

December 2022 Staff & Exec Report

GOAL: Extend the vibrancy of Downtown to an 18-hour, 7-day activity zone by adding more residents, entertainment, and jobs. (Land Use)

The Spoke on Coffman - 500 Coffman St.

- We installed a temporary public parking sign in front of the garage entrance.
- The garage maintenance costs will be evaluated based on actual costs and the annual operating budget will be adjusted to be based more on actual costs.

First & Main Redevelopment

- Kimberlee met with Brien Schumacher regarding the 121 Main project.
- Kimberlee continues to work through development of South Main Station project

Incentives & Comprehensive Review of Incentives

- Reimbursed Landline Doughnuts \$40,746 for their Façade, Retail Conversion, Residential, and Sign grants.
- Reimbursed Full Circle Yoga \$178 for their Sign grant.
- Reimbursed Berkana Massage \$2271 for their Sign grant.

Planning

Redevelopment & Real Estate

- Staff continues to troubleshoot the rehabilitation of 350 Main buildings. Staff and City Engineering met with the 350 Main property owner to revisit the breezeway drainage concerns.
- The hotel redevelopment agreement was finalized and passed. Staff is working through the title and getting the appraisal on the parking lot.
- Issued the Request for Expression of Interest (RFEI) for the southeastern end of the 200 block of Main St. Applications are due on January 6. Kimberlee met with several prospective developers asking questions about downtown and discussing our vision.
- Kimberlee attended a pre-app for a new development. She also continues to work with brokers and property owners on their listings. There are several new businesses that are for sale in Downtown Longmont. Many are large floor plate buildings.

GOAL: Build on Downtown's vibe of authenticity and real productivity to grow the employment base. (Economic Vitality)

PROPERTY & BUSINESS OWNER SUPPORT

- Supported Longmont Public Media with signage questions.
- Working with City of Longmont on implementation of HB21-11
- Held a Retail Committee meeting and discussed future needs.
- Kimberlee and Del Rae met with a perspective property owner and business owner regarding incentives and other support.
- Kimberlee met with business owners in "The Slope" who are organizing another event to encourage people to explore businesses located south of 3rd Avenue.

ADVANCE LONGMONT 2.0:

- Kimberlee attended the Steering Committee and Connectivity Working Group meeting

BUSINESS MARKETING:

- Staff started a collaboration with the St. Vrain Innovation Center to produce videos for 2023, featuring the Downtown Neighborhood. They started the collaboration during the holiday parade.
- Taco Trail ended with 312 total signups, 603 total check-ins, 131 people completing at least 1 check-in, and 46 individuals having completed all 8 check-ins to win a prize pack.
- Carat App has been used for 3 months of the Second Saturday Creative Crawl (Oct, Nov, Dec). So far we have around 60 participating businesses, 114 users signed up, 15 users collected more than 10 Carats, leader has 93 total carats. November's Holiday Open Houses saw the most engagement & participation.
- Staff discussed a 2023 Marketing plan with a 'Downtown is Everyone's Neighborhood' theme. Set high-level monthly messaging and deadlines for the year.
- Kimberlee and Colin attended a marketing planning webinar through SBDC.

GOAL: Create more visible signals to showcase, promote and increase Longmont's abundant local creativity and culture. (Creative District)

CREATIVE DISTRICT:

- Longmont Creates Board sent out a year-end mailer to potential donors.
- Next Creative Happy Hour scheduled for January 19 at Longmont Public Media.
- Held a Creative District Champions meeting.
- Kimberlee and Colin met with Library and City Comms staff to discuss collaborations with cultural programming and implementing cross promotions
- Staff attended a NoCo Creative District meeting.

EVENTS:

- Creative Crawl: November's Holiday Open Houses were well attended and had more than 40 participating businesses. In December we encouraged folks to come early before and stay late after the Longmont Lights Parade to experience the other things happening downtown.
- Winter Walkabout Music Showcase – Saturday, February 4, 2023. 2-9pm. Working with co-founder Jessica Carson after her taking a year hiatus. 12 participating venues, 35+ performances. Title sponsor from previous years (TBK Bank) informed us they will not sponsor this year. Actively seeking replacement title sponsors.
- Wine Walk – Colin will submit a new liquor permit application for Thursday, March 30, 2023 and will see if the local licensing authority will approve after several discussions with City Clerk's office and City Attorney's Office.
- Summer Concerts – plan to host every Friday in June (5 concerts this year).

