

January 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.

- Residential applications opened 12/14/21 and they received over 1200 applications so far.
- Concrete pours inside the courtyard and on 6th. Installing canopy structures on N end and working through interior units. Prepping garage striping and water proofing deck above the electric room.
- Asked them to clean up the 6th & Main private construction lot and 600 W public lot as they are looking trashy.
- Project is still going well and still on schedule for March 2022.

First & Main Redevelopment

- Continue work on the Colorado Community Revitalization Grant.

Incentives & Comprehensive Review of Incentives

- Reimbursed Dry Land Distiller's Façade grant (\$10,000) and Flavor of India Sign Grant (\$1171).

Planning

- Kimberlee participated in a developer/property owner forum for businesses located in the STEAM area, which overlaps with part of the LDDA

Redevelopment & Real Estate

- Kimberlee is working with David Starnes to assess redevelopment opportunities.
- Kimberlee is working with LEDP on updating the Enterprise Contribution Project based on feedback from the review committee
- Kimberlee continues to meet with the potential developer on the upcoming project.
- Kimberlee met with a prospective developer interested in downtown. She also attended a meeting regarding attainable housing opportunities.

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

PROPERTY & BUSINESS OWNER SUPPORT

- Del Rae updated key data from county assessor in our database
- Kimberlee met with property owner regarding grants for improvements
- Kimberlee is working with the City on a contract for technical assistance to help find funding for future projects

ADVANCE LONGMONT 2.0:

- Kimberlee is working with Block Captains and volunteers on the Sample the Slope event, March 12. This event will feature 8 businesses located between 3rd – 1st that will host physical or creative

challenges. It will culminate at the rooftop of South Main Station, where those that complete all challenges get a “Slope” t-shirt and bounce back coupons to other businesses

BUSINESS MARKETING:

- Digital Marketing efforts throughout the Holiday season performed well, generating traffic to the Holidays webpage, Business Directory, Downtown perception survey, Newsletter signup, and/or Facebook events.
- The Winter Passport program had its highest participation ever with more than 1,700 completed entries being turned in between November 12 and January 3.
- Colin continues to work with Bandwango (destination marketing company) to create a Taco Trail check-in challenge launching in March 2022. ~10 restaurants with tacos on the menu will participate, and guests who visit every location will win a Taco Trail swag prize bundle.
- Other promotions are in the pipeline with Bandwango after the Taco Trail, including a potential reboot of the ‘Stop, Shop, and Stroll’ retail shopping pass, and a possible Public Art check-in challenge.



Webstie Information

- 7,076 users (-33%)
- 13,401 unique pageviews (-36%)
- Top pages:
 - Homepage
 - Shopping Dir.
 - Event Calendar
 - Prop. for Lease
 - Dining Dir.
 - Ron R. Jewelry



Facebook Stats

- 8,701 followers (10 new)
 - Concerts 860 (9 new)
 - WWMS 560 (7 new)
 - Creative Dist. 446 (124new)
- Post engagment 1,624 (-23%)
- People reached: 17,448 (-32%)
- Top posts:
 - STEAM/Sugar Mill Survey
 - Winter Murals
 - Marshall Fire condolences



Other Social Media

- **TWITTER**
 - 1,645 Followers (10 new)
 - 175 profile visits (+108%)
 - 76 impressions (-80%)
 - Top Tweet: N/A
- **INSTAGRAM (followers)**
 - LDDA: 4,214 (59 new)
 - Creative D.: 798 (121 new)
 - Top Post:
 - Marshall Fire (218 likes, 3 comments, 32 shares)

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

CREATIVE DISTRICT:

- Winter Passport saw its highest participation ever:
 - Total Entries Received: 1,715
 - Monetary value of entries received: \$171,500
 - Total Participants (customers): 831
 - Participating businesses: 53
 - Most entries by a single person: 32
 - Past years entries: 2018 – 605 | 2019 – 1,330 | 2020 – 688

- The Longmont Creates board met to discuss mission, vision, pillars, and high-level goals. 501(c)3 application is nearly complete and ready to be submitted, and bank account has been opened at High Plains Bank.
- Kimberlee met with Nancy Kerr, director of the Longmont Library, regarding partnerships
- Amy organized a subcommittee of the Longmont Creates Board met to discuss fair pay for musicians. Colin reached out to a contact at the Fort Collins Musicians Association to gather information.
- Kimberlee attended a webinar regarding funding opportunities through the NEA
- Emelie and Amy are working on a grant for Colorado Creative Industries

EVENTS:

