



Economic Vitality

Oct. 2018

Grow & Diversify Employment: Kimberlee is moving forward with the technical assistance grant for artisan manufacturing through ReCast City. She is also meeting with the Center of Outreach and Engagement with CU to identify assistance in this process. Staff attended a Longmont Start Up Week follow up and suggested improvements for the 2019 program. Kimberlee met with owner of CoSolve regarding collaboration and support.

Business Attraction & Retention: Staff met with a new business, Fluid IV Lounge and the Terry St. Collective at 610 Terry St. Staff were visited by staff and board members from the new Loveland Downtown Development Authority. We gave them a short tour of Downtown and had an in depth discussion of how the Longmont DDA manages the Downtown district. Staff met with the Sustainable Longmont team about their opportunities for businesses. Del Rae attended a Sustainable Business breakfast hosted by the City of Longmont at the Downtown Experience Building. The City will roll out their Sustainable Business Program starting with a beta tested business group and then launch in June 2019.

Incentives: Kimberlee identified a company to perform the Historical Assessment of 361 & 369 Main St. She also met with a current property owner to outline incentives. She connected a prospect with a property owner to foster an offer on the property. Staff approved a CPTED application for a property owner.

Marketing (Real Longmont): The second business feature for Martini's Bistro was released. We will work on Cosolve next. Downtown directory/map is finalized and will be sent to printer. Staff is working on a Downtown Magazine publication – 8 page color guide that talks about Downtown and its successes. This piece will be included in the City of Longmont Recreation Guide and more will be printed for distribution.

Retail Committee: The Retail Committee met and gave feedback on future holiday promotions, bounce back coupons, holiday events, print and marketing initiatives and ideas for keeping interest in downtown Jan and Feb.



Placemaking and Urban Design

Safe Issues: A business expressed concern over poor drainage and trip hazards in the 300 E alley from Used Book Emporium to Jensen Guitars. Del Rae submitted to the City ServiceWorks program.

The Ambassador Program finished on Friday, October 5. The 2-person team walked 399 miles and biked 732 miles since the pilot began on June 11. On average, they made six business contacts per day, 360 total, including City facilities in and around the Downtown area. They had 136 interactions with the general public, including 7 contacts to bicyclists/skate boarders about the Voluntary Dismount Zone. They distributed 77 Coordinated Entry brochures to individuals experiencing homelessness, 3 shopping/dining guide and 1 parking map. The highest observed activities observed were camping, loitering and suspicious activity. A debrief will be schedule soon.

Kimberlee and Del Rae met with the City Attorney to discuss the development of the Downtown smoking restriction ordinance and adding breezeways, alleys and plazas to the Public Spaces ordinance. The attorney felt it would be easy to add Main St. and breezeways to the current Smoke Free zone map in the City Ordinance. He also thought the breezeways and plazas could be added in a separate section to the Public Spaces code, but the alleys would not qualify as a public space. We discussed 6th Ave. Plaza and ownership as well as steps to take to City Council. LDDA Board should consider submitting a letter of recommendation to City Council supporting these items plus the installation of cameras for an overall three part Downtown safety plan.

Kimberlee and Del Rae met with Boulder County Public Health to discuss next steps to gather more feedback from businesses on the proposed smoking restriction plan/survey results and an overall plan to work together to roll out the

new ordinance if passed by City Council. We hope to submit to City Council in January and roll out in May 2019. Boulder County Health can commit financial and technical assistance resources to this effort.

Clean & Maintenance:

Landscaping: The City shut down water and contractor is now winterizing the irrigation and removing plants. He is also researching possible options of a holiday display in empty pots this winter season. Taylor designed a new landscape layout for the medians between 3rd and 6th Ave. which we plan to review with Public Works and bring to the Board.

Maintenance: The St. Stephen's fountain was pressure washed and shut down for the season. The 300 and 500 block trash enclosures were pressure washed and a few spills were also cleaned up near the Pumphouse/Roost.

