

October 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.

- We are reviewing the garage lease agreement documents from BCHA.

First & Main Redevelopment

- Kimberlee met with Jack Bestall regarding the 121 Main project.
- Kimberlee and Joni met with National Development Corporation regarding projects and funding options for the future. This would include merging construction of parking structures.

Incentives & Comprehensive Review of Incentives

- Reimbursed Main St. Mat Company (\$3,293) Façade grant.
- Reimbursed Fig & Ivy (\$450) Façade grant.
- Approved Façade Grant for Avocet Communications at 425 Main St. (\$800).
- Approved Sign Grant for Fig & Ivy at 436 Main St. (\$596.99)

Planning

- Kimberlee completed the EZ Zone annual report.

Redevelopment & Real Estate

- Staff continues to troubleshoot the rehabilitation of 350 Main buildings.
- Kimberlee is working on finalizing some issues with the redevelopment agreement.
- Kimberlee continues to negotiate redevelopment projects and investments.

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

PROPERTY & BUSINESS OWNER SUPPORT

- We completed the available space campaign to be mailed soon.
- Kimberlee is working with active prospects on spaces in Downtown.
- Supported Full Circle Yoga, 372 Main St. and Happy Day Plants, 501 Main St. with their sign designs.
- Held the 200 block business owners meeting at Urban Field Pizza. Six people attended.

ADVANCE LONGMONT 2.0:

- Kimberlee attended the Connectivity Working Group meeting

BUSINESS MARKETING:

- Total Holiday Collaboration Interest Survey responses from businesses was 63. Most businesses are donating prizes to the Winter Passport program.
- Taco Trail signups are at 305 total, with 129 people having completed at least 1 check-in, 574 check-ins total, and 38 individuals having completed all 8 check-ins to win a prize pack.
- Carat App launched during the Creative Crawl on October 8. There were 30+ locations available for people to check in and collect Carats. 51 people are signed up in the Carat app, 30 earned 2 or more Carats, and 8 people earned more than 7 Carats to qualify for a Downtown Gift Card Drawing 3 people earned more than 30 Carats. We'll continue to promote next month's Creative Crawl and will have Carat check-ins at all participating Holiday Open House businesses.

- Branded Beet has created postcards to communicate holiday promotions and events downtown, and those will be distributed to various neighborhoods in and around Longmont. We've used Placer.AI to identify those locations that are best suited for this distribution.

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

CREATIVE DISTRICT:

- Kimberlee, Lindsey and Joanne Kirves attended the Colorado Creative District annual convening in Salida. We presented to the group on future collaborative opportunities.
- Lindsey, our Americorps VISTA, decided that this position was not a good fit for her and ended her service with us as of October 14.
- Longmont Creates board meeting was held October 19. Discussion included plans for the Creative Happy Hour October 20 at TInkerMill, member/donor recruitment, and next steps for Musicians Initiative.
- Colin is working with Joanne on reformatting the Creative District newsletter to be sent out bi-monthly. The next newsletter will be sent in early November.

EVENTS:

