

July 2024 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)

Hotel Longmont - 3rd & Kimbark St.

- Del Rae/Kimberlee are attending weekly Hotel and other project updates with City staff and holding a meeting with Vertical (builder) every 3 weeks

The Spoke on Coffman - 518 Coffman St.

- Additional pedestrian signage and stall striping suggested in the garage. Will discuss at next BCHA/LDDA meeting along with monitored camera service in stairwells

First & Main Redevelopment

- Toured Granary project and discussed 150 Main vacancies

Planning

- Working with LEDP on a new community profile (debut in late August) and gap analysis of Economic Development organizations (Organizational partner surveys finalized)
- Met with the Brownfields Committee and received scope for 600 Main St reimagining

Redevelopment & Real Estate

- Met with potential developer of Jesters Property
- Hold bi-weekly meetings with City Redevelopment
- Kimberlee, LEDP and City did a tour of sites with potential developer
- Met with Longmont Brownfields Advisory Committee
- Working with Winchell's property owner / contractor

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

PROPERTY & BUSINESS OWNER SUPPORT/Incentives

- To date, have awarded 9 collaborative business events with LDDA Collaboration in-kind marketing grants. 5 collaborations finished, 2 in progress, 2 future. \$1,595 awarded so far
- Continuing to support businesses promoting Costume Crawl last Saturday of each month. July's theme is Beach Party
- Working with business and property owners for incentives/property search
- Awarded Sign Grant to Claus Tailoring, Longmont Yarn Shoppe/Ron's R. Fine Jewelry, and Optical Center
- Reviewing sign designs for Antonio's NY Pizza and Red Cedar Bistro
- Released grant payments to Flower Wild, Chamber of Commerce, Pumphouse, and Antonio's Pizza
- Advising 2nd and Coffman property owner on DIP grant for building and new fencing
- Conducting Elevate Longmont / retention surveys with Primary Employers in the LDDA district.
- Finalizing LDDA retention survey
- Held a Retail Committee meeting and discussed Gift Cards and events

BUSINESS MARKETING:

- 'Summer Nights' promotion continues to encourage nightlife and later-night visits to Downtown Thursday-Saturday. Started June 20. Feedback so far is that participants have seen some

customers with 3-4 stamps on their card, but not a ton of participation so far. Promotion runs through August 31, 2024. Ads running on Facebook & Instagram as well as some print publications

- Neighborhood Campaign: continuing to boost SVVSD videos on Facebook weekly. 22 videos boosted, \$230 spent so far
- Met with Website designer again to discuss interviews & research to gauge current website useability to inform restructure/refresh in 2024-25
- Continuing to send monthly 'What's Up Downtown' newsletters to highlight various topics about or relevant to downtown

- **Gift Card Program Monthly Sales: 2024**

Jan \$2,740, 53 cards	Feb \$1,315, 24 cards	Mar \$2,075, 38 cards
Apr \$5,360, 129 cards	May \$16,855, 252 cards	Jun \$2585, 34 cards
Jul	Aug	Sep
Oct	Nov	Dec

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

CREATIVE DISTRICT:

- Longmont Creates held a third Longmont Arts Week planning meeting, attended by various Longmont-area creatives and arts organizations, and secured more than \$3,000 in Longmont Arts Week. sponsorships, including a \$2,000 Title Sponsorship from MECO Coffee Collective
- Longmont Creates had a booth at the Nepali Jatra event
- Next Creatives Happy Hour is scheduled for August at Proper Tramps Tattoo Society
- TinkerMill created, painted, and installed a Summer Games activation in St. Stephen's Plaza with Olympic-themed challenges and a medal podium photo opportunity
- Working on final reports and grant reporting for Colorado Creative Industries
- Walk around for Historic Markers/Kiosks
- Met with Music First, a music non profit

EVENTS & MARKETING:

