

August 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.

- The garage grand opening is rescheduled for Sept. 19.
- The café RFP is going out in the fall 2022 and anticipate an opening in spring 2023.
- They began installing fencing around the transformers.
- They installed 6 additional lights on the garage by the alley until the permanent fixtures come in.
- We held our last bi-weekly coordination meeting with BCHA. We will hold quarterly meetings in the future with BCHA, The Spoke, and the LDDA.

First & Main Redevelopment

- Kimberlee met with Stephen Tebo (and his team) and Brian Bair regarding future development around 1st and Main.

Incentives & Comprehensive Review of Incentives

- Approved a Façade grant (\$450) for a new business, Fig & Ivy, moving into 436 Main.
- Approved sign design and Grant (\$2272) for Berkana Institute of Massage Therapy at 703 3rd Ave.
- Paid Sign Grant reimbursement to Sweet Cow (\$2807).

Planning

- Updated LDDA boundary map to include the new annexed properties.

Redevelopment & Real Estate

- Kimberlee completed a Phase One Environmental study on the 300 E parking lot.
- Kimberlee continues to negotiate redevelopment projects and investments.

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

PROPERTY & BUSINESS OWNER SUPPORT

- FRCC Intern Cecilia wrapped up her summer service with us on 8/19. She created many business-centric assets and graphics for social media use, as well as 10 short videos ("reels") for use on social media platforms.
- Added a graffiti item to the Clean & Safe page with a link to tips from the City's website.
- Kimberlee and Chris met with Barry Hamilton, owner of 380 Main, to discuss future plans. They also took an onsite tour of the building.
- Kimberlee and Del Rae met with owner of 350-356 Main regarding her construction project.
- Kimberlee met with LEDP and Avocet Communications regarding a Site Selection and Available Space campaign for Downtown Longmont.

ADVANCE LONGMONT 2.0:

- Kimberlee attended a Steering Committee meeting
- Kimberlee attended a meeting for the PTECH Business Program that will start at Longmont High School in 2023

BUSINESS MARKETING:

- Taco Trail signups are at 237 total, with 96 people having completed at least 1 check-in, 298 check-ins total, and 12 individuals having completed all 8 check-ins to win a prize pack.

- Staff are working with the Carat App developers to incentivize visitors to check in at numerous different locations during the Second Saturday Creative Crawl beginning in October. Basic event details in the app will be ready to promote and tease the October launch at ArtWalk in September.

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

CREATIVE DISTRICT:

- Our new Americorps VISTA, Lindsey, began her year of service with us on Monday, August 15. Staff have begun to get her up to speed with one-on-one meetings.
- Kimberlee submitted the Colorado Creative Industries annual report for its Creative District status, as well as the final report for its Technical Assistance Grant.
- Staff held a Creative District champions meeting.
- Kimberlee met with Colorado Creative District staff regarding funding opportunities.

EVENTS:

- Sidewalk Sale – A total of 22 businesses participated. Downtown saw a lot of foot traffic throughout the day, and feedback was positive overall. More than 1,000 people responded as 'interested' or 'going' on the Facebook event.
- Second Saturday Creative Crawl – The August 13 Creative Crawl coincided with the Sidewalk Sale. September's Creative Crawl will coincide with ArtWalk's big Main Street festival on September 10.
- Summer on the Streets – The weekly events continue to go smoothly. Attendance is up and down from week to week. August 20 will feature the BoCo Filmmakers Showcase, and the final week August 27 will once again feature Chalkmont chalk art festival.
- Miracle on 4th market – Bricks Retail's Christmas in July local gift market went well, with solid attendance. They plan to hold another 'Miracle on 4th' event on Sunday, November 13.
- Wine Walk – Scheduled for Thursday, September 29 4:30 - 7pm. 17 businesses have committed to participate. Liquor permit application has been submitted in partnership with Longmont Creates nonprofit. Colin is meeting with participants and has ordered all collateral.
- Day of the Dead – Emelie will reach out to businesses this month for altar display in October. Colin continues to support the Museum and Firehouse in planning the downtown Family Celebration on October 8.
- Unity in the Community - Chamber of Commerce will hold Unity in the Community event Friday, August 26 at 4th & Kimbark again for the first time since 2019. Colin is assisting with permit application, traffic control plans, and other logistics.

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:

- We followed up with NOLA to determine if one camera could cover an alley and breezeway and it seems very possible. This will help eliminate a few cameras from the Downtown total. The City is ordering 3 cameras to start/test and then we'll order more for all other locations.

CLEAN & MAINTENANCE:

- The CDOT contractor has replaced the traffic signals on the corner of 6th Ave. and Main St. and will wrap up the project with concrete replacement.
- Graffiti continues to rise in the Downtown and city-wide. We report tags to the City and property owners. We added a graffiti item in the Business Resources page on our website and will feature how to removal graffiti from your private property in a future business email.

- The Landscape/Pots Maintenance RFP has been submitted to Purchasing for finalization before releasing for bids.
- We trimmed the trees in St. Stephen's Plaza.
- A pedestrian light pole fell over on the SW corner of 4th Ave. and Main St.

PLACEMAKING:

- The Holiday Lights RFP received two bids. We elected to go with Colorado Christmas and they'll be on an annual renewal option for the next four years.
- Installed Unity in the Community kiosks for the 8/26/22 event.
- The 100 block median project took place Aug. 15-22. Power has been added to the median with backfill. Irrigation and plants will be added in 2023.
- The fountain in St. Stephen's Plaza is scheduled for removal on Sept. 12-14.

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

- The City Waterline project starts on Coffman St. 8/22 between 1st and 3rd Ave. and will finish in late Oct. 2022. They will resume in spring 2023 to finish 3rd – 9th Ave.
- Del Rae and Kimberlee met with City staff regarding planning for future alley sections. They asked that we put together a list of proposed changes we would like to see for improvements.

PARKING:

- Staff reviewed the RFQ for parking data and is working toward getting a contract.
- Kimberlee and Phil Greenwald toured Estes Park to learn about its paid parking, shuttle system and other transportation initiatives.
- Kimberlee and City Staff met with PRRS Parking regarding its services for municipalities.

COFFMAN ST:

- Utility potholing was completed along Coffman St. We responded to a complaint from a business about the significant noise from the project which greatly impacted their ability to work.

GOAL: Collaborate with a coalition of partners to achieve shared community priorities. (Leadership and Management)

- We held the July Block Captains meeting and invited captains to a 1st Wed. Happy Hour in Sept. At Mike O'Shays.
- Our fall All Business Owners meeting is scheduled Wed. Sept. 14. at the Dicken's Opera House.
 - We held the 300 Block by Block meeting on Aug 16 at the Times Collaborative -28 attended. Future dates include: 200 block – 3rd Tue, Sep 20 (BBP); 100 block – 3rd Tue, Oct 18; 600 block – 3rd Tue, Nov 15; 500 block – 2nd Tue, Dec 13
- Kimberlee and Wes held a Residential Advisory Group meeting.
- Kimberlee met with the Executive Committee
- Kimberlee worked with City of Longmont planning staff to host an American Planning Association Happy Hour and presentation
- Kimberlee continues to meet with DDA partners on TIF renewal.
- Kimberlee continues planning for the North Metro URA/DDA Tour.
- Kimberlee attended the Editorial Board meeting for BizWest.