The electrical assessment is complete and Broes Electric is summarizing the information. They are currently installing new boxes for the time clocks and new 3-way switches to turn on/off the alleys, breezeway and Main St. outlets.

Del Rae met with the City to discuss 12 locations where heaving sidewalk/tree grates will be removed in November 2018. The City plans to install 2-3 new/larger tree grates per year. We identified funding for the new tree grates through our Infrastructure fund which may help install more per year.

Lighting: We met with Bright Christmas and are set to start installing holiday lights in mid-November. We made 2 changes/additions: 1) re-wrapping the St. Stephen's fountain tree with blue/green lights (previously green) and 2) install new color canopy wraps to the Main St. sidewalk corners between 3rd and 6th Ave. The color scheme will follow the per block color theme from the new Downtown Longmont Visitor Guide. We continue to meet with LPC on installing rope lighting on the necks of the taller, LPC street poles. We will wrap the poles on each block with the block color from the Guide.

Signage: The west alley banners were rehung at pedestrian level and are at the exists/entrances to the alleys on 4th, 5th and 6th Ave. Staff are reviewing sign designs for La Vita Bella Coffee (471 Main) and Dry Land Distillers (473 Main) and approved an a-frame sign from Snow Apparel (520 Main St.) We had two proposals for the Wayfinding RFQ and will review early next week.



Creative District

The new Longmont Creative District logo launch continues to be worked through. Kimberlee attended the Public Information Team retreat regarding identity for the City / Government. Kimberlee and Colin attended the Arts Administrators meeting to give an overview of the DDA holiday events, passport and marketing campaigns, as well as the upcoming connectivity and access marketing campaign with Avocet.

Staff had a training with Citylight to go over website/database updates. Staff began learning about the Trello program to begin managing projects via this online program.

Colin is working on a winter music showcase as a way to engage the community to patronize Downtown in the winter months. Kimberlee attended a meeting at Visit Longmont to discuss a signature event for Longmont.

Marketing Profiles: We continue work with Front Range Community College class project.

Connectivity & Marketing Campaign: Colin assisted with "anonymous Downtown Insider" photo shoot with Avocet staff to enhance the fun, humorous theme of the campaign. Several jingles were submitted and six will be recorded. We are working on wayfinding signs and messaging. Avocet is working on how to produce engaging buttons throughout the district.

Ventures: The Ventures group continues to move forward. They met and are moving forward with a Mobile Block Party as a grassroots effort to invite new populations into Downtown and host them during 2nd Friday events. An AmeriCorps Vista will begin in November to focus on the Creative District.



Webstie Information

- 6683 users (-3.59%)
- 17,490 unique pageviews (-7.28%)
- Top pages:
 - Calendar
 - Home Page
 - Day of the Dead
 - Shopping
 - Little Boot
 - Dining



Facebook Stats

- 6477 followers (26 new)
 - Concert 285 (-3)
- Post engagement 3,122 (+30%)
- Videos 3,753 (-57%)
- People reached: 21,583 (+32%)
- Top posts:
 - Craft Beverage Video
 - Day of the Deadl Tour
 - Day of the Dead Gigantes
 - Day of the Dead Altars



Other Social Media

- **TWITTER**
 - 1,177 Followers (16 new)
 - 111 profile visits (+3.8%)
 - 4970 impressions (-19.4%)
 - Top: Go Rockies!
- **INSTAGRAM**
 - 1082 followers (18 new)
 - Halloween Parade: 518 reached; 64 likes;
 - DDA support sign @ Roost: 476 reached; 40 likes; 3 comments;

Marketing, Promotions & Events:

Day of the Dead: Downtown has 31 altars and 8 Gigantes in businesses through Nov. 6. On 2nd Friday, October 12th, Emelie and Colin built a community altar on the St. Stephen's Plaza fountain for the evening. There were 15 photo submissions from public of deceased loved ones that were included on the community altar. Two guided altar tours on Oct 12 went well. The groups received Day of the Dead buttons, bead necklaces and cupcakes from Treat Snack House. The featured altars were St. Stephen's Plaza, Kitchen Co, Longmont Yarn Shoppe, Simply Bulk Market and KCP Gallery. Kitchen Co shared a sampling of Pan de Muerto (bread of the dead) to the tour groups.

