

# LDDA Board Communication

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**Meeting Date: Wednesday, March 29, 2023**

**Current Incentive Fund Availability:**

Retail Conversion: \$59,100	Signage: \$11,039	DIP: \$507,816	Alleyscape: \$11,089
Residential: \$19,749	Safe Re-opening: \$6,175	TIF: \$3,489,079 (net projected available)	

**Agenda Item: Façade Grant Applications - Incentives**

**La Vita Bella Façade Grant**

**Executive Summary:** Todd Eichorn, the owner of La Vita Bella at 471 Main St., is applying for a Façade grant to fund the purchase and installation of a new hood in the kitchen space. Currently the kitchen does not have a hood. The hood only is being funded by a secured loan. The LDDA requested the applicant to get a second bid for the hood. If there is no 2<sup>nd</sup> Bid for the hood, the Board can vote to reimburse 25% of the install (\$8725.75) The total project cost, including hood, is over \$86,000, but the applicant has only provided one bid for the equipment. If he can secure another bid prior to the meeting, the Board can consider funding up to 25% of the total cost, lifting the cap on the maximum \$10,000. His financials were reviewed and approved by the Finance Committee.

**Motion:** Approve Façade Grant for \$8725.75. If a second bid is acquired for the cost of the hood, the Board may want to consider lifting the cap to reimburse up to 25% of the entire hood costs.

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**Agenda Item: Parking Lease with Elks Lodge**

**Executive Summary:** Staff would like to enter into a lease agreement with the Elks Lodge for use of its private parking during construction of the hotel in the 300 E parking lot. This lease would allow permit holders use of the Elks Parking in the three rows immediately north of the Elks Lodge. There are 25 parking spots in rows 2 & 3, and 11 (plus 1 HDCCP) in row 1. The Elks Lodge would like to retain use of row 1 when they have funerals or other periodic events during the day. At those times, we can post signs and email permit holders.

Staff recommends we propose leasing the spaces for a cost equivalent to the permit revenue we collect (up to 36 permits per 6 month term). We will also ask for parking enforcement to assist with monitoring these spaces, as they are adjacent to the 300 west parking lot. We currently have 55 permit holders on the 300 E lot and 23 of those are held by the City/DDA/Visit Longmont. We are working with the City to move those permits into other city leased parking. The remaining 32 permits could be accommodated in the parking available at the BPOE Elks lodge. We would issue permits that say ELKS to those permit holders so they can be easily recognized.

**Current permits available:**

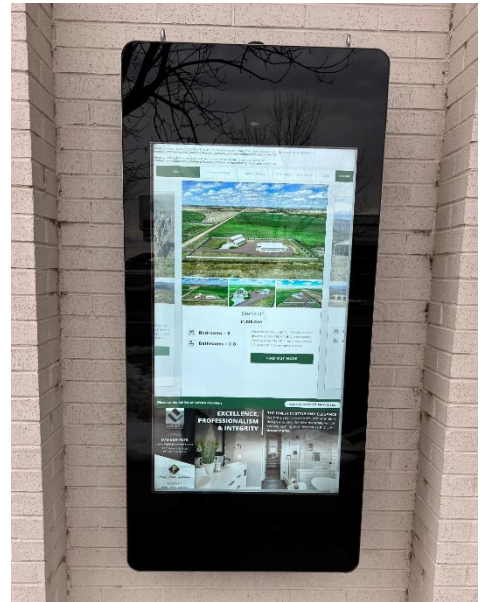
Public Parking Lot	# permits SOLD	# permits AVAILABLE
200 E	13	16
300 E	55 (16 city; 7 DDA/VL) (32 to be relocated)	18
300 W	16	25
400 E	59	3 (sale pending)
500 E	46	9

SPOKE	9	27
600 W	0	9
Roosevelt Park Apartments	3	21
<b>Total</b>	<b>201 permits sold</b>	<b>128 permits available</b>

**Motion:** Approve staff entering into a lease agreement with BPOE Elks to use their spaces, in 6 month increments, at a cost equivalent to the permits costs collected by LDDA (\$36 per mo per permit).

**Agenda Item: LDDA Replacement Kiosks**

**Executive Summary:** Staff went to Windsor to view the electronic kiosk. See photo. We viewed two different kiosks. The one that was pedestrian scale provided a crisp and clean image. The other example was in a drive-thru. This one had some discoloration of the coating, caused by weathering from the sun. The vendor said that the kiosks have special UV coating that can be changed as needed, \$1,000-1,500 each.



Previously, we budgeted up to \$120,000 for the kiosk replacement. The cost to upgrade the current kiosks includes inserting the electronic sign face, changing out the street-facing panel with our new logo and repaint shouldn't exceed \$80,000. Final costs will be coming shortly. One kiosk may need replaced completely.

Working with the City, we are seeking approval for these electronic signs with the ability to change the image no more than 1 time in a 24 hour period. We met with the Design Advisory Committee (DAC) who recommended we put together design standards and templates for designs that appear on the kiosks. Staff would like to hire someone to put together design standards and a few templates.

Staff is seeking direction to move forward with this replacement.

**Agenda Item: Incentives**

**Executive Summary:** Staff would like to revisit the incentive conversation and discuss emerging needs. Recent requests have included assistance with fire suppression, upgrades to buildings to provide entertainment, such as sound equipment for live music, as well as assistance with hosting events that will bring people downtown. See Incentive Sheet from Board Retreat:

<https://ctycms.com/co-longmont/docs/incentive-sheet-other-cities.pdf>