

downtown.

L O N G M O N T



Economic Vitality

September 2019

Grow & Diversify Employment: Kimberlee and Sergio (LEDP) have been working on a Pop Up Longmont Concept to assist emerging businesses in having a retail presence for short term leases. Staff convened a meeting of Health and Wellness practitioners in the District to discuss collaborations.

Business Attraction & Retention: Kimberlee and Brien Schumacher had a follow up meeting with a prospect looking for space and compatible zoning for her business. A potential space has been identified. Kimberlee and Kirsten met to discuss the Retail Committee and next steps for Marketing in the LDDA District. Kimberlee continues to work with E for all. The workshop for entrepreneurs to prepare for the pitch contest was held at our office.

Marketing (Real Longmont): The Street Team members have continued to create content about downtown in the form of blog posts, social media posts, and photos. Another member of the street team's schedule has opened up and she will begin creating content as well – starting with a profile of a local artisan whose products are available at Maker General, and who will be participating in this month's ArtWalk. The website feature profiling Absolute Vinyl record store has been posted and will be featured on the website homepage for three weeks.

Retail Committee: Staff organized a meeting of all retail and restaurant owners to touch base about various topics, including the retail committee's plans for 2nd Fridays, Winter Passport, and Holidays. Turnout and discussion were good, and interest seemed to be high. Staff has also scheduled a meeting of Health/Wellness/Beauty businesses to be held later this month, and discussed the idea of having meetings for businesses within each block to get to know their neighbors and encourage collaboration and cooperation.

Incentives: Staff approved a Signage and Façade Grant for Longmont Florist (614 Coffman St.) for \$1,729.74 and \$830 respectively. Staff approved a \$4,250 Façade/DIP Grant for Gold Key Travel (328 Coffman) for a 3-dimensional artistic metal installation on their building that will be made out of metal. The Façade Grant reimbursement check for Scratch for \$10,000 was issued. Scratch is the new restaurant inside 300 Suns Brewery at 335 1st Ave. The Façade Grant reimbursement check for 300 Suns Brewery was issued. LEDP also matched this grant 100% (in lieu of 300 Suns being ineligible for a Retail Conversation Grant) and 300 Suns received a total reimbursement of \$9,268. Del Rae and Sergio from LEDP presented the check on Monday, Sept. 23.



Placemaking and Urban Design

Safe Issues: New Smoke-Free Zone signs were hung on Main St. and the breezeways/Avenues that are in the new Smoke-Free Zone. Ash receptacles were removed from Main St. and are in the process of being relocated to the alleys and at some businesses that requested receptacles by their property. Del Rae distributed the Business Information folders provided by Boulder County Public Health to all businesses within the Smoke-Free Zone. Table tent cards were just received from BCPH and will be given to restaurants with outside seating. Two Community Rangers (Russ and Corey) continue training and work Wed – Sun.

Clean & Maintenance:

Landscaping: The City Forestry Department identified tree stumps and dead trees that need to be ground and/or excavated in the Downtown area. We will select locations to work on this/next year. Del Rae and Timber discussed clarifying the tree responsibilities of PWNR and LDDA, and that will be updated in the LDDA Maintenance Master Schedule in 2020. PWNR will cover pruning, removals, including grinding, tree grate maintenance and cleaning on Main St. ROW trees only and LDDA will pay for the cost of a replacement tree and the installation throughout the District.

Kiosks/Banners: LPC asked if they could hang banners for their 5 year NextLight anniversary. We will allow them at the mid-block crossing banner poles between 3rd and 6th Ave. for Sept/Oct. A new Fall Events kiosks was installed.

Lighting: Broes Electric installed new energy efficient interior and exterior lights on the alley side of the building. They also updated the interior light switches and every room now has its own switch. They have yet to install lighting for the alley facing sign, which hasn't been installed yet.

Signage: We are waiting for the new LDDA sign from Rabbit Hill Graphics. Sign designs were approved for Longmont Florist (614 Coffman), Gold Key Travel (328 Coffman) for an artistic sign, and Snow Apparel (520 Main). We are also waiting for new Public Lands signs to be hung in the six breezeways.

Trash: We received a third bid for the 400 W trash enclosure from LSE Buildings in Downtown Longmont. They are able to work within our budget and we are in the process of finalizing the bid in order to issue a Purchase Order. Previous bids came in twice as high as expected. Our goal is to have the enclosure built before the end of the year and LSE said they could work in the colder months, even to pour concrete.

Office: The LDDA continues to be a participating business in the City's new Sustainability Program, which is still in its beta testing mode. We are looking into receiving rebates for updated the current toilets to low flush toilets. We will be able to get discounted toilets through Resource Central.

Colorado Metrolab: A meeting is scheduled and the partnership will continue in the Spring.



Creative District

Johnson Consulting was chosen for the Feasibility Study for the Performing Arts Center and Convention Center and a community meeting is being held October 2 at 5:30 p.m. at the Longmont Museum.

Ventures: The Arts Longmont group (Creative Ventures of Colorado) will be moving forward with its work of engaging all the creatives in our community, supporting all their efforts and encouraging them to use the Creative District as the "stadium" where they can showcase their talents. A Creative District Advisory Committee has been established of creatives that are currently working within the District. This group will assist in guiding the direction and future of the Creative District itself.