- Dress Up Downtown Costume Crawl: July's theme is Beach Party. Event gets good response
- Other Upcoming Events: Supporting a variety of businesses & organizations with plans to host events and programming Downtown in 2024.
 - Summer on the Streets - July event was moved back an hour due to heat. Continuing to support August event (Firehouse Art Center)
 - 4th of July - Collaborative event at 2nd & Emery was successful, hosted by Wibby and Longmont Recreation. 300 Suns and Kuper Wine Bar participated as vendors. Turnout exceeded expectations, somewhere around 10,000 people.
 - Miracle on 4th - Bricks Retail postponed the July night market due to heat and liquor permit not being submitted on time. Night market is moved to September 1. LDDA will sponsor road closure and support with logistics.
 - Nepali Jatra - Colin supported the Nepali Jatra festival, held at 4th & Kimbark on Saturday, July 20 from 5-7pm. Overall the cultural event went well and was well-attended (around 750-1,000 people). Colin will debrief with organizer with areas for improvement.
 - Elks Lodge Car Show - the Elks Lodge will use the 300W parking lot for a classic car show on July 27. Colin assisted with UOPP application and lot closure barricades and signage.
 - Unity in the Community - August (Chamber of Commerce) - supporting with traffic control, and logistics. Colin met with organizers to discuss event plans and needs.

- ArtWalk on Main - LDDA will support with sponsorship, road closure, and alcohol permit & vendor coordination. Discussing opportunities to simplify and improve attendee and vendor experience with alcohol sales and service. Met with third party bartending company to discuss possible options for simplifying and streamlining processes
- Day of the Dead - October (Museum) supporting with traffic control, electrical power, and logistics. Connected organizers with sound engineer
- Working with purchasing on a comprehensive Best Value Approach (BVA) outreach for social media/graphic design support. 10 firms submitted proposals

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:

- Colorado Security Services started nightly security patrols between 10pm and 4am on 7/22/24. Will patrol for 3 months and then re-evaluate. They send daily incident reports and we are compiling results

CLEAN & MAINTENANCE:

- Trimmed trees in 500 E breezeway and alley
- 4th Ave. concrete work was finished between Main and Coffman St. Old pavers were removed and replaced with new concrete
- Two large irrigation repairs conducted on 400 and 300 blocks of Main
- Finalized oil storage permit with Teocalli
- Installed decorative fencing in the 500 W breezeway

PLACEMAKING:

- Working on base map and design for phase 2 kiosks. Finalizing specs for street sign name design (phase 3)
- The Downtown Design Advisory Committee (DAC) finished a walk around to review existing signage and placemaking. Will continue updating the sign design standards and will work with City Code Enforcement on Sign Code updates expected this year
- A Summer Games game was installed in St. Stephen's Plaza by TinkerMill

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

- Finalizing contract for Microtransit Vendor. Will discuss options for Downtown specific transportation
- Attended the Transportation Master Plan (TMP) open house to give feedback
- Met with transportation staff regarding options for patterned crosswalks
- Met with City staff and CDOT to discuss the path to investigation of future changes to Main St and what information they would need for consideration

PARKING: Parking Permits Sold Monthly

June 2024

200E (29 permits) - 27 sold,	300E (73 permits) - 35 sold, *No Longer Selling	300W (41 permits) - 40 sold	400E (62 permits) - 53 sold
500E (55 permits) - 50 sold	SOC (80 permits) - 78 sold	600W (9 permits) - 0 sold	RPA (24 permits) - 4 sold

COFFMAN ST:

- The project started 6/24 on the west side between 9th & Longs Peak Ave. They will soon expand into the 600 block. Traffic only travels northbound currently

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

- Held quarterly Retail & Restaurant meeting (28 attendees)
- Held quarterly meeting with City Sustainability bilingual staff
- Staff attended Advance Longmont Ecosystem meeting and LEDP Aspire Leadership Council meeting
- Kimberlee and Colin met with Recreation to discuss future event collaborations
- Held an LDDA/City collaboration meeting
- Met with City Manager Harold Dominguez
- Held Nominating Committee meeting
- Met with LEDP CEO, Erin Fosdick
- Began collaboration with Front Range Community College with its new degree program for CAD/architecture. Scanning local properties for class projects
- Met with cultural brokers for future event planning
- Held Executive Committee meeting
- Held Finance Committee meeting