200 SF of new landscaping in the 300 E parking lot and new ground paint in St. Stephen's Plaza. A 60-second video was created and is featured on the LDDA/Clean & Green page. Sponsors included Comcast, City of Longmont PWNR (staff/equipment), Longmont Public Library (event space), Ace Hardware (tools), BBP (water bottles for volunteers), Gears Volunteer Community, and Honest Tea (ice tea). It was a great success and we hope to collaborate with Comcast again in the future.

Safe Issues: Kimberlee attended the May 14 City Council Meeting to re-visit the proposed Downtown Smoking Restriction and applying some of the Public Lands ordinance to the breezeways and micro plazas. The Public Lands ordinance was not passed for a reading and the Smoking Restriction was passed for a 1st reading. The seasonal Park Rangers program was not supported by City Council, therefore, the LDDA will not plan to have Rangers in the Downtown area this year.

Clean & Maintenance:

Landscaping: Taylor Wicklund has begun planter preparation work Downtown for the flowers to be installed in mid-May, weather permitting. Irrigation plans for the 300 E public parking lot and the Main St. medians were submitted and approved by PWNR. Five concrete planters were moved from storage to Downtown. These are to replace planters that were destroyed by a vehicles.

Pressure Washing: Top Gun has submitted estimates to clean Downtown. We plan to focus in the GID including Main St. corners/mid blocks, plazas, trash enclosures, and some trash trails in the alleys. They are tentatively scheduled for the 2nd week in June.

Kiosks/Banners: Downtown Concert Series kiosks and banners were installed this month. The SVVSD banners were also swapped out for their Community Strong banners, which will be on display in May.

Lighting: Two lighting consultants assessed the public parking lot lights and submitted proposal to LDDA for review. The photocell adaptors to hang the colored rope lighting on the LPC cobra head street lights along Main St. have arrived and we await for LPC to start installing them.

Signage: New Main St. and E alley banner designs are anticipated this summer after the Signage and Wayfinding Plan is complete so we can incorporate design styles/interested gathered during that study. The LDDA approved sign designs for Aloha Trading Co., Summit Tacos, Martini's Bistro, and an updated design from Steps Real Estate.

Trash: Loris & Associates submitted 60% designs for the 400 W trash enclosure on US Bank Property. US Bank reviewed the Easement Agreement and submitted some changes, which we have responded to.

Colorado Metrolab: Staff is working with individual students as needed. They held a Help Shape Longmont presentation on May 1 and the general public and Downtown business community were invited. Over 50 people attended. The audience provided feedback for the students, which was valuable to their course development. This meeting focused more on surveys the students conducted in the community, either on line or in person. Design concepts/ideas presented in April were also on display at the meeting. A team of interns will refine and move forward some of these recommendations.



Creative District

Kimberlee met with the Director of the Longmont Museum. Kimberlee met with Lauren Greenfield/AIPP to discuss moving forward on a mural project and street painting in the alleys. She also attended a meeting on the City Branding initiative. Kimberlee met with members of SCFD leadership, Tier 1 organizations and other arts organizations in Boulder County. Staff met to discuss a Downtown History Tour app in conjunction with the Longmont Museum.

Ventures: The Ventures committee was successful in keeping the Arts Longmont organization intact. They have a new, expanded Board and will begin next steps for engaging the community to reboot.

Marketing, Promotions & Events:

Downtown Summer Concerts: The concerts will kick off May 31 with Face Vocal Band, and will run for five consecutive weeks through June 28th. Independent Bank (formerly Guaranty Bank & Trust Company) is back to sponsor the concerts once again this year, and High Country Harley-Davidson upped their Beer Garden Sponsorship from last year to include a special Bike Night and concert on July 26th. Vendor participation is being finalized, and marketing efforts for the concerts are in full swing.

Second Fridays: May 2nd Friday theme was 'Love for Moms – Mama needs Chocolate'. 13 business participated in a progressive chocolate giveaway to shoppers. Small pink boxes were distributed to businesses to give to shoppers for collecting chocolate from participating businesses. Business feedback was mostly positive and many requested similar promotions for future 2nd Fri events. Business feedback was mixed, but most businesses saw an increase in foot traffic if not a direct correlation to increased sales, but expressed it was great exposure. Attendees were also happy with the promotion, and some were on a mission to visit all 13 participating downtown businesses to get their pink chocolate boxes filled! When asked where/how they heard of it, mostly from event e-mail, Facebook, word of mouth and Times Call.

Farmers Market: Details and coordination efforts for the Urban Farmers Market in Downtown Longmont are being finalized. There seems to be lots of community support and excitement for the Farmers Market, and the organizer is hopeful for strong turnout and demand for the mid-week downtown market.

Other Events: Pridefest would like to do flags in the medians for the month of June. Kimberlee and Colin met with a band that is interested in a music festival. Kimberlee met with a group that would like to hold a dance party and connected them with ArtWalk.



