

## **2023 Work Plan - Accomplishments:**

### Economic Vitality:

#### Business Support

- Convened block by block meetings, block captain meetings, retail meetings, health and wellness businesses and held 2 all business owner meetings
- Held conversations with Board and businesses regarding events and impacts to businesses, resulting in a new strategy for 2024
- Continue to troubleshoot problems and advocate for business needs

#### Downtown Neighborhood Campaign (SVVSD videos)

- Completed first round of videos (30 businesses)
- Contracted with students on 30 more videos - including compilations
- Shared a toolkit with businesses for Neighborhood Campaign assets
- Ran digital and social media campaigns that have positive metrics for engagement
- Creating the Neighborhood brand through voice, tone, etc. Incorporated that message in website, print pieces and print ads

### Placemaking & Urban Design:

#### Alleyscape refresh

- Refreshed assets (painting) on the east side of the alleys and breezeways

#### Wayfinding Implementation

- Worked with Sign Design Committee on some placemaking elements, including investigation of metal banners at breezeways
- Replaced all street banners with Neighborhood Campaign banners
- See below

### Creative District:

#### Marketing campaign

- See above

#### 2<sup>nd</sup> Saturday Cultural Celebrations

- Worked with a carat app to encourage people to visit multiple locations
- Facilitated artist pop up markets each month in different locations
- Decided to end the program, as the impacts were not worth the efforts

#### Other Highlights

- Held a successful Winter Walkabout Music Showcase - again to a sold out crowd. Bringing visitors in February
- Held our first Wine Walk to a sold out audience. Businesses and participants had positive experiences and event resulted in shoppers and new customers

- Held a successful Downtown Concert Series and partnered with SVVSD on its International Robotics Tournament - bringing record attendance
- Currently implementing Winter Passport Program and seeing great engagement
- Worked with Longmont Creates to implement first successful Longmont Arts Week

## Connectivity:

### Wayfinding Implementation

- Successfully initiated RFP to find Wayfinding consultant
- Completed identification and approval of parking signs and trailblazers
  - Awaiting install when fabrication is complete
- Will move into phase 2 in 2024

### Alley planning

- Finished high level design concepts for 200/600 alleys

### Council Mtg follow up

- Flashing lights installed on Main St
- Conversations with staff/Harold on Main St reduction investigation
- Conversation and commitment to meet with PWNR early in the year to focus on joint budgeting of needed projects in the CIP - even if unfunded
- Participated in Transportation Master Plan Kick Off Meeting

### Other Highlights

- Negotiated parking deals with Elks and County for 2024
- Investigated shuttle solutions for 2024

## Land Use:

### Look at incentives for large spaces

- Some large spaces were purchased or are currently under contract. We are working with property owners on options and incentives
- Working on Granary Project for TIF application and DIP reimbursement
- Worked with Property Owners and Tinkermill on engaging vacant spaces during the holidays
- Incentives Awarded:
  - 7 Signage grants - awarded \$12,700 to leverage \$54,700 investment
  - 5 Retail grants - awarded \$17,500 to leverage \$3 million investment (if 3 pending pass)
  - 12 DIP grants - awarded \$179,360 to leverage \$6 million investment (if all pass in December excluding Granary)

### Continue working on redevelopment opportunities

- 600 Main LOI complete!
- Actively working on Slope Project opportunities

- Working with Tony Chacon/City of Longmont on 1<sup>st</sup> & Main Transit opportunities
- Continue to work with current construction projects to navigate all the diverse needs

#### Other Highlights

- Finalized Hotel TIF incentive and am negotiating final parking/covenant agreements
- Worked on several construction issues/solutions
- Signed release documents for Crackpots TIF incentive

#### Leadership:

Hold a TIF Education forum for elected officials

- Talked individually with elected officials and successfully passed a TIF extension bill in the Colorado Legislature
- Became first DDA in Colorado to extend its TIF collection beyond 50 years

Hold a discussion regarding growth for the community

- Held a Building Better Cities Forum with other DDA Directors

Establish leadership committee

- Did not complete this task. This group can be convened in 2024 as a steering committee for the Master Plan Strategic Plan Update

#### PR

- Spoke at Rotary, Optimist Clubs
- See In the news link: <https://www.downtownlongmont.com/ldda/about/in-the-news>
- Started a monthly e-newsletter What's Up Downtown to educate community about Downtown happenings to nearly 8,000 email subscribers. Consistently see more than 50% open rate
- Began discussions with City Communications Team to have coordinated updates/communications regarding construction in downtown area for 2024. Will produce resources and regularly communicate with stakeholders