Marketing, Promotions & Events:

Second Fridays: Mersadi has worked to increase awareness of, and business participation in, Second Fridays. September's theme was 'Flaunt your Flair', and 15 businesses participated by giving out flair items (stickers, buttons, pins, etc.) October's theme is 'Fall Crawl' and will once again feature the debut of the Day of the Dead business altar displays. Emelie and Colin are working to solidify a list of participating businesses and are working with a designer to create a map of participating altars. Altars will be on display from Second Friday, October 11th through the Day of the Dead community fiesta on Saturday, November 2nd. Mersadi and Colin had a meeting with a local artist in the Old Town Marketplace as well as Firehouse Art Center to discuss pop-up art exhibits inside downtown businesses during Second Fridays. There are several businesses interested in hosting pop-up art exhibits, and staff will work to pair venues with artists who are interested and available for Second Friday receptions.

Gift Card Program: We signed up new Gift Card Participants including Experimax, Smokin Bowls, Java Stop, and have plans to add Convivium Marketplace and Bootstrap Brewing. We are now at over 70 participating businesses!

Other Events: Colin assisted the Chamber of Commerce with their Unity in the Community event on Friday, August 23rd. This was the 16th year of the event, but their first time holding it downtown. Attendance was good, and the Chamber was very happy with how it went. The Chamber is planning on holding the event downtown again next year, and discussing ways to make it bigger and better. ArtWalk was once again held on Saturday, September 21 on Main St. This ArtWalk included programming from 3rd Avenue all the way to Longs Peak Ave., rather than ending the programming at 6th Ave. Colin continues to assist the Museum and Firehouse Art Center with planning their Day of the Dead celebration, to be held outdoors downtown for the first time as well. The combined community event will take place Saturday, November 2nd.

Rally in the Alley Mural Project: All six murals are almost complete and crosswalks were painted at the alleys during ArtWalk. This project was made possible with a grant from Active People, Active Places and a contribution from Art in Public Places. This project brings interest for pedestrians and cyclists, as well as a safety feature at the alley crossings at the Avenues.



Webstie Information

- 8,060 users (-28%)
- 14,538 unique pageviews (-30%)
- Top pages:
 - Calendar
 - Home Page
 - Happy Hours
 - Shopping
 - Police Dept.



Facebook Stats

- 6,892 followers (21 new)
 - Concert 443 (115 new)
 - Post engagment 1574
 - People reached: 5249
- Top posts:
 - Rally in the Alley
 - Prove You're A History Buff
 - Artwalk Success
 - Primitive Country Loft
 - Creative Classes



Other Social Media

- **TWITTER**
 - 1,343 Followers (6 new)
 - 71 profile visits (+61.4%)
 - 2,241 impressions
 - Top Tweet: Bikes or Books
- **INSTAGRAM**
 - 1,516 followers (63 new)
 - Latino Chamber Ribbon Cutting signs (572 views)
 - Great success with Stories



Connectivity and Access

Parking: Emelie will be working to create a manual on parking permit renewals and has started the process. Kimberlee continues to work with City Staff to implement parking best practices.

Parking Lot Maintenance: We are working to schedule the final restriping of parking lots. We have also received bids regarding updating lighting within public parking lots.

2nd Friday Trolley Tour: Colin assisted with the Neighborhood Mobile Block Party in September. 20 tour participants visited Cheese Importers, Great Frame Up's opening reception, Walnut Gallery, a Kitchen Company culinary demonstration, and Firehouse Art Center.

Pedestrian Counters: We are completing the last round of data collection and will have year-over-year data regarding pedestrian trends soon.

Wayfinding: We are still awaiting final designs after a family emergency from the consultant.

Coffman St. Planning: Kimberlee and Del Rae met with the City Engineer and Planning Departments to start discussions on the communication strategy for businesses within the Coffman Street Complete Street zone (1st to Longs Peak Ave.) We anticipate sending an initial letter in October to the property owners and businesses with an invitation to attend an Introduction/Information meeting in Nov/Dec. We are awaiting a first draft of the letter. We will continue to meet regarding this improvement project.



Land Use

Redevelopment Projects: South Main Station –Kimberlee continues discussions with Brian Bair regarding retail tenants. We are also investigating grants and funding for phase two of the project.

500 Coffman St. Redevelopment – The county continues to navigate the construction documents and we will begin meetings regarding the redevelopment agreement soon. The county will take the first draft.

Redevelopment: LDDA/Elks has started and we are finishing the paperwork. Kimberlee attended the Building Steam final meeting. Kimberlee met with the new owners of 624 Coffman St. to discuss updates to the property.

Planning: As part of the Main St. Corridor Plan, Kimberlee and Kirsten attended the Technical Advisory Committee meeting to discuss the draft of the plan. We prioritized and gave feedback regarding the document.



Leadership and Management

All Business Owner Meeting: September was the all business owner meeting and nearly 60 people attended. We discussed clean & safe issues, the smoking restriction and Community Ranger program, marketing, holiday events, and shared new business information. We received positive feedback and are continuing to increase engagement. We will look to have additional small group meetings where we bring each block together individually to get more specialized discussions.

Downtown Collaborations: Board held an Executive Committee Meeting. Kimberlee attended: the Visit Longmont board meeting and Executive Committee Meeting. Staff held a City Collaboration Meeting. Kimberlee attended the Latino Chamber Ribbon Cutting.