

July 2020 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)

COVID Response:

- Attended state and national webinars.

500 Coffman St.

- Finalize IGA for parking and garage construction
- Finalize parking plan during construction
- Del Rae met with their contractor re: business communication, trash relocation, salvaging items (enclosure TREX, alley screen walls, parking signage, decorative light pole)
- Parking permit holders have been notified of upcoming displacement.

First & Main Redevelopment

- Met with developer regarding mixed use project
- Met with city staff on 1st & Main development projects

Incentives & Comprehensive Review of Incentives

- Worked with Business Response Team on local economic relief programs
- Opened the Safe Re-opening Grant incentive for 2nd round of applicants. Received one (1) application to date. We submitted 2 previous approvals for reimbursement.
- Staff approved Smokin' Dave's BBQ Main St. sign design.

PLANNING

- Reengaged with Wayfinding Project.

REDEVELOPMENT:

- Continued conversations on housing project on 3rd Ave. And had follow up conversation with developer.
- Set August presentation for concept of redevelopment on Coffman St.

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

BUSINESS OWNER SUPPORT

- Worked on Bigger Hearts. Stonger Streets. Concept for doing one lane closure of Main St.
- Weekend alley closures remain in affect for Dry Land Distillers/Rosalee's, The Roost, and St. Vrain Cidery (Tue-Sun closure). The Roost continues to use the 500 E breezeway.
- Troubleshooting and/or information gathering for Downtown Business Owners.

- Colin met with multiple business owners interested in the Common Consumption Areas (CCA's). All were in favor of first exploring lifting open container laws before spending the time/money needed to set up CCA's. All were interested in possibly pursuing CCA's in the future.

ADVANCE LONGMONT 2.0:

- Worked very collaboratively with Advance Longmont partners doing surveys, communications, advocacy and critical business services
- Attended Placemaking Working Group session
- Discussing future organizational alignment with Advance Longmont Partners

BUSINESS MARKETING:

- **Reopening videos wrapped up on July 9 with 42 businesses. Videos are posted on social media 4 times a week. Longmont Public Media is scheduled to shoot additional videos for downtown marketing.**
- Avocet continues to impress with their marketing and communications contract. This month they worked with staff to:
 - Host a Denver Channel 7 feature on business collaboration during Covid
 - Create new Main Street banners for Bigger Hearts Stronger Streets
 - Produced artwork for 15,000 Direct Mail pieces that went out the week of July 13
 - Created a blog-style communication about parking availability that was posted on the website and linked from the Bigger Hearts Stronger Streets main page
 - Helped write an Op-Ed piece with John Creighton related to the lane closures
 - Continue to expand digital advertising reach
 - Continue to help with adjusting messaging and planning for future communications.
- Paid digital advertising is still performing well. After receiving feedback from Board Members, it was decided to pause all Facebook-based social media advertising for the month of July based on the Stop Hate For Profit campaign. Avocet offered several alternative digital platforms that we will utilize for the remainder of July. Facebook Advertising will resume August 1.

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

CREATIVE DISTRICT:

- Reopening videos are posted on social media 4 times a week. Features have included artists, creatives, and arts organizations. Longmont Public Media is scheduled to shoot additional videos for downtown marketing, including a feature of ArtWalk's Summer on the Streets which takes place inside the Bigger Hearts Stronger Streets lane closures.
- Funded live outdoor music performances and other creative projects via #Strongmont Creates mini-grants.
- Funded 18 murals on concrete barriers with #Strongmont Creates grant funds.
- Mersadi has continued to lead Creative District Committee meetings. Main topics this month were #Strongmont Creates mini-grants, projects within the Bigger Hearts Stronger Streets lane closures, and 2nd Friday.
- Began using the new Creative District logos in print and digital materials.

- Cynthia Barnes is still utilizing the Pop Up Longmont Art Space and painting in the LDDA front office space.
- Pop Up Longmont hosted Sienna Church, a local art student, to display her college senior thesis show 'Bloom', including an opening on 2nd Friday, July 10.
- The Longmont Museum officially launched their Historic Walking Tour Mobile App, and LDDA will continue promoting the app to visitors. Del Rae has been working with them to put up signage outside all of the stops on the tour.

EVENTS:

- 2nd Friday in July's theme was 'Pop-Up Arts', and various artists displayed their work in outdoor and indoor (and virtual) spaces throughout downtown. In-person attendance was light, and compliance with social distancing and facial coverings was good for the most part.
- Collaborated with Firehouse Art Center and ArtWalk Longmont to host ArtWalk's 'Summer on the Streets'. They will host various creative activities and programming throughout the summer in lieu of the traditional large-scale street festival in September.
- Longmont Pride worked with Boulder County Public Health and City of Longmont Public Safety to hold a Motorcade event in lieu of their traditional in-person street festival. Overall things went smoothly, and compliance with Public Health guidelines was good.
- Colin continues to work with the Day of the Dead committee in organizing a virtual event this year, and will work with Emelie to coordinate downtown business altar displays in October.
- After discussion with Boulder County Public Health, it was determined that it wouldn't be possible to host a Cruise Night while ensuring compliance with health regulations (no large gatherings, social distancing, face coverings, etc.) Colin will create a release and communications to inform the community.
- Working on virtual concert for August with FACE. Concert will be live-streamed on Longmont Public Media and we will also encourage watch parties at local businesses. Prize packages will be given to people who support local downtown businesses in August.



