

LDDA Board Communication

Meeting Date: Wednesday, September 25, 2024

Current Incentive Fund Availability:

Retail Conversion: \$87,656	Signage: \$3,276	DIP: \$536,584	Alleyscape: \$0
Residential: \$19,749		TIF: \$4,531,099 (net projected available)	

CONSENT AGENDA ITEMS:

1. a. Approval of Board Meeting Agenda
1. b. Approval of August 28, 2024 Board Meeting Minutes

New Business:

4. a. Retail Report - ITP Consulting

Molly Alexander, ITP Consulting will present the recommendations/thoughts from the retail study. Board will have the opportunities to ask questions before the final report is submitted.

4. b. Marketing & Branding Investment Update

Executive Summary: Staff will give an update of the branding/marketing/event initiatives currently underway. [See chart.](#) We are currently working on:

1. Branding: Updating our branding standards, brand book & colors. As well as creating a Rubric to guide future design projects. We will be outlining persona, tone, and voice.
2. Website: Starting with a UX Research project to inform our web site refresh in 2025.
3. Wayfinding: Commissioning a base map to be used on kiosks, for parking maps, etc.
4. Data: Creating a dashboard to better track KPIs and make data informed decisions
5. 2025 Strategy includes:
 - a. Event strategy & working with partners
 - b. Digital strategy for web and digital ad plans (seasonal)
 - c. Social strategy for social channels and influencers
 - d. Print strategy for direct mail, collateral, ads, kiosks and banners
 - e. Earned media strategy for media pitches, influencers, tv and press releases
6. Retail strategy: Implementing actions from the retail plan and producing materials as needed
7. Gift Card Update: Rebrand the gift card program and launch with media attention
8. Website Update: Update downtownlongmont.com

Staff will layout proposed work/work plan and get Board input for the future.

5. a. 600 Main Site Development Options

Executive Summary: Stantec provided two site plan renderings for 600 Main. One concept includes buildings/space for LDDA and others to have offices on site. The other is a plaza that engages the street. Staff and Stantec are taking the concepts out to the community during Rhythm at Roosevelt to discuss which elements would motivate the community to come and enjoy the space.

Staff would like to get feedback from the Board on the concepts.