- Wine Walk – Colin & Kimberlee continue to discuss liquor permit options with the City Clerk and Local Licensing Authority. Planning to host the event in Q1 2023.
- Day of the Dead – The Museum's event on October 8 at 4th & Coffman was a great success. More than 5,000 attendees were counted for another great cultural event Downtown. Colin, Lindsey, and Joanne Kirves hosted an LDDA/Creative District booth to promote business altar displays and the Carat App.
- Business Altars - There are 24 business altars on display Downtown. Displays launched October 8 and will be up through November 7. A list of participants is on the website and hard copies have been distributed to downtown businesses.
- Second Saturday Creative Crawl – October's Creative Crawl featured the Day of the Dead family celebration, as well as the launch of the downtown business altars and launch of the Carat App. November's will overlap with Holiday Open Houses and the launch of the Winter Passport.
- Taco Trail Takedown – Colin has worked on putting together an event for Taco Trail participants. There will be a pinata breaking, DJ playing music, chips & salsa bar, and activities to enter to win a downtown gift card. October 25 from 5-6pm at Old Town Marketplace.
- Catrina Ball – Firehouse Art Center will host the Katrina Ball on Friday, October 28. Kimberlee worked with the property owner and Firehouse to clean and fix up the space into useable condition.
- Miracle on 4th market – Bricks Retail plans to host another 'Miracle on 4th' event on Sunday, November 13. Colin will continue to assist.
- Holiday Plaza Lighting – The annual Tree Lighting will move locations to the Library/Civic Center Plaza off of Kimbark St. Friday, November 25 from 5:30-7pm. Will feature DJ, holiday laser projection show, craft activities, author reading, food, drink, and Santa. The tree at 6th and Main will still be put up and will be lit for the first time that same day, as usual.
- Small Business Saturday & Artists Sunday – 11/26: Plan to once again hire roaming characters & ice carver, and surprise shoppers with random giveaways on Small Business Saturday. 11/27: Firehouse Art Center will host an art market on Artist Sunday, and East Boulder County Artists will host an art market at 380 Main.

HOLIDAYS:

- Emelie has continued to follow up with businesses regarding holiday collaboration participation & signup, as well as Winter Passport prize donation.

- Emelie got all Winter Passport supplies ordered much earlier than previous years, and at higher quantities up front due to much higher demand from last year.
- Emelie received 42 responses from businesses holding open houses on Nov. 12. Info sheets will be distributed next week to give out to customers.
- New lightpoles and electrical outlets have been installed in the Library/Civic Center plaza. These will help with electrical power for the holiday lights and the Plaza lighting 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:

- The City purchased their first 11 cameras of which 4 will go Downtown in the 300 W and 300 E areas. LPC is still setting up networks so the cameras will be able to transmit data. Now temporary hold due to concerns with manufacturer and security of footage.

CLEAN & MAINTENANCE:

- City Forestry removed some trees and ground stumps on Main St. Planted four new trees (coffee and hackberry trees).
- Vandalism on Main St.: destroyed new tree planted at 320 Main St., destroyed tree in 200 E parking lot, and tipping planters on the 200 E side of Main. Reported to LPD and submitted video of the perpetrator from the LDDA and Snarkington's cameras that face Main St.
- Power repairs are taking place in preparation for holiday lights.
- Irrigation blow outs will happen Oct. 24.
- The Flower Pot and Landscape Maintenance RFP was released and will close on 10/31/22.
- Six empty tree wells on the south side of 4th Ave. between Main and Coffman St. were replaced with concrete art pedestals. These will be used for Art on the Move artwork.
- Per a business request, installed two Smoke Free Ordinance signs on the 300 W block of Main St.
- Irrigation will be installed in the 100 block median this year. Planting will be in 2023.

PLACEMAKING:

- The parklets are scheduled for removal Oct. 24-26.
- Colorado Christmas is installing holiday lights in Oct/Nov.
- Day of the Dead banners installed on Main St. Winter Passport to be installed early Nov.
- Longmont Restaurant Week kiosks on display. Winter Passport kiosks to be installed next.

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

- City Coffman Waterline project from 1st – 9th Ave. Could only finish 1st - 3rd Ave this year due to supply issues. Will pick up 3rd – 9th Ave. in March 2023.

PARKING:

- We began the process of the parking study. Data will be collected the first week of November. DDA and City staff met with the consultant to discuss the process and answer questions about the parking study and its implementation up to this point.

COFFMAN ST:

- We held a meeting with the City and the Coffman designers to discuss our landscaping preferences in more detail. We also walked the area discussing construction impacts.

- Held a meeting with the City to discuss construction impacts/road closures. Anticipate hybrid in some areas that will need to maintain access and other areas can have full street closures.

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

(Leadership and Management)

- Our Block Captains meeting was held in October.
- Kimberlee met with the Executive Committee.
- Kimberlee continues to meet with DDA partners on TIF renewal.
- Kimberlee presented a group of Rotary members regarding downtown vision and future projects.
- Kimberlee attended the Housing Matters forum at the Longmont Museum.