

November 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.

- Should be pouring 3rd level concrete by end of the month. Partial Kimbark St. closure for the storm drain install. The street should be back open for our 11/23 event

The Spoke on Coffman - 518 Coffman St.

- A custom bench was installed on Coffman St. in front of the Spoke. Its design reflects the components of the mechanical room in the building that the bench faces. The bench was created/built by SVVSD students
- The last 2 Public Parking decals were installed in the garage
- Spoke staff continue to deal with transient activity in the stairwells and people parking in resident parking areas

First & Main Redevelopment

- Met with developers on project status
- Met with Scott Moore from Jesters. Property is currently off the market

Planning

- Working on temporary activation for 600 Main and future development options

Redevelopment & Real Estate

- Working with businesses on property incentives and space
- Met with City redevelopment staff
- Toured 301 Main St with City Manager, Councilwoman Yarbrough and potential investor
- Met with owner of 704 Main St. Property back on the market

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

PROPERTY & BUSINESS OWNER SUPPORT/Incentives

- Continuing to support businesses by promoting monthly Costume Crawl last Saturday of each month. November's theme will be Santa Crawl the night of Small Business Saturday
- Reviewing Pharaoh's sign design with the Design Advisory Committee
- Reimbursed Sign Grants for Optical Centre and Thrivent
- The roof replacement on the St. Stephen's church is finished and the fencing removed from the plaza
- Staff finished one-on-one business owner meetings to check in and discuss holiday plans - roughly 60 businesses in total

BUSINESS MARKETING:

- Holiday Central marketing is in full swing. Print ads, digital ads, social media, radio ads, kiosk posters, bus shelter ads, 10,000 EDDM postcards mailed week of 11/4, etc. Goal is to drive foot traffic and sales and keep Downtown front of mind during the holiday season
- Working with Website UX consultant on next steps for 2025 website refresh
- Kimberlee had an interview with channel 7 news about the Winter Passport, and it was aired on the morning news the week before the passport launch. Stories appeared in Longmont Times Call and Longmont Leader

- Added Koena Healing, All-G Vitality Massage, and Blackbird House to the Gift Card Program. Turner Realty just purchased 170 \$25 gift cards for their tenants.

- **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 \$2,945, 51 cards	Aug \$3,060, 44 cards	Sep \$3,215, 107 cards
Oct \$4245, 113 cards	Nov	Dec

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

CREATIVE DISTRICT:

- Next Creatives Happy Hour has been postponed to February
- Longmont Creates is working on planning the 2025 Creative Retreat to be held January 25 from 9-4 at Elks Ballroom. They are hosting regular planning committee meetings
- Attended Timberline Truck or Treat and promoted Holiday Plaza Lighting

EVENTS & MARKETING:

- Dress Up Downtown Costume Crawl: November's theme will be 'Santa Crawl' the evening of Small Business Saturday. December's will be 'Roaring 20's'. Businesses have expressed interest in continuing the event in 2025
- Winter Walkabout Music Showcase: Title sponsor expressed interest in stepping down from sponsorship, but commitment to make sure the event is able to proceed with enough sponsorship dollars if another sponsor doesn't step up this year. Event schedule for 2/1/25. 18 venues confirmed
- Other Events: Supporting a variety of businesses & organizations with events and programming Downtown in 2024 & 2025
 - Halloween Parade & Trick or Treat Street: encouraged businesses to give out candy after the Halloween Parade – parade attendance was good and business participation was ok
 - Main St. Kids Run (before Lights Parade): Colin is again working with Shoes & Brews who are hosting a Main Street Kids Run 1 mile race before the Holiday Parade. They expect around 300-350 participants
- Holidays: Holiday programming kicked off November 9 with the passport launch and Nov 16 "Fall al Fresco". Attendance at both was solid, and all holiday decorations & lights are up and on (except the Plaza Lighting area and Holiday Tree that will be turned on 11/23)
 - Weekly Programming:
 - Nov 9 - Passport Launch & Street Entertainment/buskers
 - Nov 16 - "Fall Al Fresco" sidewalk sales & street market
 - Nov 23 - "Merry-achi Holidays" Plaza Lighting
 - Nov 30 - Small Biz Saturday & Santa Crawl Costume Crawl
 - Dec 7 - Ice Carvings & Photo Opportunities
 - Dec 14 - Lights Parade & Double Passport Stickers
 - Dec 21 - Winter Solstice Celebration
 - Dec 28 - "Roaring 20's" Costume Crawl & 20% off sales (holiday clearance)
 - Winter Passport: 7th year. Nov 9 - Jan 3. More than 80 businesses participating, the most ever. Around 40 passports turned in the first weekend, and a couple mentioned seeing the program on Channels 7 News and 9News who both picked up our press release

