

May 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.

- LDDA's on-site meeting with stakeholders was postponed to June to discuss safety/enforcement activity in the garage.
- Held a quarterly meeting with BC/BCHA. They are trying their best to deal with the transient and skateboarding activity

First & Main Redevelopment

- Kimberlee met with Tony Chacon regarding projects in the area

Incentives & Comprehensive Review of Incentives

- Kimberlee and Del Rae met with Tribal Rites, a Retail Conversion prospect

Planning

- Finalize new contract with National Development Council (NDC) to discuss funding for future projects, including funding parking structures

Redevelopment & Real Estate

- Met with prospective business owners regarding opportunities and incentives
- Kimberlee met with city staff regarding Hotel Longmont submittal. She also met with the management company for the future hotel
- Kimberlee, Chris McGilvray and Joe Perrotto met to review potential property acquisition
- Kimberlee met with a property owner that is interested in annexing into the District
- Kimberlee is part of the Brownfield Assessment Grant Team

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

PROPERTY & BUSINESS OWNER SUPPORT

- Met with a business to discuss sign design and Sign grant
- Kimberlee continues to work on Trojan Tech project with SVVSD
- Kimberlee is working to find space for current and prospective businesses

BUSINESS MARKETING:

- The SVVSD Innovation Center team's videos are scheduled to be delivered by June 22. These videos will promote downtown businesses as part of the 'neighborhood' marketing theme
- Carat App: 65+ participating businesses, 156 users signed up, 25 users collected more than 10 Carats, leader has 140 total carats. Due to lack of traction with the Carat App, we will likely NOT renew the license when it expires in September
- 'Downtown is Everyone's Neighborhood' campaign with Prairie Mountain Media began. So far, landing page for display ads & Facebook Carousel ads has 493 page views over 12 days

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

- Kimberlee attended the Asphalt Art Initiative Info Session through Bloomberg Foundation
- Kimberlee submitted the Creative District Quarterly Report

CREATIVE DISTRICT:

- **Gift Card Program:**

Jan Sales \$4,685; 81 Cards	Feb Sales \$3,495; 66 Cards	Mar Sales \$2145.00; 37 Cards
Apr Sales \$4,780; 101 Cards		

- Longmont Creates Board met on May 17. Main topics of discussion were Pop-Up Grant Program, Longmont Arts Week, and CCI Convening.
- Staff met with Firehouse Art Center, City Recreation, and Longmont Creates to discuss a 'Longmont Arts Week' to bridge and connect the Main St. ArtWalk on Sep. 9 with Rhythm at Roosevelt on Sep. 16.

EVENTS:

- Creative Crawl: May featured 4 Asian & Pacific American creatives. St. Stephen's Plaza featured 4 creative pop-ups and a tomato truck pop-up. Lots of events occurred throughout the district, and the Creative Crawl seems to be gaining momentum.
- Concert Series: Marketing & advertising has begun and will ramp up in the coming weeks. Partnering with a national robotics competition (MATE ROV) on June 23 to bring their 700+ guests to the concert as an 'afterparty' for the competition.
- Other Events:
 - Miracle on 4th: Bricks Retail hosted their first of 3 markets on 4th Ave. on April 30. Was very successful with good attendance and sales. Next is scheduled for July 30.
 - ArtWalk: First Summer on the Streets happened May 13. Was successful with good participation, attendance, and feedback. Rain began about 30 minutes before the end of the event. Next is scheduled for Saturday, June 10.
 - Unity in the Community: No new updates. To be held Friday, August 25 at 4th & Kimbark
 - Day of the Dead: Colin attended committee meetings for the Museum's downtown event to be held Saturday, October 7 at 4th & Coffman.
 - Holiday Plaza Lighting: Exploring possible new date for the event to give some space for marketing Small Business Saturday & Artist Sunday on their own weekend.

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:

- Camera installation continues and should be finished this month. LDDA is getting access to camera feeds and will review coverage in more detail

CLEAN & MAINTENANCE:

- The Clean & Green event on Sat., 4/22/23 had over 60 volunteers who worked in wet/cold temps. Cleaned out all tree grates on Main St. Between 2nd and Longs Peak Ave
- Held a discussion about ice/snow with Public Works, Code Enforcement, Jim Wardell, and John Creighton
- The City will be testing cleaning a section of the 300 E alley this month
- Ordered a skateboard deterrent example to use in the breezeways

PLACEMAKING:

- Staff and purchasing getting close to releasing the Signage Wayfinding RFP
- The parklet permit was denied by CDOT so unable to put parklets on Main St. anymore. The Avenues are OK and Abbott & Wallace and Ziggi's on 4th Ave. will use parklets. Spoke to Main St. Businesses to discuss options to use sidewalk space instead. Some will do that

- Put up Concert Series banners on Main St. For May/June
- Discussed a partnership with Circle Graphics for placement printing

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 is still between 6th - 9th Ave. They will tie in individual services in this section soon before moving the project to 3rd - 6th Ave. June - Aug
- City staff submitted costs for the mid-block flashing beacons and inquired about LDDA support
- Kimberlee and Del Rae are working with purchasing on the wayfinding/signage RFP. We met with the consultant to get some clarifying information and an updated kiosk design
- Kimberlee, Mayor Peck, City Manager Harold Dominguez and Phil Greenwald met to discuss transit and shuttle options during construction of Hotel Longmont

PARKING:

- Kimberlee finalized the agreement for the Elks and we are awaiting their thoughts.
- Working with staff on Phase 2 of parking study follow up
- **Parking Permits (Changes in red text)**

200E - 13 Sold 16 Available	300E - 58 Sold 15 Available* *No Longer Selling These	300W - 16 Sold 25 Available	400E - 62 Sold 0 Available
500E - 46 Sold 9 Available	SOC - 10 Sold 26 Available (35 permits)	600W - 9 Available	RPA - 3 Sold 21 Available

COFFMAN ST:

- The project is at 90% plan completion.

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

- The May Block Captains meeting was held. The City Sustainability team attended and explained the Styrofoam ban and recycling ordinance
- The 300 Block meeting was held in May at Abbott & Wallace Distillers. 16 people attended
- The Downtown Residential Advisory Group met in May. 5 people attended. Recruited Ron Cheyney, who lives and owns property on Main St., to join the group
- Worked with FRCC intern on a GIS project
- Del Rae attended the monthly First Responders meeting
- Held the bi-monthly LDDA/City Collaboration meeting
- Kimberlee continues to track SB23-175. It is awaiting either the governor's signature or 30 days since it was passed in the Senate
- Kimberlee and Jim Golden presented to a CU Boulder Business Class about Hotel Longmont
- Kimberlee attended the LEDP Aspire Leadership Council Meeting and Quarterly Board Meeting
- Kimberlee met with Erin Fosdick, LEDP President
- Kimberlee met with Hillary Sontag (SVVSD) and Valerie Dodd (LPC)
- Kimberlee presented to a Chamber of Commerce networking group
- Kimberlee attended a Visit Longmont hotel mixer