- Winter Walkabout – due to the huge spike in cases, we postponed the event until April 9. All website, social media, and marketing has been updated. Lineup for the new date is nearly complete, and tickets are on sale now. The event will still be fully vaccine verified.
- Taco Trail – Colin is working with Bandwango to create a Taco Trail where customers can ‘check in’ at downtown restaurants with tacos on the menu, and win a prize for checking in at all locations. Planning to hold a kickoff/launch centered around Dia del Taco (March 31).
- ArtWalk – Kimberlee and Colin have biweekly meetings with Firehouse Art Center’s Executive Director to discuss and plan ArtWalk events throughout the year – a food-centered event in May, Summer on the Streets every Saturday from July 9 – August 27, and a Main Street ArtWalk Festival in September.
- Second Saturday Creative Crawl – the re-imagining of Second Fridays have led to planning Second Saturday Creative Crawl – a monthly, family-friendly, interactive, play- and fun-based event to be held the second Saturday of each month. Staff is in communication with businesses and stakeholders to produce different activities, programs, and promotions each month. Colin is working with Branded Beet to design logo and branding assets. Planning to launch in April.
- Summer Concerts – Planning to hold concerts every Friday in June (3rd, 10th, 17th, 24th) including the SVVSD All High Schools Reunion on June 10.
- Wine Walk – Colin is working on a ‘Wine Walk’ event to drive customers to various retail stores throughout Downtown, and let them sample different wines at each location. He has met with two other cities who have hosted this type of event before, and also met with the City’s licensing coordinator to discuss logistics of the liquor permit. Planning for late September.

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:

- Minor theft around the Spoke on Coffman project (missing tools). Found one person camping by the transformer. Called police non-emergency to check on the person.

- A traffic accident at 4th Ave. and Main St. destroyed a trash can, which will be replaced. A planter was hit, but not damaged. The planter irrigation will be repaired in the spring.
- A high speed chase ended at the Boulder County Hub building when the perpetrators ran inside their building. They were caught by the LPD.
- Two snow storms hit in the past month and snow removal went well. The recent ice storm was more difficult to manage. They did their best to get ice melt down on the sidewalks and alleys.
- The plexiglass in the tiny art gallery at St. Stephen's Plaza was broken. The artist will replace and the LDDA will reimburse.
- The Up 'N Smoke shop had a theft. Person stole a couple vape cartridges and fled on foot/bike. Notified LPD, but they couldn't do anything at that time.

CLEAN & MAINTENANCE:

- Taylor Wicklund Landscaping began cleaning services Jan 1.
- The City began moving the underground back flows to above ground. They finished the 200 block and will work on the 300/400/500 W blocks of Main St. Soon.
- Contractor trimmed trees in 200 block of Main and the 500 W breezeway.
- Kimberlee and Del Rae met with City Staff on after hour reporting/emergency protocols

PLACEMAKING:

- The LDDA/City will collaborate again to post an RFP in 2022 for holiday lighting services (leasing).
- We are looking into purchasing an additional tree and/or more parts to increase the height of our current 21' tree.
- Del Rae assisted Front Range Community College and Longmont Museum in developing their banners for display in February and April 2022.

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

- DDA and Phil Greenwald completed a CDOT Grant survey regarding the 2021 parklet program.
- Kimberlee met with the Wayfinding consultant and reviewed changes based on prior feedback.

PARKING:

- 8% of current permit accounts have not renewed their parking permits for the Jan-Jun 2022 term.
- Kimberlee continues to meet with key City Staff regarding the future needs of parking and joint ventures to address parking needs in certain areas. We anticipate a greater scope within our parking study.

COFFMAN ST:

- DDA and Phil Greenwald met to discuss possible new parking lot configuration in the 300 W lot off Coffman St. Could possibly be completed at same time as Coffman St. Busway project.

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

(Leadership and Management)

- All staff attended an Implicit Bias Workshop through LEDP
- We held the January Block Captains meeting by Zoom and discussed holidays, 2022 goals, responsibilities, marketing, and clean and safe.
- We held our bi-monthly LDDA/City Collaboration Meeting.
- Kimberlee met with the Executive Committee
- Kimberlee attends Prosper Longmont meetings to encourage attainable housing development in Longmont
- Del Rae met with a new contact at Boulder County Public Health/Tobacco Education.
- Del Rae was one of the MCs for the Longmont Sustainability Program Awards Ceremony on 1/20/22 along with new LDDA board member Shiquita Yarbrough.
- Colin met with the City's Licensing Coordinator to discuss event organizers' feedback about the difficulty of the Use of Public Places application, especially for smaller events.
- Kimberlee met with the Executive Director of the LDDA in Loveland
- Kimberlee attended the Most Influential Business Leaders Happy Hour through BizWest. Jessica Erickson was honored.
- Kimberlee attended Districts meeting through Downtown Colorado Inc.
- Kimberlee met with the Town of Superior regarding marketing efforts during their recovery
- Kimberlee met with property owner that wants to annex into the district