

October 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.

- Met on site with Boulder County leadership to discuss use of designated county spaces public parking options in 2024.

First & Main Redevelopment

- Discussed next steps for TIF Incentive with Brian Bair.

Planning

- Annexation of 704 Main St. passed on first reading with City Council. 2nd reading is Oct. 24.
- Looking at final 200/600 Alley Planning Study report and providing comments to City. LPC provided costs estimates for each block based on the walk around we did in Sept.

Redevelopment & Real Estate

- Work on hotel agreements - Developer's Covenant and Parking Agreement.
- Several coordination calls regarding hotel development.
- Engaged consultant for property acquisition.

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

PROPERTY & BUSINESS OWNER SUPPORT/Incentives

- Reimbursed Retail Conversion Grant to Royalty Arrangements.
- Approved sign design and Sign Grant for Property Tramps Tattoo.
- Met with prospective business owner regarding incentives on the 600 block of Main St.
- Discussing joint marketing and better alignment amongst Advance Longmont partner organizations.

BUSINESS MARKETING:

- Neighborhood Campaign - Main St. Banners are installed. Continuing other marketing & advertising - SVVSD videos, YouTube ad, digital advertising, print advertising, social media posts.
- Resident Welcome Packets have all been delivered.
- New Downtown visitor guides are being distributed to businesses by block captains and volunteers.

- **Gift Card Program:**

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| Jan Sales \$4,685; 81 Cards | Feb Sales \$3,495; 66 Cards | Mar Sales \$2145.00; 37 Cards |
| Apr Sales \$4,780; 101 Cards | May Sales \$6,250; 162 Cards | Jun Sales \$3139; 67 Cards |
| Jul Sales \$2,135; 32 Cards | Aug Sales \$3,290, 40 Cards | Sep Sales \$2,155, 38 Cards |

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

CREATIVE DISTRICT:

- Longmont Creates held a LAW recap meeting. Board will have a special meeting to discuss board recruitment, fundraising, and a January creatives retreat.
- Met with SVVSD to discuss collaboration with student art groups.

EVENTS:

- Second Saturday: Hosted 6 creatives at Proper Tramps Tattoo on Second Saturday. Day of the Dead event also took place at 4th & Coffman that day.
- Wine Walk: Very successful event, sold out 2 days prior, lots of good feedback from participating businesses and ticket purchasers. Plan to host 1-2 more in 2024.
- Holidays:
 - Winter Passport: Around 50 businesses have signed up to participate. Supplies have been ordered and/or delivered. Emelie and Michelle are working to organize prize donations and supplies for businesses
 - Holiday Plaza Lighting: Sister Cities sent a video of our Mexico Sister of Ciudad Guzman's holiday decorations. This will be projected throughout the event. Colin and Kimberlee met with several creatives to discuss possibilities for main programming.
 - Small Business Saturday: High Country Bank is sponsoring Small Business Saturday once again. Will hire roaming characters to entertain shoppers.
- Other Events:
 - Unity in the Community: The rescheduled date for Unity in the Community went well. Colin helped with event prep and setup.
 - Halloween Parade & Trick or Treat Street: On track
 - Day of the Dead: Festival went well on October 14. Colin helped with event prep and setup. Attendance was good and on par with past years.
 - Altars: Altar displays launched October 14. List of participating locations was distributed the week leading up to the launch.

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:

- Camping activity in 300 W and 300 E alleys. LPD enforced trespass affidavits. Tagging incident Downtown and throughout Longmont. City is working with property owners to remove graffiti.

CLEAN & MAINTENANCE:

- The Coffman St. Water Line and Repavement projects have finished.
- On-street parking restriping is almost finished except for 4th Ave. Will wait until parklet and construction dumpster is removed.
- The east alley painting project is finished. Will look at quote for west alleys in 2024.
- Repaired a railing in 500 E breezeway and reattached table tops in St. Stephen's Plaza.
- Held a Thank You breakfast meeting with Parks staff.
- Met with Western Disposal and City Universal Recycling Coordinating to assess trash/recycle usage in Downtown and accommodating future mandatory ordinance.

PLACEMAKING:

- Replaced Nextlight midblock banners with Day of the Dead museum banners. Installed new banners on the 100 E block of Main St.
- Holiday trunk wraps have been installed and will be plugged in by Nov. 10.
- Entered into an Agreement for Services with Brien Schumacher for the Downtown Design Assessment.

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

- Started walk around and design development with e3 Signs for Parking IDs and Parking Trailblazer signs.
- Started exploring circulators/shuttles for parking connections.

PARKING: Parking Permits

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| 200E (29) - 14 Sold 15 Available | 300E (73) - 56 Sold 17 Available* *No Longer Selling | 300W (41) - 25 Sold, 6 returned, 17 Available | 400E (62) - 60 Sold, 1 returned 2 Available |
| 500E (55) - 45 Sold, 1 returned, 10 Available | SOC (36) - 10 Sold 26 Available | 600W - 9 Available | RPA (24) - 5 Sold, 1 returned, 20 Available |

COFFMAN ST:

- City informed a tentative schedule to complete 9th - 5th Ave. in 2024 and 5th - 2nd Ave. in 2025 to avoid working in 300 block during the hotel construction.

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

- The Oct Block Captains meeting was held. Have new Block Captains from Ivy Rose and MeCo Coffee.
- Held a retail & restaurant business owner meeting. Had great conversation and feedback about events which will help guide our 2024 events and marketing strategy.
- Met with Executive Committee.
- Toured Longmont with Front Range Community College leadership.
- Attended Community College visit in Seattle to explore Aerospace programs.
- Attended and presented at the Economic Development Council of Colorado conference.
- Attended Visit Longmont Board Retreat.
- Attended Colorado Tourism Office engagement session.
- Met with Executive Director of TinkerMill.
- Chris presented at State of the City event on behalf of LDDA.
- Attended B Market kick off.