



## **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 residential applications to the public will open 12/14/21. LDDA met with BCHA staff to learn about the application process. We began sharing the information.
- The AIPP Board has agreed to contribute \$60,000 to the alley side mural project.
- Gas was turned on, Coffman sidewalk was poured, and internal work continues. Elevators should be coming soon.
- Project going well and still on schedule for March 2022.

### **First & Main Redevelopment**

- The pre-application was moved forward for full application for the townhome/granary project with the Colorado Community Revitalization Grant. Kimberlee is working with Mass Equities on this application.

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

- Reimbursed the Elk's Lodge Façade grant for \$10,000.
- We will need to appropriate another \$60,000 for the Retail Conversion Grant.

### **Planning**

- Kimberlee attended the ELITe (Envision Longmont Implementation Team) meeting. We will be working to integrate a Cultural Plan into updates in 2022.

### **Redevelopment & Real Estate**

- Kimberlee met with Tony Chacon to discuss upcoming redevelopment opportunities.
- Kimberlee completed and is reviewing the Enterprise Contribution Project application with LEDP staff before it is submitted.
- Kimberlee continues to meet with the potential developer on the upcoming project.

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

### **PROPERTY & BUSINESS OWNER SUPPORT**

- Del Rae reached out to new businesses Sharky's Tattoo, St. Nick's, and Angles about the Sign Design Standards and the Sign Grant.
- The LDDA/City met with 372 Main property and business owners to discuss bringing their signage into compliance.
- Del Rae supported 627 Main property owner in submitting Sign and Façade Grants.
- Del Rae discussed incentives with the property owner of 634-636 Main St.
- Del Rae and Kimberlee discussed incentives with the La Vita Bella owner.
- Kimberlee met with a current property owner and prospective property owner on projects.

### ADVANCE LONGMONT 2.0:

- Another follow up meeting on The Slope was held. We will do a community outreach/awareness event in March.
- Steering committee met to discuss where we are and what 2022 will bring.

### BUSINESS MARKETING:

- Digital Marketing campaigns are in full swing, with multiple ads on Facebook/Instagram to promote the 'Keep it Local' messaging, as well as the CEDAR Downtown Perception Survey, and promotion of the Creative District Newsletter which focuses on The Spoke on Coffman applications this month. Search Engine Marketing is running on Google to promote the Keep it Local holiday shopping messaging.
- The Winter Passport program has been very successful once again this year, with nearly the amount of entries we saw last year having already been turned in this year with 3 weeks remaining in the promotion.



#### Webstie Information

- 10,652 users (+8%)
- 20,704 unique pageviews (+14%)
- Top pages:
  - Homepage
  - Moe's Bagels
  - Holidays
  - Event Calendar
  - Shopping Dir.
  - Winter Passport



#### Facebook Stats

- 8,691 followers (44 new)
- Concerts 860 (9 new)
- WWMS 553 (0 new)
- Creative Dist. 322 (38 new)
- Post engagement 4,085 (+101%)
- People reached: 24,609 (+109%)
- Top posts:
  - Welcome Moe's Bagels
  - Tree Lighting
  - Small Business Saturday



#### Other Social Media

- **TWITTER**
  - 1,635 Followers (4 new)
  - 71 profile visits (+12%)
  - 749 impressions (-27%)
  - Top Tweet: N/A
- **INSTAGRAM (followers)**
  - LDDA: 4,155 (133 new)
  - Creative D.: 677 (117 new)
  - Top Post:
    - Welcome Moe's Bagels (547 likes, 30 comments, 99 shares)

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

### CREATIVE DISTRICT:

- A total of 60 businesses are participating the Winter Passport Program, most of them have donated prizes. The program has been well received and gaining more popularity. Staff has drawn 10 winners for the first 2 weeks of December.
- 700 'Keep it Local' themed bags were given away during Small Business Weekend.
- Roaming elf performers, dancing Christmas tree, and ice carvers were all hired for Small Business Saturday, and were well-received.