Holiday/Winter Marketing: Holiday Passport design is nearly complete, and will be printed in the next couple weeks. To date, 41 businesses have committed to participating in the Passport campaign. Ground graphics will identify participating businesses. Bounce-back promotion cards will be printed and distributed to participating businesses at the same time as the Passports, to encourage shoppers to return to Downtown businesses throughout the slow months of January and February.



Connectivity and Access

*See Connectivity & Marketing above. The speed signs have been permanently installed on Kimbark. The permanent islands began installation in October and should be finished by the end of the month. Kimberlee touched base with the City Engineer and will set a meeting before the end of the year to discuss next steps moving forward.

Alleyscape & Breezeway: Additional warranty paver leveling work began on the 300 west alley and should be completed by October 26. They will then move to the 400 west alley for 2 weeks and be finished by November 9.

Parking: Emelie is preparing invoices and reports and ordered parking permits for the next term. To date, 14 parking permits have been sold to current businesses on various lots. A few of these were additions to current permit holders. Some businesses wanted to remain on the waitlist for the lot requested – 400E and 500E.

Counters: The 2 pedestrian counters finished counts on all 6 breezeways as well as Main St. between 2nd and Longs Peak Ave. They are now installed on the 500 block of Main St. and will remain there to gather a full year of data.



Land Use

Kimberlee and Kirsten attended the technical assistance committee kick off for the Main St. Corridor Planning effort.

Redevelopment Projects: South Main Station – Project continues. Kimberlee will give update at meeting. Banner was placed on the property.

500 Coffman St. Redevelopment – Continued negotiations and parking sharing models are being discussed. We are working with City to see if more funds can be identified.

200 Block Planning Charrette: One-on-one interviews are continuing with property owners. Conversations have been going well. The meeting will be facilitated by the Main St. Corridor consultants and will include on-the-fly renderings of a development on the City Parking Lot, as well as street medians and other property improvements.

Redevelopment: Signage was installed by The Roost and the South Main Station saying “This project supported by the LDDA”. We plan to use these signs for LDDA grant supported projects. Kimberlee met with a developer/design firm that is interested in doing a visioning session on impactful projects that can make a transformative difference in Downtown Longmont. She also met with the planning director to update on initiatives and work on some cross training of staff to improve communication.



Leadership and Management

Block Captains Meeting: This month’s meeting discussion included Safety and Clean Issues. Everyone shared that they have not seen presence of transients. This could also be due to the cold weather. Kimberlee stated that the Ambassador program has ended and will send out a survey about it to businesses. Don Goldware, Downtown Beat Officer, appreciated the help of the Ambassadors. They helped deter transient presence and camping in Downtown, parks and greenways. Captains were also reminded to take the Holiday Marketing Survey. Also discussed was ways to market Winter Passport. Suggestions included social media, print ad on Times Call, Valpak, local TV and possibly an app. A draft of the Downtown Visitor Guide was shared and the group expressed interest to have them at their businesses.

Downtown Residential Advisory Group: Our next meeting is October 23.

Financial Development: Staff worked with Boulder County Health and will get financial resources to support the initiation of a smoke free zone Downtown. Colin has submitted several proposals for holiday sponsorships. Del Rae met with Accounting to go over LDDA’s fixed assets which need cleaning up. Some are old, depreciated, or don’t belong in the fixed assets inventory.

Downtown Collaborations: Kimberlee attended: the Visit Longmont board meeting and Executive Committee; DDA Executive Committee meeting; Advance Longmont Local Business Advisory Meeting. Staff held a DDA collaboration meeting. Staff hosted the Loveland DDA for a meeting and discussion.