- Plaza Lighting: Sat, Nov 23, 6-7pm. Pre-party at Old Town Marketplace with food & drink. Las Dahlias female mariachi band will lead folks from OTM to the plaza, and will be the main performers. Emcees are affiliated with Longmont Sister Cities. Will have goody bags sponsored by High Plains Bank, local art groups and arts/crafts activities, as well as warm drinks & treats from NextLight, and Santa

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 patrol reported 14 incidents in July, 16 in Aug, 8 in Sept, 10 in Oct and 7 to date in Nov. 300 E breezeway loitering is still common
- The Spoke garage is seeing an increase in transients in the stairwell off the alley

CLEAN & MAINTENANCE:

- Met with CPS/Toro for a presentation on their updated irrigation controllers
- Clearing dead plants from pots. Leaving center spikes over the winter for vegetation
- Painting in LDDA office postponed until Jan 2025 due to the busy holidays
- Started repainting the light poles, benches, trash cans, and bike racks in Downtown
- The Roosevelt Park Apts pressure washed the public parking areas in the garage
- Met with Director of Parks and Open Space regarding IGA

PLACEMAKING:

- Winter Passport banners and kiosks are on display
- Holiday lights and new globe display in St. Stephen’s Plaza are installed

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

- Working to implement the Microtransit. Set to launch December 9
- Working on map designs for secondary kiosks
- Getting a new secondary kiosk to replace the one at 2nd/Main that was hit by a car
- The Phase 3 street signs will be installed in January 2025 to avoid the holiday traffic. Met with City to discuss locations of the larger vehicle directional signs around the City
- Continue working on implementation of online permit sales for parking permits (launch Q2 2025)
- Attended the Transportation Master Plan (TMP) Steering Committee meeting

PARKING: Parking Permits Sold Monthly

200E (29 permits) - 1 sold, 6 available	300E (73 permits) - 35 sold, *No Longer Selling	300W (41 permits) - 1 sold, 0 available	400E (62 permits) - 3 sold, 12 available
500E (55 permits) - 1 sold, 4 available	SOC (80 permits) - 39 sold, 20 available	600W (9 permits) - 9 sold, 9 available	RPA (24 permits) - 0 sold, 21 available

COFFMAN ST:

- The project is finishing up the W side between 6th and 9th Ave. 6th Ave. between Coffman and Terry is still restricted and should open after the project moves to the E side of Coffman. Project will move to the E side after the Thanksgiving weekend.

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

(Leadership and Management)

- Held LDDA/City Collaboration meeting in Nov.
- Held the Residential Advisory Group meeting in Oct. We have a new member, Sheila Conroy
- Held our quarterly meeting with Boulder County Housing Authority/Spoke
- Held Executive Committee meeting
- Attended Advance Longmont Ecosystem, Aspire Leadership Council, and Impact Committee meetings
- Attended the Red Cedar Bistro soft opening
- Met with LEDP CEO, Erin Fosdick
- Presented to Chamber Public Policy Committee regarding Downtown
- Working on collaborations with Ice Climbing World Championship
- Attended I Beam celebration
- Presented to stakeholders from Brighton DDA
- Attended Hilton Garden Inn after hours
- Met with Commuting Solutions Executive Director