






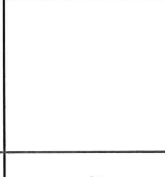

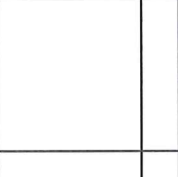












Longmont Downtown Development Authority Work Plan 2018







Pedestrian & Bike Infrastructure Improvements			Date	Champion
Had staff meeting & Board presentation with transportation (March)				
	Task			
	<p>Set up temporary pedestrian islands along Kimbark</p> <ul style="list-style-type: none"> Staff is working on purchasing equipment and getting on schedule to have traffic staff set up Should be done by end of July Completed August 	June Completed		
	<p>Get crosswalks striped along Kimbark</p> <ul style="list-style-type: none"> Working to have contractor scheduled - should be Fall with concrete work Permission to have color painted design between stripping Working on design to mesh with new Creative District logo and color blocking system Painting may need to be done in Spring 	ASAP		
	<p>Install permanent pedestrian islands along Kimbark</p> <ul style="list-style-type: none"> Scheduled for Fall - in progress 	Late Fall		
	<p>Do traffic studies & advocate for additional stop signs on Kimbark at 6th (and evaluate Longs Peak)</p> <ul style="list-style-type: none"> Traffic study warrants crosswalks, not stop signs at this point Identified locations for speed signs - will start with temporary, then permanent installation Speed signs installed both north and south 	ASAP Completed		
	<p>Make alleys 2-way for bicycles</p> <ul style="list-style-type: none"> Working with traffic to submit to City Council Signage plan complete Will take enforcement back to Council in early 2019. 	Fall		
	<p>Capture pedestrian & Bike counts</p> <ul style="list-style-type: none"> Ordered two mobile units for bike and ped counting Will begin implementation in July - started 500 block Completed 200 - 600 Blocks including breezeways Will leave counters longterm on 500 block to capture data over the holiday season 	Seasonal Completed and ongoing		
	<p>Capture semi-annual parking stats</p> <ul style="list-style-type: none"> Working with parking enforcement regarding use of the LPR equipment 	Summer		

	<ul style="list-style-type: none"> Continue working with parking enforcement fine tuning NuPark program for LPR Received pricing from Kimley Horn regarding collecting data 	Ongoing	
	<p>Increase education surrounding transportation & access in Downtown</p> <ul style="list-style-type: none"> Finalizing draft on new parking map Parking map complete Began contract with Avocet Communications - Pssst... How to become a downtown insider Campaign will launch late November, including signage, social media and other resources 	Ongoing Complete in May	
	<p>Work with City on complete street designs & other traffic plans</p> <ul style="list-style-type: none"> Continue conversations regarding complete street designs with City as needed Working on Main St. Corridor Plan and how the adjacent blocks work with Main St. 	Ongoing	
	<p>Utilize temporary wayfinding signs to encourage exploring the District</p> <ul style="list-style-type: none"> Finalizing design for printed signs Integrate into Avocet campaign Should be up by end of the year - integrate color blocking system 	May	
Clean & Safe Maintenance			
	<p>Focused on Clean & Safe at all business owners meeting Continue to work on issues at 6th Avenue Plaza</p>	Date	Champion
	<p>Task</p> <p>Provide quarterly training for business owners</p> <ul style="list-style-type: none"> Pilot Training held in March for 10 people. Received business feedback to strengthen process in future. Training held in April for 16 people Training held July 26 for 18 people Training scheduled for October 25 	March, April, July, October	
	<p>Update online resources and best practices</p> <ul style="list-style-type: none"> Business resources updated 	June Completed	
	<p>Expand pressure washing within the district</p> <ul style="list-style-type: none"> Pressure washed alleys, sidewalks and breezeways between 2nd - Longs Peak Initiated new contractor 	May Completed	