HOLIDAYS:

- Plaza lighting event went well in the new location (Library & Civic Center Plaza). Great turnout, estimated around 500-600 total attendance. The new space was much more conducive to gathering, with some ideas for improvement for next year.
- To date, staff has drawn 27 winning entries out of 700+ passport entries. Total prize packages are up to 55. Staff will continue to draw winning entries through Jan 3, end of the program.

GOAL: Increase the safety and comfort to a level that is welcoming to all ages and cultures in the Longmont community. (Placemaking / and Urban Design)

SAFETY:

- The City purchased 19 cameras for Downtown. Broes will be retrofitting power for 24/7 power and the cameras will be installed after. We anticipate to have first cameras installed in January. The 300 E parking lot camera was removed from the scope given the hotel development.

CLEAN & MAINTENANCE:

- The Flower Pot and Landscape Maintenance RFP was finished with four responses. Taylor Wicklund was awarded the contract with the option for 4 annual renewals.
- Six empty tree wells on the south side of 4th Ave. between Main and Coffman St. were replaced with concrete art pedestals. These will be used for Art on the Move artwork.
- The City began repairing the sidewalk on the south side of 4th Ave. between Main St. and the alley. Due to weather, the remaining work is postponed to 2023.
- Irrigation was installed in the 100 block median and passed inspection. Planting will be in 2023.

PLACEMAKING:

- The parklets were removed Oct. 24-26 and placed in storage.
- Holiday lights were installed by Colorado Christmas. New this year was Civic Center Plaza for the Plaza Lighting Ceremony.
- Winter Passport banners and kiosks were installed on Main St.
- Concrete pedestals were installed on the south side of 4th Ave. Between Main St. And Coffman St. To display further Art in Public Places Art on the Move.
- Placed an address flagstone in front of 321 ½ Main St. The property owner paid for the flagstone and the City installed it.

GOAL: Improve and expand the infrastructure that ensures Downtown is well-connected and easily accessible by multiple transportation modes. (Connectivity and Access)

- City Coffman Waterline project from 1st – 9th Ave. Could only finish 1st - 3rd Ave this year due to supply issues. Will pick up 3rd – 9th Ave. in March 2023.
- Kimberlee and Del Rae are working with Tom Street on beginning the alley planning for the 200 and 600 blocks. We have received a preliminary scope of work for a high level design of these alleys. We hope to initiate this contract beginning of 2023.
- Kimberlee and Del Rae met with transportation staff regarding upcoming projects and issues.
- Kimberlee and Del Rae met with transportation staff on site where the flashing beacon lights will be installed at the 500 mid-block crossing. We may need to move our kiosks to the other side to increase visibility for pedestrians.

PARKING:

- 16 permits have been canceled for the next term, 6 were due to relocation.
- Parking study data was collected the first week of November. Kimberlee met with the City of Longmont comms team to make sure the public was educated on what type of data we were collecting. Due to weather that came in during the collection evening, an additional evening of data was captured to make sure we had the most accurate picture. A final report should be issued in January.
- The Spoke on Coffman garage at 512 Coffman St. Is open to the public. A new public parking info sign was installed at the entrance. Held our first quarterly meeting.

COFFMAN ST:

- We held a meeting with the City and the Coffman designers to discuss our landscaping preferences in more detail. We also walked the area discussing construction impacts.
- Held a meeting with the City to discuss construction impacts/road closures. Anticipate hybrid in some areas that will need to maintain access and other areas can have full street closures.

GOAL: Collaborate with a coalition of partners to achieve shared community priorities.

(Leadership and Management)

- Our Block Captains meeting was held in November and a holiday breakfast in December.
- Held our City/LDDA Collaboration meeting in November.
- Del Rae attended a City First Responders meeting.
- Kimberlee and Del Rae held a Pedestrian Safety and Traffic Calming conversation with members from the community. 14 people attended.
- Kimberlee met with the Executive Committee.
- Kimberlee continues to meet with DDA partners on TIF renewal.
- Kimberlee participated in the Visit Longmont Reimagine Destinations meetings and the Core Team.
- Kimberlee met with the Executive Director of Public Works and Natural Resources to troubleshoot some issues and begin a discussion about Downtown.
- Kimberlee was on the Backstory show with Tim Waters regarding the Hotel project.
- Kimberlee presented to the Public Policy Committee of the Longmont Chamber of Commerce.
- LDDA held a staff retreat.
- Kimberlee attended the Biz West Editorial Board meeting.