

August 2024 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)

Hotel Longmont - 3rd & Kimbark St.

- Foundations will be poured the week of August 26 and vertical construction will start after.

The Spoke on Coffman - 518 Coffman St.

- Parking use is increasing in the garage. Village on Main residents have been given temporary permits to use the garage while their private lot is under construction.

First & Main Redevelopment

- Discussed options with SMS

Planning

- Working with LEDP on a new community profile (debut in September) and LDDA staff did two focus groups for the gap analysis of Economic Development organizations

Redevelopment & Real Estate

- Met with realtors for Jesters Property
- Working with Winchell's property owner / contractor
- Met regarding possible redevelopment of 704 Main
- Working with businesses on property incentives

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

PROPERTY & BUSINESS OWNER SUPPORT/Incentives

- To date, have awarded 10 collaborative business events with LDDA Collaboration in-kind marketing grants. 7 collaborations finished, 3 in progress. \$2,080 awarded so far
- Continuing to support businesses by promoting monthly Costume Crawl last Saturday of each month. August 31 theme is Urban Cowboy
- Reviewing sign design for Village on Main Apts signage and Facade grant info for Juniper Goods application.
- Awarded Sign Grant to Antonio's NY Pizza and Red Cedar Bistro.
- The St. Vrain Historical Society will be replacing the roof on the old St. Stephen's Episcopal church in St. Stephen's Plaza in Sept/Oct. We gave permission to fence off the plaza for safety. They are required to protect the 3 pieces of AIPP artwork in the plaza.
- Worked with ITP Consulting on a 4-day intensive assessment of the retail environment in our district. A full report is expected next month.

BUSINESS MARKETING:

- 'Summer Nights' promotion will wrap up on August 31. Only one completed entry has been turned in so far. Feedback from participants has been that it is too many required locations to visit, and that participating businesses' employees haven't been aware of or promoting it.
- Neighborhood Campaign: continuing to boost SVVSD videos on Facebook weekly. 28 videos boosted, \$290 spent so far

• Gift Card Program Monthly Sales: 2024

Jan \$2,740, 53 cards	Feb \$1,315, 24 cards	Mar \$2,075, 38 cards
Apr \$5,360, 129 cards	May \$16,855, 252 cards	Jun \$2585, 34 cards

Jul \$2,945, 51 cards	Aug	Sep
Oct	Nov	Dec

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

CREATIVE DISTRICT:

- Longmont Creates has been busy coordinating Longmont Arts Week sponsorships and marketing, and has had outreach booths at many public events including Unity in the Community.
- Creatives Happy Hour at Proper Tramps Tattoo was a huge success, with around 45 attendees.
- Submitted final reports and grant reporting for Colorado Creative Industries
- Del Rae met with Eric with Creative District and a yarn artist to discuss an overhead yarn shade type piece of art for the 300 W breezeway.
- LDDA is sponsoring Longmont Public Media's free outdoor "Tiny Deck Concerts" (5 total August 23-Sep 20)

EVENTS & MARKETING:

- Dress Up Downtown Costume Crawl: August's theme is Urban Cowboy. Attendance continues to be good.
- Other Upcoming Events: Supporting a variety of businesses & organizations with events and programming Downtown in 2024.
 - Summer on the Streets - Final event was held August 12. Discussing further collaboration to grow the event for 2025.
 - Unity in the Community - August 23 - Event went well with good attendance. Colin & Kimberlee supported with traffic control, parking enforcement communication, stage setup and troubleshooting electrical issues.
 - Miracle on 4th - Sep 1 night market. LDDA is sponsoring road closure and supporting with logistics. This will be the first Miracle event with alcohol permit.
 - ArtWalk on Main - Sep 14 - LDDA supporting with sponsorship, road closure, and alcohol permit & vendor coordination. Working with third party bartending company to serve and sell downtown businesses' beer, wine, cider, and cocktails on their behalf to simplify experience for attendees and vendors.
 - Wine Walk - Sep 26- Colin has been coordinating the Wine Walk event again for this year. Kuper Wine Bar is monetary title sponsor, and Longmont Liquors is in-kind sponsor. 18 participating businesses, going to sell up to 250 tickets this year. 106 sold so far, on pace to sell out again this year.
 - Day of the Dead - October 12 (Museum) supporting with traffic control, electrical power, and logistics.
 - 4th of July - 2025 - Continuing to discuss with City partners what 2025 celebration will look like and how Downtown can be a focal point.
 - Nepali Jatra - 2025 Colin met with organizer to debrief & discuss improvements. They are interested in holding the event downtown again next year.
- Finished RFP process and selected vendor (Branded Beet) for social media management as well as graphic design and photography support. Contract can be renewed for up to 3 years.

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:

- Colorado Security Services nightly patrols are going well. They are moving people regularly that are camping in the district. People leave without incident. Some drug use seen in the 300 E breezeway. Reported 14 items in July and 12 items so far in August.
- The NOLA cameras installed last year were removed and swapped for a different camera that the LPD preferred. The LDDA didn't need to pay for the replacements. Del Rae will be trained on the new system.

CLEAN & MAINTENANCE:

- Will trim and treat the large ash in the 300 E parking lot at end of Aug.
- 4th Ave. concrete work will in Sept/Oct by High Plains Bank to replace the concrete around their building for better drainage. Work will go around the corner onto Main St. also.
- The new decorative fencing in the 500 W breezeway was vandalized/destroyed on a Sat. at 1am. Will continue to look into another alternative to protect curbs from skateboarding.
- The pedestrian light poles on Main St. (2nd to 5th Ave.) are being reinforced by Parks.
- Met with BigBelly to discuss leasing more sets of cans to replace the rest on Main St.
- Bi-monthly trash enclosure and GID Main St. corners was done. Sept/Nov remaining.

PLACEMAKING:

- Working on base map and design for phase 2 kiosks. Finalized specs for phase 3 street signs and now waiting for CDOT approval.

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

- Had to return 500 E counter for a battery repair. Waiting to see if it can be fixed and upgraded to a 4G network so daily counts can be transmitted automatically again.

PARKING: Parking Permits Sold Monthly

July 2024

200E (29 permits) - 1 sold, 5 available	300E (73 permits) - 35 sold, *No Longer Selling	300W (41 permits) - 1 available	400E (62 permits) - 2 sold, 15 available
500E (55 permits) - 5 available	SOC (80 permits) - 4 available	600W (9 permits) - 9 sold	RPA (24 permits) - 20 available

COFFMAN ST:

- The project is still on the 700-800 blocks of Coffman St. They plan to extend down to the 600 block in early Sept. Traffic will still travel northbound only. Requested Business Access signs to be placed at end blocks of 600 block when it moves down.

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

- Held August Block Captains meeting
- Held the quarterly Residential Advisory Group meeting
- Held Executive Committee meeting
- Attended a meeting with state rep Judy Amabile regarding conversations and legislation regarding the unhoused
- Met with Mackenzie, Boulder County Farmers Market Executive Director