

# March 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 – 518 Coffman St.**

- Held quarterly meeting with Spoke staff. Residential is still fully occupied.
- Nominated the Spoke for Outstanding Project at Downtown Colorado Inc. Governor’s Awards.
- Will release RFP for the café space this year. Had a delay due to drainage issues next to café.
- LDDA is getting concerned comments from garage users about trash and people camping in the stairwells, skateboarders/graffiti in garage/breezeway and little parking enforcement.
- Cars have tried to drive down west breezeway stairs. They will install a bollard to deter vehicles.
- LAZ parking enforcement has not been issuing many tickets.
- Received Aug-Dec 2022 operating costs invoice with backup documents. Met with accounting to discuss actual charges. Highest costs are LAZ parking enforcement and snow removal.

## **First & Main Redevelopment**

- Continue working on RFEI for the Slope project.

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

- Met with 723 Main St. owner and tenant on Façade and Retail Conversion grant interests.
- Approved Façade grant from Main Street Mat Co. for \$1,435.
- Completed LOI and is working on submitting historical grant for 350 – 356 Main St.

## **Planning**

- Continue Meets with National Development Council (NDC) to discuss funding for future projects, including funding parking structures and other needed elements to be development ready
- Met with Tony, City Redevelopment Manager and a developer interested in a project downtown.
- Reviewed pre-app information for a project at 429 Terry St

## **Redevelopment & Real Estate**

- Staff continues to troubleshoot rehabilitation of buildings for property owners.
- Met with prospective business owners regarding opportunities and incentives
- Met with new business owners regarding opportunities and incentives

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

## **PROPERTY & BUSINESS OWNER SUPPORT**

- Working with EZ Pawn sign designer to bring their non-compliant awning sign into compliance.
- Del Rae met with two new business owners to discuss sign design and the Sign Grant.
- Kimberlee and Del Rae met with a perspective property owner and business owner regarding incentives and other support.
- Del Rae met with a business about concerns with aggressive skateboarders in the 500 W breezeway. Looking into skateboard deterrent pieces for the curbs and signage.
- Held “The Slope” event in March for businesses located south of 3<sup>rd</sup> Avenue. Nearly 400 people attended.

## **BUSINESS MARKETING:**

- The St. Vrain Innovation Center team continues interviews and filming for promo videos at businesses this month as part of the 'Downtown Neighborhood' theme. They've completed a Crackpots promo video, and have filmed at 10+ locations.
- Carat App: 65+ participating businesses, 138 users signed up, 21 users collected more than 10 Carats, leader has 121 total carats.
- Staff continues to craft the 2023 Marketing plan with a 'Downtown is Everyone's Neighborhood' theme. Continue working with Branded Beet on social media promotions

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

**CREATIVE DISTRICT:**

- Gift Card Program:  

Jan Sales \$4,685; 81 Cards	Feb Sales \$3,495; 66 Cards
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- Longmont Creates' next Creative Happy Hour is scheduled for Wednesday, April 19 at The Times Collaborative.
- Longmont Creates Board met and discussed future projects.
- Met with students for SVVSD regarding bench project for Spoke on Coffman.

**EVENTS:**

- Creative Crawl: Hired 4 female creatives to do interactive creative projects as part of Women's History Month. Featured locations were Walnut Gallery, Obra Arts in Old Town Marketplace, Wibby Brewing, and Longmont Books. April will feature creatives who use upcycled/
- Concert Series: Band and food truck lineup is confirmed for first 4 concerts. Found out that Longmont Pride Festival will be held June 30<sup>th</sup>, same date as our final concert. Exploring options for cross-promotion, or considering only holding 4 concerts so as not to conflict. Past Title Sponsor declined to renew their sponsorship, actively discussing with other potential sponsors.
- Wine Walk: Planning to host the Wine Walk on Thursday, September 28. Will apply for liquor permit ASAP to ensure we have plenty of time in case there are more delays that arise.

**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 in late April. Delay due to a temporary hold on the camera rollout and Broes workflow. Five cameras will be installed this month by LPC.

**CLEAN & MAINTENANCE:**

- The City finished the 4<sup>th</sup> Ave. sidewalk repairs between Main St. and Coffman St.
- Some Main St. storm drain covers were damaged. The City secured them until they are repaired.
- The Clean & Green event is Sat., 4/22/23 (Earth Day) Sponsors include: Scythe Robotics, 99 Bar Saloon, Ziggi's Coffee, ACE and BBP. Registration is open.
- Del Rae is working with the City to schedule parking lot restriping/repairs and paving work on 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> Ave. this spring/summer.
- Del Rae began getting quotes for pressure washing services and east alley painting CIP project.

**PLACEMAKING:**

- The holiday trunk wraps were removed after Valentine's Day.
- Staff met with Da Vinci signs to look at digital kiosk examples in Windsor.
- Most businesses are interested in parklets again this year. Will put out June – Sept.
- FRCC banners will be installed on mid blocks in April.

- Met with the owner of the angel dedication bench to discuss placement in St. Stephen’s Plaza (board approved). A maintenance agreement was created and legal is reviewing.

**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 Water Line project began March 20 on the 600 block of Coffman. City notified property/business owners thoroughly. City, LDDA, and contractor met with Longmont Florist to discuss their concerns. We will do their best to accommodate access needs during their busy season (April/May.) Schedule: 6<sup>th</sup> – 9<sup>th</sup> Ave., March to June, 3<sup>rd</sup> - 6<sup>th</sup> Ave., June to Aug.
- Holding on site meetings with City staff to discuss the installment logistics of the mid-block flashing beacons. The 500 block is the first block slated for install this year.
- Met with Purchasing to begin an RFP on the Signage Wayfinding project.

**PARKING:**

- Parking Permits

200E - 13 Sold 16 Available	300E - 55 Sold 18 Available	300W - 16 Sold 25 Available	400E – 62 Sold 0 Available
500E – 46 Sold 9 Available	SOC – 9 Sold 27 Available (36 permits)	600W – 9 Available	RPA – 3 Sold 21 Available

**COFFMAN ST:**

- The LDDA reviewed the 90% design plans and provided feedback to the City.

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

- A Block Captains meeting was held in Feb.
- The 500 Block meeting was held in Feb. at Crackpots. 13 people attended.
- An All Business Owners meeting was held in March. 70 people attended.
- Held a Downtown Business Social at Kuper Wine Bar in February.
- Held a LDDA/City Collaboration meeting in March.
- Del Rae met with new City Sustainability staff and discussed collaboration efforts.
- Staff met with a FRCC student for a GIS internship gathering info on Downtown properties.
- Held a Building Better Cities Downtown Forum at the Longmont Theatre Co. in March. Executive Directors from the Ft. Collins, Greeley, and Loveland DDAs sat on the panel and discussed their projects and how they maintained the character of their Downtown. Kimberlee moderated the forum.
- Kimberlee presented at the Advance Longmont 2.0 Annual Summit
- Attended High Plains Bank 10 year celebration
- Kimberlee met/had calls with:
  - Executive Committee
  - DDA partners on TIF renewal. SB23-175 passed through the Senate Finance Committee and is now seeking 2<sup>nd</sup> reading before it moves to the House of Representatives.