

October 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.

- Started erecting first floor steel and should be pouring 2nd level concrete by end of the month. There will be a partial Kimbark St. closure in early-mid November for the storm drain. They are accommodating our 11/23 event.

The Spoke on Coffman - 518 Coffman St.

- Permits are available as the Village on Main residents are using their private parking.

First & Main Redevelopment

- Met with developers on project status

Planning

- Finalized community profile
- Working on funding grants for 600 Main Clean Up and investigating options for future development

Redevelopment & Real Estate

- Working with Winchell's property owner / contractor
- Working with businesses on property incentives
- Met with City redevelopment staff
- Met with Artspace America regarding housing for creatives and consulting work

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. No Costume Crawl in October - November's theme will be Santa Crawl.
- Residential packets finished and being picked up by property owners.
- Approved sign design for Juniper Goods and met with Little Boot to discuss new sign design.
- Approved Sign Grant for Juniper Goods and Centennial State Ballet.
- Reimbursed Façade grant to MeCo Coffee.
- The roof replacement is still happening on the St. Stephen's church in the Plaza. Should be done by the end of 10/25 and then the construction fencing will be removed.
- Staff met with retail consultant on next steps.
- Staff is holding one-on-one business owner meetings to ask how things are going and how businesses are feeling, and also to go in-depth through all the holiday plans and collaboration opportunities for businesses.

BUSINESS MARKETING:

- Staff is working on a 'Holiday Central' marketing campaign for all of November & December, including webpage & website events, social media events & ads, kiosk posters, bus shelter posters, print publication ads, postcard mailers, Google ads, and other digital ads. Goal is to drive foot traffic and sales and keep Downtown front of mind during the holiday season.
- Held Website Update Workshop with staff and marketing team to make decisions on user experience for future site.

- **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

- Added Lucile's to Gift Card Program. Updated Dry Land and Cheese Importer POS info.

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

CREATIVE DISTRICT:

- Worked with High Plains Bank, Firehouse Art Center, Community Roots Midwife Collective, and a local mural artist to create a mural on the High Plains Bank building at 385 Main St. Mural was finished and unveiled in September.
- Next Creatives Happy Hour will be Wednesday, November 20 at Juniper Goods.
- Longmont Creates is working on planning the 2025 Creative Retreat to be held in January or February.
- Met with partners regarding Summer Concert collaborations for 2025.

EVENTS & MARKETING:

- Dress Up Downtown Costume Crawl: No event in October so as not to conflict with Halloween and Haunt the Mont. November's theme will be 'Santa Crawl'.
- Other Events: Supporting a variety of businesses & organizations with events and programming Downtown in 2024.
 - Wine Walk - Sep 26 - Great success, tickets sold out (250) a week in advance. Kuper Wine Bar is title sponsor, Longmont Liquors in-kind sponsors. 18 participating downtown businesses. Got great feedback from all involved.
 - Day of the Dead - October 12 (Museum) Event went well again this year with good turnout (several thousand people). Will need to revisit next year's event location due to Coffman St. construction.
- Holidays: working on holiday events & marketing campaigns. Finishing up business one-on-one meetings to discuss holiday collaboration opportunities. Planning weekend programming every Saturday from November 9 - December 28 to help promote downtown as the primary holiday shopping destination.
 - 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. Around 50 businesses have committed to participating so far.
 - Plaza Lighting: Sat, Nov 23, 6-7pm. Las Dahlias female mariachi band for the main programming. SVVSD groups were unavailable. Will have local art groups and arts/crafts activities, as well as warm drinks & treats from NextLight, and Santa.
 - Small Business Saturday: Hired dancing Christmas Trees as well as a Santa stiltwalker to tie in to the Dress Up Downtown theme (Santa Crawl) happening the same day. Will also

have giant globe/ornament dome in St. Stephen's Plaza that people can walk inside and take a photo.

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's nightly patrols are going well. Reported 14 items in July, 16 in Aug, 8 in Sept and 6 to date in Oct. 300 E breezeway loitering is still common.
- An arson incident happened at A Florae at 464 Main St.

CLEAN & MAINTENANCE:

- City is still doing tree trimming through October.
- Irrigation will be blown out at the end of October.
- Met with DBC Irrigation for a 2nd bid on updating controllers.
- Pressure washing off 4th & 5th Ave. colored crosswalks E of Main, the 4th/Main intersection paint from ArtWalk, and St. Stephen's Plaza paint from Olympic display.
- Maintenance/audit in Oct on the Main St. string lights and the 300 E breezeway string lights will be installed (delayed due to the 350 Main construction).
- 350-360 Main property construction fencing coming down in Oct. Owner will pressure wash the Main St., breezeway, and alley side of property afterwards. New landscaping to be installed at property owners expense.
- Removed old fencing on N side of 600 Main and replaced with chain link fence.
- Painting new colors in LDDA office before the end of the year.

PLACEMAKING:

- Day of the Dead banners are on display.
- Holiday lights are still in process of install. Will include 600 Main lot also.

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

- 500 E counter is back in service but having other counting issues now.
- Working to implement the Microtransit contract. Solidifying branding, name and drop points.
- Working on map designs for secondary kiosks
- Large and small kiosks are installed. The large kiosks have displays. Map for small kiosks should be in by end of the year. Phase 3 street signs should be installed by end of year. Started discussion with City on larger vehicle directional signs around the City.
- Met with company regarding online permit sales for parking permits

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 between 6th and 9th Ave. The Longs Peak and Coffman intersection is a temporary 4-way stop until new traffic lights installed. 6th Ave. between Coffman and Terry is restricted through the end of October. Traffic will still travel northbound only. Business Access signs are in place.

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

- Held October Block Captains meeting.
- Del Rae/Colin held quarterly meeting with City Sustainability Team.
- Held Executive Committee meeting
- Held Retail & Restaurant meeting
- Attended Advance Longmont Ecosystem meeting
- Attended the Site Selectors Dinner
- Staff attended content creation workshop
- Attended Visit Longmont retreat
- Met with LEDP CEO, Erin Fosdick
- Attended State of Education and State of the City events
- Met with Shiquita and CU Boulder staff regarding event collaborations
- Staff worked with a reporter on a story featuring downtown restaurants
- Attended webinar on tax bills and changes in state legislature