

September 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.

- The garage grand opening was Sept. 19 and 200 people attended. They had a ribbon cutting, announcements, and tours.
- The café RFP is going out in the fall 2022 and anticipate an opening in spring 2023.
- The Spoke submitted a Trespass Affidavit to the LPD so the LPD is able to trespass anybody from the property 24/7.
- They installed cameras in their breezeway and residential building, alley side.

First & Main Redevelopment

- Kimberlee met with Jack Bestall regarding the 121 Main project.

Incentives & Comprehensive Review of Incentives

- Reimbursed Fig & Ivy \$450 for their Façade grant.
- Assisted the St. Vrain Historical Society with the Façade grant application to replace windows vandalized in the St. Stephen's historic church at 5th and Main.

Planning

- Updated LDDA boundary map to include the new annexed properties.

Redevelopment & Real Estate

- Kimberlee completed a Phase One Environmental study on the 300 E parking lot.
- 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

- Held the 200 block Business Owners meeting at BBP (232 Main) and 9 people attended.
- Kimberlee and Del Rae met with the Dirt Labs owner at 721 Main St. It's one of the new annexed properties. They are interested in improving their façade.
- Created a Who to Call brochure including a map for all possible Downtown maintenance issues.
- Kimberlee met with the Workforce Development Coordinator at Front Range Community College regarding future collaborations.
- Kimberlee is finishing up the available space campaign to be mailed in October.
- Kimberlee is working with active prospects on spaces in Downtown.

ADVANCE LONGMONT 2.0:

- Kimberlee attended a Steering Committee meeting
- Kimberlee attended the Connectivity Working Group meeting

BUSINESS MARKETING:

- Staff sent out the 2022 Holiday Collaboration Interest form to retail, food/beverage and service sectors. We have received 47 responses so far, most of these are participating in the Winter Passport Program. A survey was also sent out to the businesses without store fronts to participate in the Winter Passport program by way of donation to prize drawings.

- Taco Trail signups are at 271 total, with 124 people having completed at least 1 check-in, 446 check-ins total, and 23 individuals having completed all 8 check-ins to win a prize pack.
- Carat App has been set up for the Second Saturday Creative Crawl and will launch October 8. This will incentivize visitors to check in at numerous different locations during the Creative Crawl and reward them with prizes and merchandise.

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

CREATIVE DISTRICT:

- Longmont Creates board meeting was held August 25, and the Musicians Initiative committee met Sep 21. Discussion included membership & donor recruitment efforts, Creative Happy Hour scheduled for October 20 at TinkerMill, and high-level goals for Musicians Initiative.
- Lindsey worked with Joanne Kirves, Longmont Creates Board President, to send the Creative District newsletter. Future newsletters will increase frequency to once every two months.
- Kimberlee and Colin met with Flat Irons Bank regarding sponsorship and funding opportunities.
- Kimberlee met with the Innovation Center on a number of collaborations.

EVENTS:

- Unity in the Community - Chamber of Commerce held Unity in the Community event Friday, August 26 at 4th & Kimbark again for the first time since 2019. It was a successful event, and Colin assisted with permit application, traffic control plans, setup, and other logistics.
- ArtWalk & Summer on the Streets - Summer on the Streets concluded on August 27 with Chalkmont. The weather was finally mild and comfortable. Despite rainy and cold weather on September 10, the Main St. ArtWalk event was a success. Colin helped coordinate the liquor permit, liquor vendors, security and logistics and all staff worked the event.
- Wine Walk – The City Clerk's office and Liquor Licensing Authority expressed concern with the format of our liquor permit application for the event, despite other communities hosting similar events. We're working with both entities to find a solution, but had to postpone the event. Looking at February or March 2023.
- Day of the Dead – Colin meets with the Day of the Dead committee to plan the family celebration event on October 8 and support with traffic control, logistics, etc.
- Business Altars - There are 24 business altar displays in downtown starting October 8. A list of participants will be on the website and hard copies will be distributed to downtown businesses.
- Second Saturday Creative Crawl – September's Creative Crawl overlapped with ArtWalk. October's Creative Crawl will feature the Day of the Dead family celebration, as well as the launch of the downtown business altars and launch of the Carat App.
- Miracle on 4th market – Bricks Retail plans to host another 'Miracle on 4th' event on Sunday, November 13. Colin will continue to assist.

