LDDA Board Communication

Meeting Date: Wednesday, November 18, 2026

Current Incentive Fund Availability:

Retail Conversion: $48,871	Signage: $14,474	DIP: $527,643	Residential: $19,749
TIF: $3,789,033 (net projected available)			

4. CONSENT AGENDA ITEMS:

a) Approval of Board Meeting Agenda
b) Approval of September 23, 2026 Board Meeting Minutes

5. NEW BUSINESS

a) 321 Main St. Incentive Package: Annette Smith purchased the 321 Main St. property (formerly Landline Doughnuts) and will be leasing the property to January Coffee for its 2nd Location (1st location is in Boulder). She is applying for the Facade grant. The project includes installing new windows, doors, and upper level awnings. The total project cost is $42,153. She is requesting the maximum $10,000 for the Façade grant. Her financials were approved previously on the 353 Main St. grant approval.

   Motion: Approve the Façade grant for $10,000.

6. OLD BUSINESS

a) 600 Main Update

Overview: Staff will provide an update on the 600 Main project. The square's opening has been deferred until spring due to construction delays. The revised schedule allows the shipping containers to be installed with the remaining improvements, avoiding the additional cost and disruption of completing the project in two phases.

Project Status: Underground utility work, concrete installation, shade structures, and site grading are complete. Installation of crusher fines, poured-in-place rubber, and turf is scheduled for November and December. Shade panels are ready for installation, fence fabrication is underway, and staff will coordinate installation of the musical instruments and freestanding fiberglass umbrellas this month. Right-of-way improvements at Main Street and Sixth Avenue are also underway, including sidewalk work, electrical service and light-pole infrastructure, and tree-grate installation. Staff will continue weekly coordination and risk reviews with KCI and Purchasing. Construction is expected to be substantially complete in the first phase by the end of December, with change orders and design work for the shipping-container restroom continuing in preparation for the spring opening.

b) 2027 Downtown Business Workshop Series

As part of the implementation of LDDA's Retail Retention Strategy, staff is developing a three-month small business training series for February, March, and April 2027. The series is designed to strengthen the long-term success and sustainability of existing downtown businesses by providing practical tools, professional development, and opportunities for collaboration. This proactive approach to business retention focuses on helping businesses adapt to changing market conditions, improve their competitiveness, and build stronger connections within the downtown business community.

The workshops will emphasize **hands-on learning rather than traditional presentations**, with short expert-led sessions followed by individual planning, small-group discussions, and guided exercises.

Workshops will generally run 3–4 hours, allowing business owners' dedicated time to work *on* their businesses rather than *in* them. Each participant will leave with actionable plans, useful resources, and specific next steps.

Sample Workshop Agenda:

8:45 – 9 am	Check in, coffee & pastries	
9 – 9:15 am	Welcome, introductions and goals	15 min
9:15–10 am	Expert presentations and demonstrations	45 min
10–10:45 am	Guided individual work	45 min
10:45–11 am	Break and networking	15 min
11–11:45 am	Small-group exercises and collaboration	45 min
11:45am –12:15 pm	Apply ideas to your own business	30 min
12:15–1 pm	Lunch, Share takeaways and commit to next steps	45 min

Proposed Workshop Topics:
February – Market Smarter, Not Harder: Maximizing marketing budgets, leveraging LDDA promotional tools and templates, planning marketing calendars, and exploring opportunities for business collaboration and LDDA collaboration grants. Local marketing professionals and business owners will help facilitate.

March – Accessibility in Action: Businesses will learn about accessibility planning, responding to accommodation requests, ADA compliant communications and service animal requirements. The workshop will include presentations, discussion of real-world scenario discussions, individual accessibility planning, and small-group collaboration. A pre-workshop survey will help identify business questions and scenarios to address.

April – Make Your Space Sell: A visual merchandising workshop, coordinated after the Downtown Colorado, Inc. (DCI), with ITP Consulting will focus on storefront presentation, product displays, customer experience, and low-cost improvements that can increase engagement and sales. Participants will develop individualized merchandising and storefront improvement plans.

Workshop Series Outcomes:
Actionable Business Plans: Participants leave each workshop with a customized plan and three specific actions they can implement within 30–60 days.

Increased Use of LDDA Resources: Businesses gain a better understanding of available marketing tools, promotional opportunities, and collaboration grants.

Stronger Business Collaboration: Participants develop relationships, share solutions, and identify opportunities for joint promotions and projects.

Improved Customer Experiences: Businesses identify practical improvements in accessibility, merchandising, and customer engagement.

Measurable Business Impact: LDDA will track participation, completed action plans, and implementation of improvements through brief follow-up surveys.

The series advances LDDA's retail retention efforts by investing directly in the success of existing businesses, strengthening their ability to remain competitive, and fostering a resilient downtown business environment. Success will be measured not only by attendance but also by the practical improvements and collaborative initiatives businesses implement following the workshops.