

January 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 - 500 Coffman St.

- Installed 2 temporary banner signs at the entrances to the 500 E parking lot informing of the Spoke parking garage availability.
- Waiting on the July – Dec 2022 garage maintenance invoice. Will still meet with BCHA to discuss actual costs which will adjust the annual operating budget originally created.

First & Main Redevelopment

- Received five proposals from the RFEI. Will review with interested parties next week.

Incentives & Comprehensive Review of Incentives

- Approved Sign Grant from Santiago's Mexican Restaurant (\$2,500).
- Approved DIP grant from 300 Main St. property owner (\$2,870).
- Approved DIP grant from DirtLabs (721 Main St.) (\$4,687).

Planning

- Meeting with National Development Council (NDC) to discuss funding for future projects, including funding parking structures and other needed elements to be development ready

Redevelopment & Real Estate

- Staff continues to troubleshoot rehabilitation of buildings for property owners.
- Staff received appraisal for hotel lot and an additional Downtown property.
- Staff attended pre-application meeting for hotel development and are working through issues.
- Kimberlee met with commercial brokers downtown to discuss listings and activity.

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

PROPERTY & BUSINESS OWNER SUPPORT

- Reviewed Santiago's monument sign design with the DAC and approved design.
- Held a Retail Committee meeting and discussed future needs, upcoming events and marketing strategies.
- Kimberlee and Del Rae met with a perspective property owner and business owner regarding incentives and other support.
- Continue to organize "The Slope" event in March for businesses located south of 3rd Avenue.

ADVANCE LONGMONT 2.0:

- Attended the Steering Committee and Connectivity Working Group meeting

BUSINESS MARKETING:

- The St. Vrain Innovation Center team has begun interviews and filming for promo videos at businesses this month as part of the 'Downtown Neighborhood' theme.
- Carat App: 60+ participating businesses, 119 users signed up, 15 users collected more than 10 Carats, leader has 108 total carats.
- Staff continues to craft the 2023 Marketing plan with a 'Downtown is Everyone's Neighborhood' theme. Set high-level monthly messaging and deadlines for the year.

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

CREATIVE DISTRICT:

- Longmont Creates sold 4 memberships through year-end mailer campaign (75 addresses).
- Creative Happy Hour held on January 19 at Longmont Public Media w/ support from Soundpost Sessions. Good attendance and engagement.

EVENTS:

- Creative Crawl: Attendance and participation at January's Creative Crawl was minimal during the slow time of year. Working with local artist to place 4-5 creatives in downtown businesses during each subsequent Creative Crawl to create more of a draw and more creative programming.
- Winter Walkabout Music Showcase – Flatirons Bank stepped in as title sponsor, and TBK Bank stayed on board with a low-level sponsorship. Ticket sales are steady and are outpacing previous years so far.
- LDDA and City staff have been meeting to discuss future event collaborations.

HOLIDAYS:

- Winter Passport Program closed on January 3, 2023. There were 67 business participants. More than 2,200 entries were received, the highest number since the start of the program 5 years ago. A total of 62 prize packages were given away to winning entries.
- Discussed the possibility of moving the date of the Plaza lighting event to earlier in November next year with the retail business group. Will continue pursuing ideas for improvement.

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:

- Broes will start retrofitting 24/7 power for the cameras when weather allows. We anticipate the first cameras to be installed in February or March depending on weather.

CLEAN & MAINTENANCE:

- The City had to postpone the final repairs to the sidewalk on the south side of 4th Ave. between Main St. and the alley until 2023. Ice buildup was especially bad during these events.
- Snow removal during the end of December was challenging for the City due to the snowfall happening on weekends/holidays, staffing shortage, and unanticipated accumulation.
- Ordered a new mid-block crossing pole for the 500 block mid-block crossing. This will replace the pole damaged in the Oct. 2021 accident. LDDA is filing an insurance claim for pole replacement.
- The Clean & Green event is Sat., 4/22/23 (Earth Day) and will focus on Main St. tree grate cleanup to support PWNRR, who have not been able to fully clean the grates over the past few years.
- The City completed upgrading the base attachments for the black pedestrian light poles on the 500 block. They will resume in 2024 with a goal to complete all black pedestrian poles on Main St.

PLACEMAKING:

- The 6th Ave. tree and Civic Center Plaza lights were removed. The trunk wraps will be removed after 2/14/23.
- A new "evergreen" kiosk design was installed in January. Staff plan to meet with Da Vinci Signs about retrofitting our kiosks with digital displays.
- Recycled old holiday decorations through the City's auction program.

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

- The City Coffman Waterline project is anticipated to resume in March 2023, weather permitting. This is for the section from 3rd – 9th Ave.
- The City signed an alley planning contract with Atkins (a City-wide awarded firm) to begin investigation and a high-level conceptual recommendation for the alleys.
- A new 500 mid-block crossing pole is on order and then the first set of flashing beacon lights will be installed at the 500 mid-block crossing. Hope to have this installed over summer 2023 with plans to do the 300 and 400 blocks next.
- Met with new City Traffic Engineer to discuss connectivity and access in the DDA. First project in Downtown will be install flashing mid-block crossings between 3rd and 6th Ave.
- LDDA Board and City Council met to discuss the need for pedestrian improvements

PARKING:

- Parking permits renewed to date for Jan-Jun 2023 term is \$43,992, \$4,026 lower than last term. Several parking permits that were canceled were for unknown reasons, no notifications were received from account holders.
- Working in finalization of the Parking Study.
- City comms staff has started its campaign to alert residents about parking at The Spoke.
- The Spoke on Coffman garage at 512 Coffman St. is open to the public. Will be holding our next quarterly meeting in Feb. BCHA still needs to install parking info signage on inside of garage.

COFFMAN ST:

- We held a meeting with the City about the inflated costs of the project (tripled in cost). To start, City will look at value engineering to see if costs can be reduced while maintaining the multi-modal character of the street. Funding gaps will be explored afterwards if necessary.

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

- Our Block Captains meeting was held in December with a holiday breakfast and January.
- Held our City/LDDA Collaboration meeting in January.
- Held a Retail Business meeting on Jan 20.
- Kimberlee met/had calls with:
 - Executive Committee
 - DDA partners on TIF renewal
 - Director of Parks and Natural Resources
 - Mayor Peck
 - Redevelopment Manager
 - Asst. City Manager
- Kimberlee attended the Biz West Editorial Board meeting.
- Staff continues to learn about Placer.ai and collect data.
- Staff is planning to attend the Downtown Colorado Inc. Conference in Loveland April 12-14.