Webstie Information

- 7688 users (+13%)
- 14,058 unique pageviews (+4.3%)
- Top pages:
 - Calendar
 - Home Page
 - Summer Concerts
 - Tangerine
 - New Business Feature



Facebook Stats

- 6,615 followers (16 new)
- Concert 328
- Post engagment 2,468 (-1%)
- People reached: 9,229 (+28%)
- Top posts:
 - Gamma Mural (600 blk)
 - New Business story
 - Clean & Green
 - Creative District Art Car
 - Summer Concert Series



Other Social Media

- **TWITTER**
 - 1,277 Followers (8 new)
 - 104 profile visits (-18%)
 - 5,595 impressions (19%)
 - Top Tweet: May 2nd Friday event
- **INSTAGRAM**
 - 1,318 followers (20 new)
 - Scrumptious Pig 86 likes; 2 comments;
 - May 2nd Friday 41 likes



Connectivity and Access

Parking: Invoices and reports for Jul-Dec term were emailed to permit holders on May 21, 2019 with a due date of July 1, 2019. Emelie continues to work with NuPark Support on inconsistency of vehicle information reporting.

Kimley Horn gathered data on Sat, April 27 and Thu, May 2. Data collection will include private and public lots, Main Street and east and west of Main St. We will get a draft memo of findings by the end of the Month and will finalize the update by the end of June. Kimberlee met with City Staff members regarding parking program goals & objectives.

Parking Lot Maintenance: Del Rae is receiving quotes for the 300 E and 400 E lots to restripe and crack seal this summer. The rest of the lots will be restriped and sealed (where needed) by the City in the fall. We hope to restripe all of the Downtown parking lots with the exception of RPA and the 600 W lot.

2nd Friday Trolley Tour: 31 people from Shadow Grass neighborhood joined the mobile block party. Cheba Hut provided subs with a discounted rate. Emelie, with the help of volunteers, went with the group around downtown from 5:30 – 9 p.m. Kitchen Co. hosted a chocolate covered strawberry demo. The group had a chance to dip strawberries and ate them at the end of the demo. Many participated in the 2nd Friday chocolate promotion. The group was very happy with the tour and expressed coming back monthly to enjoy downtown. A Longmont-area British nonprofit group expressed interest in putting together a mobile block party in the future, and the block party organizer will reach out to them to see about scheduling availability.

Connectivity & Marketing Campaign: Wayfinding signage (32) were finalized and sent to Circle Graphics for printing. These will go on Main St. and Avenues. 28 will be posted on Main St. and Avenue posts and 4 will go on the ground at mid-block crossings and corners. During Clean & Green, a painted path became the first phase of a scavenger hunt for the wayfinding signs.

Bike Racks: Boulder County has offered to provide and install basic black U bike racks. Locations were selected in the breezeways and adjacent Avenues. The LDDA and Chamber of Commerce will team up again to host a Breakfast Station for National Bike to Work Day on June 26. The setup will be on the back porch by the alley. Last year we had 73 riders and expect the same, if not more this year.

Alley Planning: Kimberlee and Del Rae met with Tom Street and other City staff to discuss preliminary planning for the 200/600 block alleys. The engineer currently assigned to this project is Jason Elkins. Tom, Jason, Kimberlee and Del Rae have set a meeting to visit Ft. Collins to look at their alley paver system they installed. Specifically we want to see what time of drainage system they incorporated with their non-permeable pavers.

Colorado Streets: Kimberlee and Del Rae attended a Colorado Streets presentation in Platteville, CO. We also learned about ways to work with CDOT and discussed common challenges of having a State Hwy through your downtown.

Wayfinding: LDDA staff (and Jim Wardell) attended the Wayfinding workshop at the Museum. There were also outreach opportunity's at Cinco De Mayo, Longmont Farmers Market and community meetings as requested.



Land Use

Longmont was successful in the Enterprise Zone boundary expansion, so the area now includes north of 5th Avenue on the east side of Main. Kimberlee conversed and schedule a tour with a developer looking for a site in the Opportunity Zone. She discussed a building purchase with another prospective property owner.

Redevelopment Projects: South Main Station –Kimberlee, Brian Bair and Tony Chacon met on next phases for the project.

500 Coffman St. Redevelopment – Kimberlee made a presentation along with Norrie Boyd from Boulder County Housing Authority to Colorado Housing and Finance Authority (CHFA) regarding the application for the 500 Coffman St. project. Allocation of the tax credits is very competitive. Our hope is to hear sometime next week.

Redevelopment: Kimberlee spoke with a property owner interested in acquiring additional space. Kimberlee submitted the Technical Assessment Grant on behalf of the Elks Lodge.

Planning: As part of the Main St. Corridor Plan, we will reconvene the property owners on the 100 - 200 Blocks of Main St. to discuss options and strategies for catalyzing development along this area.



Leadership and Management

Block Captains Meeting: The April Block Captains meeting was held. Alan Marschke from the CORE program explained how they support mental health issue calls with the Longmont Police Dept. We also discussed clean & safe issues, marketing, summer events, and reviewed new design options for the LDDA email newsletter.

Downtown Collaborations: Board held an Executive Committee Meeting. Kimberlee attended: the Visit Longmont board meeting and Executive Committee. Staff held a City Collaboration Meeting. Kimberlee presented at Rotary and Westview Career Day. She also attended a breakfast to meet the two final candidates for the Our Center Executive Director position. Kimberlee had conversations with Councilmembers Peck, Rodriguez, Waters and Finley. Staff attended the opening of Summit Tacos and Kimberlee attend the ribbon cutting for a new law firm on 5th Avenue.