

# August 2021 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.**

- Del Rae holds bi-weekly meetings with BCHA/Pinkard. The crane has been removed and things are going smoothly.
- Work continues for a mural on the top level of the parking structure.

## **First & Main Redevelopment**

- Kimberlee spoke with a prospect and has a meeting scheduled with a second prospect for work and investment in this area.
- Kimberlee and Del Rae met with Brian Bair to discuss incentives for the Granary and review work completed to reimburse them for their 110 Emery St. grant.
- Kimberlee attended a meeting regarding a new construction product for phase 2 of SMS

## **Incentives & Comprehensive Review of Incentives**

- Issued a Certificate of Compliance for the sign design for Moe's Broadway Bagels at 225 Main St. and approved their Sign Grant for \$3,500.
- Kimberlee and Del Rae met with the Elk's Lodge to review their plan to update their exterior windows and apply for the Façade grant.
- We approved a Sign Design for Rosalee's Pizzeria and a DIP Grant for \$1,500 for a new alley facing metal gate/fence. A local artist designed the gate which features Rosalee's name on it.
- The Design Advisory Committee met to review 110 Emery St. building/tenant sign design plan.
- Kimberlee and Del Rae attended a webinar regarding tax credits for historic buildings

## **Planning**

- Kimberlee attended a pre meeting regarding the planning work at STEAM area and Sugarmill

## **Redevelopment & Real Estate**

- Kimberlee and Tony Chacon, Redevelopment Manager met and discussed future redevelopment options and next steps

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

## **PROPERTY & BUSINESS OWNER SUPPORT**

- Working with property owners eligible for the Colorado Community Revitalization Grant
- Submitted the Main Street Open for Business grant for 332 Main; 435 Main and 454 Main
- Kimberlee contacted prospects in the pipeline regarding newly open retail space
- Tacos GTO and MECO Coffee Collaborative opened

### ADVANCE LONGMONT 2.0:

- Kimberlee chaired the Place Working Group and Steering Committee meetings
- Del Rae continues on Connectivity work group

### BUSINESS MARKETING:

- Colin continues to work with Bandwango on the 'Stop, Shop, & Stroll' retail scavenger hunt pass. 24 businesses will participate, and the promotion will run September 1-30. Shoppers will check in at every location and are then entered to win one of five \$100 Downtown Gift Cards.



#### Webstie Information

- 7,686 users (+4%)
- 14,854 unique pageviews (+1%)
- Top pages:
  - Homepage
  - Event Calendar
  - Shopping Directory
  - Summer Concert
  - Dining Directory



#### Facebook Stats

- 8,514 followers (68 new)
- Concerts 750 (47 new)
- WWMS 538 (0 new)
- Creative Dist. 181 (35 new)
- Post engagment 3,129 (+54%)
- People reached: 16,953 (+56%)
- Top posts:
  - Valarie Allman Gold Medal
  - BoCo Fair Parade
  - Georgia Boys Article



#### Other Social Media

- **TWITTER**
  - 1,596 Followers (4 new)
  - 147 profile visits (-23%)
  - 1,372 impressions(-5%)
  - Top Tweet: SVVSD
- **INSTAGRAM**
  - LDDA: 3,890 followers (134 new)
  - Creative Dist: 560 (40 new)
  - Top Post:
    - Valarie Allman Gold Medal (362 likes, 13 comments, 24 shares)

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

#### CREATIVE DISTRICT:

- Amy continues to build the following of the Creative District social media accounts (FB & Instagram) as well as posting to the main Downtown Longmont accounts.
- Kimberlee & Colin are actively reaching out & pursuing additional Parklet & Creative District sponsorships. FastSigns is printing the first Parklet sponsor signs.
- Kimberlee and Amy attended a phone call with SCFD and have begun the pre application process to determine eligibility for Tier III grant funding.
- The Creative District Board of Directors (Longmont Creates) continues to meet and work toward 501c3 designation.

#### EVENTS:

- ArtWalk Summer on the Streets concluded with their 'Chalkmont' chalk art festival on August 21. The sudden downpour of rain washed away much of the artists' work unfortunately, but some stuck around after to recreate what they could.

- Downtown Summer Concert: everything is finalized and confirmed for the concert on Friday, August 27 at 4<sup>th</sup> and Kimbark. There was some vendor attrition due to staffing shortages, but we have 4-5 alcohol vendors and 2 food vendors.
- 6 busker musicians for outdoor busker-style performances on Labor Day weekend. Firehouse Art Center will pay musicians using funds raised during Winter Walkabout fundraiser in February.

## **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:**

- Parking light fixtures were ordered and should be installed in September.
- A vandalism incident happened in/near the 200 E parking lot on Main St. A back window of an employee's car was shattered and a front window of Jester's Dinner theatre was broken.

### **CLEAN & MAINTENANCE:**

- A new irrigation box was installed in the 500 W breezeway to accommodate Dry Land Distillers breezeway patio renovation.
- Discovered a power issue with the Tivoli lights on the 100 E block of Main St. Will need to place them on a separate breaker. This power is controlled on the South Main Station property.

### **PLACEMAKING:**

- Placed Longmont 150 Anniversary banners in the mid blocks between 3<sup>rd</sup> and 6<sup>th</sup> Ave.
- Ten new U shaped bike racks were installed on the 200 E block of Main St. The install was funded by a grant the City received to updated bike racks.

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

- Parklet use been impacted by the hot temps. Businesses expect use to pick up more when the temps cool down. Some businesses are still waiting on furniture to place on the parklets.
- Kimberlee and Phil Greenwald completed a report for CDOT on the Bigger Hearts, Stronger Streets grant funding from 2020.

### **PARKING:**

- We continue to have people purchase parking permits
- The 15 Min pick up, drop off, rideshare signs have been placed Downtown in the E alley pull out zones, a few locations on the E side of Main St., and on the W side of Main St. on 4<sup>th</sup> and 5<sup>th</sup> Ave.

### **COFFMAN ST:**

- A larger Public Open House is scheduled for Mon. 9/27, 4-6pm at the St. Vrain at 3<sup>rd</sup> & Coffman.

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

### **(Leadership and Management)**

- We held the August Block Captains meeting and discussed what's happening on the blocks, clean & safe, marketing, events and more. The next meeting in Sept. will be an All Business Owners meeting at The Times Collaborative at 338 Main St. Invitations will be sent to all businesses.
- Del Rae attends monthly Climate and Env. Sustainability Economic Recovery Action Team meetings
- Staff held a Residential Council Meeting with our new Board rep – Wes Parker!
- Kimberlee met with the Executive Committee
- Kimberlee and other Advance Longmont Partners are working together to create a “Get Out the Vote” campaign, encouraging residents to participate in local elections.
- Kimberlee attended the quarterly Board Meeting from LEDP
- Kimberlee attended a design charrette for a property at 9<sup>th</sup> & Main St.
- Hosted a group of State Legislators to feature Downtown Longmont and its accomplishments – invited by Representative Karen McCormick