HOLIDAYS:

- Emelie updated & sent out the holiday collaboration survey to businesses, and is finalizing signups for the Winter Passport participants, Holiday Open House participants, etc.
- Winter Passport will return for its 5th year. We will order many more supplies up front due to increased demand last year.
- Tree Lighting event will move to Civic Center Plaza. Tree at 6th & Main will still be placed in the same location and lit up for the first time on November 25. Civic Center/Library Plaza event will feature a holiday laser show, family DJ dance party, crafts, food, drink, etc.

- Colin & Del Rae met with City Staff to discuss electrical power placement in Civic Center/Library plaza for this event (and other events moving forward)
- Staff held the annual Business Owner ornament painting night at CrackPots

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 is planning to purchase 20 cameras to start and LDDA will be part of the initial order. LPC is setting up networks so the cameras will be able to transmit data. We hope to have a few cameras up by the end of the year.

CLEAN & MAINTENANCE:

- The CDOT contractor has installed the colored decorative concrete for the traffic signal work at 6th Ave. and Main St. Some touch ups and clean up still remain.
- A planter was destroyed when hit by a car on the 400 E block of Main St. The City is processing the Personal Damage Report for reimbursement from the violator.
- Del Rae did a walk around with the City Forestry department to discuss trees, stump grinding, tree removals, and tree grates.

PLACEMAKING:

- We met with Colorado Christmas to review the Downtown holiday light plan.
- The fountain in St. Stephen's Plaza was removed and the concrete underneath was in good condition. Some rust is still slated to be cleaned up.

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

- We finished the counter rotation to the 600, 400, and 100 blocks to capture counts on these blocks. This set of counters is now on the 200 block where it'll stay until next year when we do the rotation again.
- The first 2 counters we purchased operate on 3G network which will no longer function by the end of the year. They use the network to transmit data to the website program. These are the only counters that count pedestrians and bicycles. One has failed to send data due to this 3G network and now Del Rae needs to manually download the data onsite. The 2nd counter most likely will stop transmitting as well. The supplier has offered us a 20% discount to purchase new counters that operate off the 5G network.
- Del Rae and Ben Ortiz marked over 20 new bike rack locations in the Downtown.
- The City Waterline project continues on Coffman St. 8/22 between 1st and 3rd Ave. and will finish in late Oct. 2022.
- Del Rae and Kimberlee created a scope of proposed changes for future alley sections, starting with the 200 block alleys. This was requested by the City to have a clearer expectation for planning.
- Kimberlee met with the Wayfinding consultant

PARKING:

- We are finalizing the contract for parking data.
- Kimberlee and City Staff did a site visit with PRRS Parking regarding its services for municipalities.

COFFMAN ST:

- We met with the City to review updated landscaping plans and discuss other landscaping preferences with the designers.

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

- Our fall Business Owners meeting was held Wed. Sept. 14. at the Dicken's Opera House. 52 people attended.
- Staff held a City/DDA Collaboration Meeting
- Kimberlee met with the Executive Committee
- Kimberlee continues to meet with DDA partners on TIF renewal.
- Kimberlee, Chris, Wes, Del Rae and Colin attended the North Metro URA/DDA Tour.
- Kimberlee met with County Commissioner Marta Loachamin
- Board and Staff attended The Spoke on Coffman ground breaking event
- Kimberlee presented LDDA Budget to City Council. Many business owners showed up for Public Invited to be Heard to emphasize the need for pedestrian improvements.