



July 8, 2024

Kimberlee McGee
Downtown Longmont Development Authority
320 Main St
Longmont, CO 80501

Dear Kimberlee:

Based on our conversation, I have attached a proposal for a phase 1 retail assessment for downtown Longmont. I welcome your input and suggestions. Feel free to reach out with any questions.

Best Regards,

A handwritten signature in cursive script that reads "Molly Alexander". The signature is written in a dark gray or black ink and is positioned to the right of the "Best Regards," text.

Molly Alexander

**Founder & CEO
ITP Consulting**



molly@itpconsulting.net



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Downtown Longmont Development Authority
Retail Assessment Phase 1
ITP Consulting Proposal

Phase 1 – Scope of Work

Getting to know the place is imperative to creating a successful retail strategy and key to implementation. We know firsthand that retail is more of an art than a science. We create a thoughtful and iterative approach to our work ensuring our client and their stakeholders are part of the process, the plan, and implementation.

I. Grounding

We work with our client to clearly understand the end in mind – what does success look like? We spend time understanding the client’s vision, capacity, systems, retail approach and stakeholder expectations and needs. (Day 1)

II. Physical Assessment

ITP Consulting will examine, through a retail-centric lens, the backdrop offered in downtown Longmont. We will identify key strengths and challenges to attracting and supporting operators as well as enticing customers to shop and dine in the district. We will look at factors such as building scale, design, and maintenance standards, streetscape, transportation and circulation. (Days 1-4)

III. Learn From Stakeholders

Retail transformation is only possible with the buy-in and efforts of key stakeholders. In this case stakeholders will include property owners, business operators, area developers, and downtown Longmont leaders. In this phase we will interview (one-on-one) up to 12 stakeholders (identified by client) so we can learn their perspectives on the area’s present circumstances, history and outlook, opportunities and challenges. (Days 2-4)



IV. Roadmap

ITP Consulting will provide a roadmap and funding strategy for the creation of Downtown Longmont Development Authority retail program. Outcomes may vary based on the information gathered during the assessment; however, it will include the following:

- Framework for the development of a retail advocacy program including retail business recruitment, retention and expansion.
- An evaluation and recommendations for the organization's core programs including clean and safe, marketing and events, etc. based on a retail-centric lens.
- An overall evaluation of the retail environment in the district including streetscapes, circulation, infrastructure, storefronts, and other physical attributes.

Timing

It is important for ITP Consulting to see the district during high traffic days/evenings as well as times it is less active. For this engagement we recommend starting the assessment on a Wednesday afternoon and wrapping up Saturday evening. We are available to start the project as early as August 7, 2024. The roadmap will be presented to the client no later than 30 days after the assessment.

Fee

The fee for the outlined Scope of Work is \$10,000. The fee includes travel expenses incurred by the consultant.