

December 2023 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 - 518 Coffman St.

- Boulder County leadership agreed to enter into an agreement with LDDA to utilize county spaces in 2024 at no charge. We will offer permits for \$10/month and first 2 months free. This discount will only be during the hotel construction.
- Created a sign design for an exterior PARKING sign and inside entrance sign. Received three bids for the signage. Boulder County approved the signage.
- The Spoke continues to have transient issues in their SE stairs. An elevator issue was reported to the City Code department in December.

First & Main Redevelopment

- Continued analysis and review of TIF generation on the Granary project.
- Met with prospective developer of Slope project and Jester's property.

Planning

- Continue conversations with Front Range Community College on future initiatives.

Redevelopment & Real Estate

- Continue to work on hotel agreements and final input for permits.
- Met with Planning and Parks staff to discuss maintenance obligations of the hotel and adjacent property.
- Received a signed Letter of Intent on our offer to purchase 600 Main St.

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

PROPERTY & BUSINESS OWNER SUPPORT/Incentives

- Reimbursed Sign Grant to Tribal Rites.
- Continue to work with businesses in the incentive pipeline.
- Scheduled a third Retail & Restaurant meeting to discuss collaborative events and marketing opportunities.
- Colin & Kimberlee held a second health & wellness collaboration meeting, this time in person. We created a postcard to raise awareness of this business sector to be distributed the first of the year.
- Beginning framework on project and construction messaging for 2024
- Met with Placer.ai to better understand data and add more properties to our data set
- Trojan Tech field Trip - coordinated field trip for Longmont High School students to visit small business owners

BUSINESS MARKETING:

- Neighborhood Campaign - Neighborhood messaging continues throughout Holiday communications.
- Innovation Center business feature videos are continuing to be filmed and posted each Friday
- Digital advertising through Prairie Mtn Media continues, as well as Google search ads and YouTube video ads. Performance has been good across the board.

- **Gift Card Program:**

Jan Sales \$4,685; 81 Cards	Feb Sales \$3,495; 66 Cards	Mar Sales \$2145; 37 Cards
Apr Sales \$4,780; 101 Cards	May Sales \$6,250; 162 Cards	Jun Sales \$3139; 67 Cards
Jul Sales \$2,135; 32 Cards	Aug Sales \$3,290, 40 Cards	Sep Sales \$2,155, 38 Cards
Oct Sales \$3,555; 85 Cards	Nov Sales \$9,200, 244 Cards	

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

CREATIVE DISTRICT:

- Longmont Creates is working on year-end fundraising as well as the pop-up grant program and January creatives retreat. Retreat will be held Jan. 26.
- See Vacant Storefront initiative below. Transformed 7 storefronts and worked with 10 local artists.
- Attended meeting for 4th of July events

EVENTS:

- Holiday Plaza Lighting: Attendance was good with very nice weather. NextLight sponsored and provided 500 cookies and cups of hot chocolate. Identified a few areas to improve next year.
- Small Business Saturday: High Country Bank sponsored. Weather was extremely snowy and turnout was extremely low. Hired characters to return on Saturday, December 16 as another push to encourage folks to shop local for the holidays.
- Main St. Kids Run - Supported Shoes & Brews to host their 3rd Main St. Kids Run immediately before the Longmont Lights Parade.
- Second Saturday: Final Second Saturday pop-up was held at St. Stephen’s Church. After two years of Second Saturday & Creative Crawl efforts with limited response, we will discontinue these promotions.
- Winter Passport: Entries are coming in steadily, seem to be ahead of last year’s participation. Ends January 3.
- Winter Walkabout Music Showcase: On schedule for February 3. 97 of 1,500 tickets have sold so far. 16 venues, more than 50 performances.

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:

- Camping activity in 300 W alley behind 380 Main continues. LPD is aware to keep checking the space.

CLEAN & MAINTENANCE:

- Coordinated removal of the gazebo from the 600 W parking lot/Plaza.
- City was contacted by 400 E alley property owner regarding poor alley drainage concerns. City said they’d look into tying in their building downspouts to the underground alley drain.

PLACEMAKING:

- The Wayfinding parking ID and parking trailblazer sign designs were approved. Awaiting costs before approval to start production and install schedule.
- Implemented the storefront initiative, cleaning up storefronts and placing banners to indicate “Coming Soon” on buildings in transition. Partnered with Tinkermill to stage 380 Main St. windows.

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

- Received answers on alternate vehicle for shuttling. Still investigating staffing.

PARKING: Parking Permits

200E (29) - 17 Sold 12 Available	300E (73) - 56 Sold 17 Available *No Longer Selling	300W (41) - 33 Sold, 9 Available	400E (62) - 60 Sold, 2 Available
500E (55) - 45 Sold, 10 Available	SOC (36) - 15 Sold 21 Available	600W - 9 Available	RPA (24) - 5 Sold, 1 returned, 20 Available

- Creating plan to outreach regarding additional parking in The Spoke on Coffman garage after collaboration with County.

COFFMAN ST:

- Began discussions on business owner outreach/communication during this project.

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

- Held the Dec Block Captains meeting at B Market.
- Held Retail/Restaurant and Health/Wellness collaboration meetings.
- Met with Executive Committee.
- Attended Visit Longmont Board Meeting.
- Attended LEDP Commercial Broker Meeting.
- Met with new Councilmember Diane Crist.
- Met with LEDP CEO, Erin Fosdick
- Attend new council / Tim Waters reception
- Attended Landline Doughnuts and Bungalow Interior ribbon cuttings