- 1,000 wooden ornaments (made locally by TinkerMill) were given away first week of December by businesses.
- The \$2.50 shipping and handling fee was added to the on-line Gift Card purchases starting November 22, 2021. Gift Cards sales are up in November for the holiday season.
- Amy worked hard to place artists at the Museum to participate in Denver Arts Week in November, as well as throughout downtown businesses on Artists Sunday. A total of 12 artists had pop-ups inside 12 downtown businesses.
- Holiday window murals have been completed on 10 storefront windows throughout downtown.
- Amy convened a subcommittee of the Longmont Creates board to discuss equal pay for musicians and creatives. That group will reconvene after the first of the year to develop plans, guidelines, and resources for musicians and venues.
- Information regarding how to apply and live at The Spoke on Coffman was given to downtown employees and creatives within our community.

#### **EVENTS:**

- The 'Miracle on 4<sup>th</sup>' Local Gift Market on Nov. 14 produced by Bricks Retail with assistance from Colin was a huge success with great turnout, lots of sales, and significantly increased foot traffic throughout Downtown.
- The Tree Lighting was successful, with an estimated turnout of ~350 people. The temporary Main Street lane reduction seemed to work well to provide an extra safety and noise buffer for the event.
- Discussions continue to progress surrounding the 2<sup>nd</sup> Fridays/2<sup>nd</sup> Saturdays refresh, and staff continues to work with the Creative District board & steering committee, as well as key creative businesses downtown. The goal is to launch the new monthly arts & culture event in March 2022.
- Winter Walkabout Music Showcase plans continue to progress. The committee decided that the event format that would lead to the least conflict/confusion/argument would be to have a 100% fully vaccine verified event. 13 venues are confirmed for hosting performances on Saturday, February 5.

### **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 damaged trees in the 500 block median have been removed. Two other tree-trimming requests should be carried out this month (500 W breezeway and 240 Main St.)

#### **CLEAN & MAINTENANCE:**

- The LDDA received three RFQs for 2022 cleaning services and chose Taylor Wicklund Landscaping.
- The City is ready to move the underground back flows to above ground on the 200/300/400/500 W blocks of Main St. We are waiting for a schedule from the contractor.
- Taylor added small evergreen trees in a handful of white flower pots.

- The LDDA met with PWNR to further discuss the patio/concrete investigation of the Dickens Patio and the estimates submitted. Two estimates were given: just repair bricks/cracked concrete or remove entire patio and replace with concrete.

#### **PLACEMAKING:**

- Elevation Holiday Lights completed the holiday light installs. We have a power issue with the 300 E Main St. tivoli lights that continues to be investigated.
- Winter Passport banners were installed. Front Range Community College and Longmont Museum expressed interest in displaying banners in 2022.

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

#### **PARKING:**

- Parking permit invoices for Jan-Jun 2022 term were sent out on Nov. 30. Two businesses have purchased new parking permits for December and next term.
- Kimberlee met with key City Staff regarding the future needs of parking and joint ventures to address parking needs in certain areas.
- DDA and City staff are working on replacement of LPR parking system with something that works more consistently and integrates with permit selling needs.

#### **COFFMAN ST:**

- Otek, the designers, are now working on completing 60% design plans.
- DDA and City staff continue to answer questions regarding the project.

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

- We Welcome SHIQUITA YARBROUGH to our Board! She and Kimberlee met to discuss DDA.
- We held the December Block Captains meeting and ordered Moe's Bagels. We gave out holiday gift bags filled with some items from downtown retailers.
- Kimberlee met with the Executive Committee
- Kimberlee attends Prosper Longmont meetings to encourage attainable housing development in Longmont
- Kimberlee, David Starnes and Jim have been working with the Boulder County assessor's office on property valuations for future projects
- Kimberlee met with other properties for annexation. She received advice from legal counsel on moving forward.