

# July 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.**

- The garage grand opening is rescheduled for late July. It has a soft opening for now. We notified businesses on the 500 block of Coffman and Main that it is available to use.
- All but 4 apartments have moved in.
- LPC approved their request to fence in the east side transformers to deter transient, safety and crime incidents. They also plan to add more lighting on the garage side of the alley.

## **First & Main Redevelopment**

- Kimberlee continues to discuss options for redevelopment in the area with City of Longmont redevelopment manager

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

- Continue to work with Winchell's on potential façade grants

## **Planning**

- Kimberlee met with Erin Fosdick regarding the STEAM + Sugarmill plans

## **Redevelopment & Real Estate**

- Kimberlee continues to meet with the potential developer on the upcoming project and properties for sale within the LDDA district.

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

## **PROPERTY & BUSINESS OWNER SUPPORT**

- We held a Retail Meeting and discussed upcoming needs, events and future collaborations. Meeting notes can be found [here](#).
- Colin and Del Rae meet weekly for the 2022 LSW event to support logistics and volunteers.
- A FRCC Intern, Cecilia, has been working to create more business centric social media. She created an Instagram reels highlighting a business
- Staff is investigating ways to more easily take online credit card payments for gift cards

## **ADVANCE LONGMONT 2.0:**

- Del Rae and Kimberlee continue working on an Advance Longmont 2.0 collective impact group regarding transportation and access for Longmont.
- Kimberlee attended a training for the Steering Committee

## **BUSINESS MARKETING:**

- Taco Trail signups are at 203 total, with 74 people having completed at least 1 check-in, 223 check-ins total, and 7 individuals having completed all 8 check-ins to win a prize pack.
- Google Ads for Taco Trail and '5 ways to spend time this summer' blog post are performing well after 1 week (~\$0.50 per click).
- Staff will work with the Carat App developers to incentivize visitors to check in at numerous different locations during the Second Saturday Creative Crawl beginning in October. We'll promote the launch at ArtWalk in September.

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

### **CREATIVE DISTRICT:**

- Staff interviewed candidates for the Vista position and made an offer. Our new VISTA should be starting on August 15.
- Kimberlee met with the Innovation Center regarding joint projects in the Creative District.

### **EVENTS:**

- Sidewalk Sale – So far 9 businesses have committed to participate in the August 13 Sidewalk Sale. We hope to have more businesses commit, and the deadline for commitments is Thursday July 21. We've had a graphic designer create a logo and poster/flyer, and will begin digital and print promotion within the next week.
- Downtown Summer Concerts – wrapped up on June 24. Attendance at the June 24 concert was lighter due to a 6pm rainstorm and the Avalanche Stanley Cup game, but overall the series went well and were well attended.
- Second Saturday Creative Crawl – The July 9 Creative Crawl coincided with the first Summer on the Streets event. Attendance for both was light due to 100 degree heat and Rhythm on the River the same night.
- Summer on the Streets – The first two weekly events have occurred, and attendance was much better the second week.
- Miracle on 4<sup>th</sup> market – Bricks Retail will host a 'Christmas in July' vendor market from 10am - 5pm on Sunday, July 24 on 4<sup>th</sup> Ave between Main & Kimbark. Colin has assisted with permit application, traffic control plans, and other logistics.
- Wine Walk – Scheduled for Thursday, September 29 4:30 - 7pm. 13 businesses have committed to participate, participation deadline is Thursday July 21.
- Day of the Dead – Family Celebration to be held Saturday, October 8 at 4<sup>th</sup> & Coffman. Colin is assisting with traffic control plans and other logistics.
- Unity in the Community - Colin meets regularly with the Chamber of Commerce for their Unity in the Community event to be held Friday, August 26 at 4<sup>th</sup> & Kimbark. Colin is assisting with permit application, traffic control plans, and other logistics.

## **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:**

- NOLA security camera company gave a presentation to the City/LDDA. The cameras are 360 degrees and can read a license plate pretty clearly. Del Rae and Kimberlee have been working on placement options and number of cameras needed in the Downtown area.
- The Spoke on Coffman continues to see a lot of transient behavior in and around their building.
- We saw some increased transient activity in the 300 east breezeway.
- Met with 2 of the 3 new Rangers. Their hot spots are parks and greenways. When Downtown will check breezeways as those are designated public spaces.

### **CLEAN & MAINTENANCE:**

- Irrigation repairs in the sidewalk at 3 locations on Main St. and the 100 block irrigation malfunction continues to be investigated.
- The CDOT contractor is nearing the final stages of replacing traffic signals on the corner of 6<sup>th</sup> Ave. and Main St.

- Graffiti continues to rise in the Downtown and city-wide. We report tags to the City and property owners.
- Taylor Wicklund is in his 5<sup>th</sup>/final year as the Downtown landscaping maintenance contractor. We have to submit a new RFP to select another annually renewed contractor in November 2022.

#### **PLACEMAKING:**

- Summer Concert banners were swapped out for Longmont Museum's Tipi to Tiny House exhibit banners.
- Looking into quotes to "open up" the 500 E breezeway by scaling back one landscape island curb cuts to add more surface space. This will help with seating and pedestrian access.
- Expecting to install Unity in the Community kiosks this month.
- The 100 block median project to raise the median was postponed until late July or August.

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

- Kimberlee met with City staff regarding wayfinding.
- We installed the two new pedestrian counters and will rotate the counters to the 600, 400, 100, and 200 blocks of Main St. They'll stay on the 200 block for the rest of the year until they are rotated again.

#### **PARKING:**

- To date 94% of parking permits have been paid. Several new accounts were also created from businesses, employees or residents on 200E, 300E and RPA.
- Kimberlee continues to meet with key City Staff regarding the future needs of parking, parking enforcement and joint ventures to address parking needs in certain areas. They met with Laz Parking to discuss the services they have available to municipalities.
- The RFP for parking services is out and is due back in August.
- Kimberlee had a conference call with the Director of Downtown Arvada regarding parking management

#### **COFFMAN ST:**

- The City confirmed they are delayed the project one year. We anticipate construction starting in 2024.
- They are now working on 90% plans.
- The contractor will be doing utility potholing the last 2 weeks in July along Coffman St.

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

- We held the June Block Captains
- We are starting the Block by Block meetings again, beginning with the 400 block on 7/21/11. The rest of the meetings are
  - 300 block – 3rd Tue, Aug 16 (Times Collaborative, Crystal Joys or LDDA)
  - 200 block – 3rd Tue, Sep 20 (BBP)
  - 100 block – 3rd Tue, Oct 18 (High Country Bank)
  - 600 block – 3rd Tue, Nov 15
  - 500 block – 2nd Tue, Dec 13
- We held the bi-monthly LDDA/City Collaboration meeting.
- Kimberlee met with the Executive Committee

- Kimberlee participated in a Focus Group for the Longmont Community Foundation
- Kimberlee attended a Diversity, Equity and Inclusion training with Longmont EDP
- Kimberlee met with other DDA Directors to discuss and outline steps to get the TIF extended
- Kimberlee attended the Commercial Brokers of Longmont meeting
- Kimberlee met with Councilman Waters