

May 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. - IS OPENING THIS MONTH!

- The garage opening to the public is rescheduled for early June to allow more time to finish signage and get the BCHA parking services company finalized. Residents are allowed to park right now.
- Residents have been moving in since the last weekend of April.
- Pinkard will clean up, restripe and open the entire 600 W lot after June 6.
- The LDDA issued the \$125k DIP permit fee reimbursement to BCHA.
- The LDDA toured the facility and garage.
- Kimberlee and City staff met with parking garage operator

First & Main Redevelopment

- Kimberlee attended a pre-application meeting for a proposed development on the corner of 2nd and Kimbark
- Kimberlee continues to discuss options for redevelopment in the area

Incentives & Comprehensive Review of Incentives

- Approved DIP grant for Main Street Mat Co.
- Approved sign design and Sign Grant for both Landline Doughnuts and Sweet Cow.
- Issued the DIP and Sign Grant reimbursement for 110 Emery St. LLC.

Planning

- Kimberlee meets with members of the National Development Council (NDC) to discuss potential projects and funding options.
- Kimberlee and Del Rae will meet with the City to discuss concrete rehab on the south side of 4th Ave., between Main and Coffman St.

Redevelopment & Real Estate

- Kimberlee continues to meet with the potential developer on the upcoming project and properties for sale within the LDDA district. She also met with prospective business owners looking for space.
- Kimberlee met with the owner and construction team for the three buildings rehab on the 300 block of Main St.
- Kimberlee met with Tony Chacon on future development prospects.

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

PROPERTY & BUSINESS OWNER SUPPORT

- Kimberlee gave a presentation to the Commercial Brokers of Longmont through LEDP regarding Downtown and current opportunities.
- Colin and Del Rae meet weekly for the 2022 LSW event to support logistics and volunteers.

- Staff and Kirsten held a Retail Meeting. The group discussed bringing back the #strongmont type posts to feature local businesses. They also discussed events, developments and marketing initiatives. They will see results of Taco Trail before they try another retail pass.
- Kimberlee met with the owner of Kuper Wine Bar that will be opening in October

ADVANCE LONGMONT 2.0:

- Del Rae and Kimberlee continue working on an Advance Longmont 2.0 collective impact group regarding an Intracity Shuttle for Longmont.
- Kimberlee attended a Steering Committee meeting

BUSINESS MARKETING:

- The Downtown Visitor Guide will be printed before the end of the month and will be distributed to businesses sometime in June.
- Taco Trail signups are at 140 total, with 39 people having completed at least 1 check-in, and 2 individuals having completed all 8 check-ins to win a prize pack.
- Staff is looking into the Carat App to make business events more prominent during the Creative Crawl events.

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

CREATIVE DISTRICT:

- Emelie designed a logo for new 1st Wed Happy Hour. The HH will start on June 1st for craft beverage businesses.
- We received a \$1,750 Creative District Supporter grant from Seagate.
- Kimberlee will be on the selection committee for The Spoke on Coffman mural with Art in Public Places Commission.
- Kimberlee and Del Rae worked with Angela Brill to find locations for Art on the Move program within the Longmont Creative District.
- Staff attended the Longmont Creates Board Meeting and works with them on their membership program and other collaborations featuring the Longmont Creative District.

EVENTS:

- Emelie has been working with the All SVVSD High Schools Alumni Reunion sponsors. To date there are 7 sponsors at \$300 each. The reunion concert will be in conjunction with the June 10 concert. The group will have a tent at the concert footprint hosted by the SVV Education Foundation. Name tags, bead necklaces will be given away. SVVEF will give away beverage tokens to the first 100 attendees.
- Second Saturday Creative Crawl – The May 14 Creative Crawl saw more participation and pop-up events. The SVVSD Mobile Innovation Lab set up behind St. Stephen's Plaza, Trailhead Church hosted games & activities in St. Stephen's Plaza, Sharky's Tattoo had a chalk art event, and businesses hosted other programming. Tinkermill made and delivered 16 custom Creative Crawl a-frame signs which were distributed to participating businesses and events.
- Art of Food – Firehouse Art Center hosted a food & art on 4th Ave. between Main & Coffman on Saturday, May 14. LDDA sponsored the road closure. Attendance and feedback were good.

- Summer Concerts – Concerts are almost here (every Friday in June). Marketing continues to ramp up and we're excited about kicking the series off with Grammy-nominated reggae legend Pato Banton on June 3. Elevations Credit Union recently came on board as Beer Garden sponsors.
- Summer on the Streets – Plans continue for the July – August event

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:

- Another security camera option is being reviewed by the City group in lieu of the one bid submitted on the RFP.

CLEAN & MAINTENANCE:

- The Clean & Green volunteer event was held 4/23/22 and 100+ people helped cleanup Downtown. Thanks again to the sponsors: COL, Smokin' Bowls, Moe's Bagels, Comcast, Ace, and BBP.
- Pressure washing is scheduled for early June.
- Del Rae and PW met to discuss 2 new trash can addition requests.

PLACEMAKING:

- The Summer Concerts banners were installed on the mid blocks on Main St.
- Four – five Art on the Move art pieces are planned for install this year. We discussed adding a few new permanent pieces on 4th Ave., W of Main St. where old tree wells currently exist.
- Met with Guide Studios about ideas for the new wayfinding kiosk design.

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

- Parklets are scheduled for install on May 24, 25, and 26 in 12.5 total parking spaces. Rossmoister will be doing the parklet install, City Streets is installing the white barricades, and traffic control will be used on Main St. In key locations.
- Kimberlee continues to work on wayfinding and finished training with Guide Studio on sign location software.
- Bike corral infrastructure will be installed in 4th Avenue to assist cyclists and those with bike trailers to have a safe, visible place to park.

PARKING:

- Emelie is finishing migration of parking permit program and will send invoices by May 30th. There are 86 accounts currently. Emelie will start selling permits on June 1st with 11 people/accounts on the waiting list for The Spoke on Coffman.
- Kimberlee met with key City Staff regarding the future needs of parking, parking enforcement and joint ventures to address parking needs in certain areas. We are setting up follow up meetings to explore best practices and future options. We are also looking at implementation of 2016 parking study recommendations.

COFFMAN ST:

- They are currently working on developing 60% plans for the project.

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

(Leadership and Management)

- Held the bi-monthly City/LDDA collaboration meeting.
- We held the May Block Captains
- Kimberlee, Del Rae and Wes Parker held the quarterly Residential Advisory Group meeting.
- Kimberlee met with the Executive Committee.
- Kimberlee attended a grant workshop through the Main Streets Organization
- Kimberlee met with Chris La May, the regional manager of Department of Local Affairs (DOLA)
- Kimberlee attended the High Country Bank before hours event
- Kimberlee attended a Diversity, Equity and Inclusion training with Longmont EDP