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	<ul style="list-style-type: none"> ● Finalized work 	
	<p>Manage contractors for maintenance (pots, landscaping, St. Stephens)</p> <ul style="list-style-type: none"> ● New contractor is onboard and flowers were planted ● Pots are flourishing 	Ongoing
	<p>Provide CPTED training / consultation services for businesses</p> <ul style="list-style-type: none"> ● Offered the training, but not enough businesses signed up. ● We will schedule private consultations for those that are interested ● 1 property owner got assessment and utilized grant for cameras 	Summer
	<p>Transition Cigarette receptacles</p> <ul style="list-style-type: none"> ● Received \$5,000 Keep America Beautiful Grant for replacement, more efficient cigarette receptacles ● Produced outreach materials, Cigarette are Litter too ● Created cigarette litter survey for businesses and general public ● Reviewing cigarette ordinances ● Seen 40% reduction in cigarette litter new new receptacles ● Moving forward on smoke free zone for Main St. & Brezeways 	Spring / Summer
	<p>Add Tivoli (string) lights in St. Stephen's Plaza and across avenues & alleyways (if possible)</p> <ul style="list-style-type: none"> ● Met with LPC to identify location and feasibility of lighting options ● Identified bulbs that will not provide too much lighting for residents ● Added lights to St. Stephen's Plaza (Final) ● Working with LPC on rope lights for large cobra lights on Main (color blocking) ● Working with Broes Electric on feasibility of adding Tivoli lights to Mid-Block Crossing Poles 	Ongoing St. Stephen's - completed
	<p>Assess and update Downtown electric boxes/receptacles</p> <ul style="list-style-type: none"> ● Working with Broes Electric to perform comprehensive electrical assessment downtown 	Spring /Ongoing Completed by November
	<p>Work with City on beginning Ambassador Program</p> <ul style="list-style-type: none"> ● Received three quotes on Ambassador Program ● Working to finalize details with vendor ● Began program in June. Tracking data ● Surveying businesses owners and stakeholders on effectiveness of program ● Tracked data regarding program 	Ongoing Ran June - October COMPLETE
	<p>Investigate cameras in alleys and parking lots</p> <ul style="list-style-type: none"> ● Did walk around and identified camera locations ● Working with City Staff on connectivity options 	End of 2018









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	<ul style="list-style-type: none"> Will test two blocks for viability of connectivity options Awaiting connectivity zone through LPC 		
Mixed Use Redevelopment			
	Task	Date	Champion
	<p>Meet with 6 developers to discuss downtown potential</p> <ul style="list-style-type: none"> Began scheduling meetings with two prospective developers Met with Peter Vitale - interested in multiple projects Meeting with Brinkman Construction - 300 Coffman Douglas Bolejack, Multi Family Builders, Inc. Marilee Utter regarding larger meeting and discussion with prospective developers Working on Building Better Cities event 	April - November	
	<p>Advocate for easier development processes</p> <ul style="list-style-type: none"> Ongoing work with City of Longmont Working on Housing Task Force with LEDP & Chamber of Commerce Assisted in Land Development Code Update 	Ongoing	
	<p>Create marketing materials /package of incentives</p> <ul style="list-style-type: none"> Would like to create map that outlines which and where different incentives are available 	November	
	<p>Troubleshoot businesses doing projects</p> <ul style="list-style-type: none"> Weekly work with businesses to troubleshoot issues, including: <ul style="list-style-type: none"> navigating city processes getting approval for signs clean & safe issues traffic and access issues regarding city projects Working on system of tracking assistance through CMR software 	Ongoing	
	<p>Weigh in and give feedback on Development Code Update to align with Master Plan</p> <ul style="list-style-type: none"> Continue to weigh in and comment on Development Code Update Met individually with all Council Members Reviewed and presented at City Council 	Ongoing COMPLETE	
	<p>Begin SMS construction & support as needed</p> <ul style="list-style-type: none"> Working on final documents 	June	