Webstie Information

- 6,996 users (-6%)
- 13,689 unique pageviews (-1%)
- Top pages:
 - Homepage
 - Bigger Hearts Stronger Streets
 - Dining
 - Active Businesses
 - Shopping



Facebook Stats

- 7,737 followers (76 new)
 - Concert 606 (0 new)
 - WWMS 493 (6 new)
- Post engagment 7,366 (+14%)
- People reached: 32,443 (-45%)
- Top posts:
 - Martinis Bistro Feature
 - Deluxe Barbers Feature
 - Old Town Mktplce Feature
 - "so much room ... Main St."



Other Social Media

- **TWITTER**
 - 1,456 Followers (14 new)
 - 38 profile visits (-56%)
 - 2,298 impressions(-66%)
 - Top Tweet: When you're ready...
- **INSTAGRAM**
 - 2,679 followers (144 new)
 - Top Posts:
 - Main St. Bike Racks (73 likes, 1 comment, 1 share)
 - Face Coverings(100 likes, 5 shares)

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)

COVID RESPONSE:

- LPD walking/monitoring Downtown regularly.
- Samples continues to pick up trash/clean structures daily Mon-Fri. They will start weekend work in the new Main St. closure area July 18.
- The City received the CDOT grant to close the parking lane and 1 lane in each direction on Main St., 3rd to 6th Ave. from July-Sept. Jefe's at 246 Main was also included. We did not close the 300 W side of Main due to a lot of business resistance. Barriers were installed Mon., 7/6.
 - LDDA secured tivoli lights, barricade painting, picnic tables, umbrellas, shaded mini-stage structures, additional planters/plants, social distancing signage, and sanitizer stations for the Main Street lane closure spaces.

SAFETY:

- First Responders – back on regular schedule of monthly meetings.
- Seeing some day user activity, albeit lower than usual.
- The 500 W parking lot landscape stones will be moved to behind St. Stephen's Church instead of using larger pieces of flagstone.
- Per M. Martin's request, 2 concrete flower pots/plants were added by 6th Ave. Plaza to help add more protection during protests.

CLEAN & MAINTENANCE:

- Considering adding tulips in the spring for more color. Could be a fall Clean/Green project.
- A sinkhole re-formed in the 400 W alley pavers and City Operations was made aware again.
- The 500 mid-block crossing pole was
- The City Forestry Department has been conducting some tree trimming Downtown.

PLACEMAKING:

- New Main St. Banners with block colors were installed and paired with the 'Bigger Hearts Stronger Streets' banners.
- New banners added by 200 E, 300 E, 300 W, 400 E and 500 E parking lots.
- New Kiosk Posters were installed to inform pedestrians about the purpose of the Bigger Hearts Stronger Streets lane closures.

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

PARKING:

- Emelie sent out parking permit invoices on July 15 for Jul-Dec term to 74 accounts via email. Invoices included COVID-19 credit for 2 months per permit. To date, 6 accounts have cancelled their permits. They either have moved or have no need for permits right now.

COFFMAN ST:

- Staff reviewed Scope of Work for Coffman St. Design.
- RFP were distributed to consultants for review. Del Rae will be part of review team.

MANDATORY DISMOUNT ZONE:

- City Council approved the 1st reading of the Mandatory Dismount Zone. Bicycle Longmont gave feedback at the meeting regarding enforcement and education. Second reading is 7/28/20.

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

(Leadership and Management)

COVID RESPONSE:

- Business Response Team meetings ended in June. Organizations are transitioning from reaction and response to planning for the future, but will still collaborate as Advance Longmont 2.0 Partner Organizations
- Weekly Business Owner Zoom meetings were condensed to one weekly meeting on Thursday mornings.
 - 4 Meetings held since last board meeting.
 - Attendance: 7, 4, 6, 2.
 - Due to declining attendance, will likely cancel or move to monthly business meetings.
- Held July Block Captains meeting by Zoom call. Most are able to attend.
- Marketing Task Force continues to meet weekly to guide strategy in coordination with Avocet.
- Investigating grant funding for COVID related expenses
- Met with Finance Committee on budget updates
- Downtown Resiliency Task Force continues to meet and inform decisions
- Kimberlee met with the Executive Committee
- Kimberlee met with Visit Longmont Board and Executive Committee