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	<ul style="list-style-type: none"> Will attend periodic construction meetings to keep apprised of schedule and potential impacts Held kick off Happy Hour Hung banner to promote DDA participation Working on web resources / newsletter / social media promotion of project 	Ongoing	
	<p>500 Coffman St Development – MOU; resource identification; units for creatives</p> <ul style="list-style-type: none"> Finalizing MOU for the project Meeting with partners regarding structure of ownership for parking structure Working on design of parking structure Continued negotiations of funding and scope of project 	Ongoing	
<h3>Implement 1st & Main Plan</h3>			
	<p>Task</p>	<p>Date</p>	<p>Champion</p>
	<p>Outreach to property owners in the 200 Block on Main St</p> <ul style="list-style-type: none"> Finalizing letter for mid-August meetings 	Fall	
	<p>Planning charrette surrounding future vision of 200 Block</p> <ul style="list-style-type: none"> Finalizing one-on-one surveys Working with City on Main St. Corridor Plan to tie in this block with those efforts Scheduling meeting for November 7 Meet individually with 8 property owners; 1 phone discussion 	Fall	
	<p>Assist with RTD infrastructure Master Plan at 1st & Main St</p> <ul style="list-style-type: none"> Ongoing discussions with City staff regarding progress with RTD Met with City Staff to give feedback and direction on plan for station 	Ongoing	
	<p>Resume discussions with City / County / Civic Core regarding LCTC</p> <ul style="list-style-type: none"> Met with City Staff regarding next steps Schedule further discussions in next month or so Met with Boulder County Sheriff -addressed the Board Boulder County Sheriff addressed the Business Owners Meeting Educated 200 block property owners on ballot initiative 	Spring/Summer	
	<p>Advocate for needed density and intensity for projects in Downtown</p> <ul style="list-style-type: none"> Meeting individually with Council Members to discuss downtown master plan and need for density Addressed City Council regarding residential transitions 	Ongoing	

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	<p>Educate businesses/developers/owners of Enterprise Zone and other tools</p> <ul style="list-style-type: none"> ● Met with Bruce Katz to tour and discuss potential use of Opportunity Zones ● Attended webinar & seminar ● Presentation to DDA Board ● Working with LEDP on prospectus for the community ● Promoted tool to developers / 200 block property owners 	Ongoing	
	<p>Inventory buildings for # of stories</p> <ul style="list-style-type: none"> ● Stories of buildings is in DDA internal database ● Del Rae did property update/walk around on buildings in DDA 	Ongoing	
<h3>Build on Real Longmont Brand</h3>			
	<p>Task</p>	Date	Champion
	<p>Produce new videos featuring “craft” culture</p> <ul style="list-style-type: none"> ● Filmed restaurants during Longmont Restaurant Week ● Finalizing short video clips ● Launched videos on social media and web site ● Will push videos during holiday season 	April - June Completed	Kirsten
	<p>Hold social media forum to better utilize and share social media throughout the district</p> <ul style="list-style-type: none"> ● April block captains meeting featured social media forum with ~20 attendees. ● Savannah from Yore outlined best practices for Instagram from participants. 	April/Ongoing Completed	Kirsten
	<p>Produce print piece highlighting the businesses in the Creative District</p> <ul style="list-style-type: none"> ● Outlined desires for piece with Retail Committee ● Will decide on content and delivery ● 8-page insert in the Recreation Brochure will be mailed to all households as an overview of Downtown Longmont and its businesses. Extras will be printed to promote Longmont all year 	Pre-Holiday	Kirsten
	<p>Begin highlighting businesses on social media & web site</p> <ul style="list-style-type: none"> ● Began releasing Business Features on website and social media ● Hired freelance writer to interview and prepare copy 	Monthly	Kirsten
	<p>Express vision of the brand – We are your neighbors</p> <ul style="list-style-type: none"> ● Took photos for print pieces ● Feature stories (see above) 	Ongoing	Kirsten

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	<ul style="list-style-type: none"> Promoting more social media / instagram to promote business success 	September	Kirsten
	<p>Create template for social media or print business / owner spotlights of brand</p> <ul style="list-style-type: none"> Created social media calendar to distribute to businesses to inspire post ideas Created social media template for LDDA events 	September	Kirsten
Events			
	<p>Downtown Summer Concerts</p> <ul style="list-style-type: none"> Highest average attendance of any year Highest attended concert ever (June 1 - Face) More revenue generated than expenses paid 	June	
	<p>Facilitate events within the Downtown Creative District</p> <ul style="list-style-type: none"> DCI Trolley Tour and Plaza Challenge Studio Longmont Pride Longmont Jazz Festival Longmont Startup Week Opening Block Party and volunteer to workshops Cruise Night Denver Broncos Carne Asada August 2nd Friday Summer Shop Mob Day of Dead Trolley Tour (2 sold out busses) DCI/CCI Trolley Tour of Downtown Longmont (30 participants from throughout the Country) 	June - August	