

# September 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 with Boulder County leadership regarding increased use of public parking options in 2024.
- Met with partners to discuss annual garage maintenance budgets and sinking fund commitments.

## **First & Main Redevelopment**

- Attended meetings regarding development project at 121 Main St.
- Met with Brian Bair for updates at South Main Station future developments.
- Continue to navigate opportunities with The Slope project.

## **Planning**

- Finalized information on annexation of 704 Main St. which goes to City Council on Sept 26
- Walked the 200/600 alleys with LPC staff to determine utility work and costs for each block.
- Met with LEDP on the Enterprise Zone.

## **Redevelopment & Real Estate**

- Working with the Brownfields team to assess environmental impacts of redevelopment sites.
- Worked on hotel agreements - Developer's Covenant and Parking Agreement.
- Discussed future development opportunities with community partners.

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

## **PROPERTY & BUSINESS OWNER SUPPORT/Incentives**

- Reimbursed Sign Grant to Bungalow Interiors.
- Approved sign design and Sign Grant for Health Markets at 607 3<sup>rd</sup> Ave.
- Approved sign design for High Plains Bank at 385 Main St.
- Reviewing sign design and Sign Grant for Property Tramps Tattoo.
- Met with prospective new property owner on incentives (retail conversion/façade).
- Working with 301 Main St. on historic grants.
- Met with Brien Schumacher regarding TIF grants. Crackpots is scheduled for release.

## **BUSINESS MARKETING:**

- Neighborhood Campaign - Launched in August. SVVSD videos are being posted to social media (5 so far), YouTube ad ran for general 'Neighborhood' video (4,000+ views), resumed digital advertising, print advertising, social media posts. Main St. Banners are being installed.
- SVVSD Videos - Innovation Center has begun filming and production of a second round of videos. Captured footage at ArtWalk.
- Resident Welcome Packets are being stuffed and delivered. Business response was excellent.
- New Downtown visitor guides have been printed, and will be distributed to businesses and in residential welcome packets.

### **Gift Card Program:**

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	

## **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 board meeting in September to recap LAW and discuss board recruitment, fundraising, and a January creatives retreat.
- Longmont Arts Week was successful. More than 1,200 visited main webpage and more than 1,000 visited the LAW event calendar in the month of September.
- City Council proclaimed Longmont Arts Week (Sept 9 - 16) at its Sept 5 Board Meeting.
- Attended quarterly meeting for Colorado Creative Districts. Longmont is up for recertification this spring.

### **EVENTS:**

- Second Saturday: No additional artist pop-ups due to ArtWalk on Main that day.
- Wine Walk: Thursday, September 28. 13 retail businesses participating. 140 total tickets for sale, 114 sold so far. Wine curated by Longmont Liquors.
- Holidays:
  - Winter Passport: Emelie is working on business signup, prize donations, and ordering materials. Will launch on Second Saturday, November 11 during Holiday Open Houses. Holiday survey is live - due this week.
  - Holiday Plaza Lighting: Colin and Kimberlee met with Sister Cities to discuss getting some video/photo content for the event from Longmont's Sister City Ciudad Guzman, Mexico. Also reached out to the Latino Chamber to discuss partnership. Nextlight is sponsoring and will provide free cookies and serve free hot chocolate. High Plains Bank is sponsoring goody bags once again.
  - Small Business Saturday: High Country Bank is sponsoring Small Business Saturday once again. Will hire entertainment for shoppers.
- Other Events:
  - ArtWalk: September 9 ArtWalk on Main was successful with good attendance. Colin coordinated the alcohol permit, footprint, and vendors. Kimberlee worked a token booth. Sales were the highest of any ArtWalk where LDDA has coordinated alcohol (3<sup>rd</sup> year).
  - Unity in the Community: Postponed due to heavy rain forecast. Rescheduled for Friday, October 6. Colin supported rescheduling logistics.
  - Halloween Parade & Trick or Treat Street: Outreach will begin to businesses.
  - Day of the Dead: Festival Saturday, October 14 at 4<sup>th</sup> & Coffman. Colin supporting.
  - Business Altars: Emelie is recruiting businesses to host business altars once again. Participation is lower than previous years so far.

## **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 19 Downtown cameras are running smoothly. Need to still tweak a few settings.
- Two planters were destroyed at 380 Main St. by a hit and run. A police report was filed, and the person was found. Risk Management will invoice person for the damages.

### **CLEAN & MAINTENANCE:**

- The Coffman St. Water Line project is finishing intersection tie-ins and will pave next.
- The 3<sup>rd</sup> and 5<sup>th</sup> Ave. re-pavement project started. 4<sup>th</sup> Ave. will be paved with the Coffman St. project instead.

- The City is planning to restripe on-street parking this fall on Main and east side of Main.
- The east alley painting project is scheduled to start in early Oct 2023.
- Met with Parks supervisors Timber and Chris to discuss downtown coverage/status. There are now 4 people assigned to Downtown/Zone 6.
- Trimmed the 500 W and 300 W breezeway trees.

**PLACEMAKING:**

- Replacing the Bigger Hearts Strong Streets Main St. banners between 1<sup>st</sup> and Longs Peak Ave. with Downtown is Everyone’s Neighborhood campaign banners.
- Unity in the Community kiosks will be displayed again for the new 10/6 event date. The 500 E kiosk face was replaced due to vandalism.
- Beginning to work on design standards. Will do an assessment of current conditions, outline best practices, review and summarize current code requirements and outline findings/get direction on next steps in Jan/Feb 2024.

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

- e3 Signs is the awarded Wayfinding Signage contract. Met with them to start the process. Will do a walk around soon to check install locations for parking ID and trailblazer signs.

**PARKING: Parking Permits**

200E (29) - 14 Sold 15 Available	300E (73) - 56 Sold 17 Available* *No Longer Selling	300W (41) - 24 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 9<sup>th</sup> - 5<sup>th</sup> Ave. in 2024 and 5<sup>th</sup> - 2<sup>nd</sup> 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 Sept All Business Owners meeting was held at the Dickens Opera House. Roots provided breakfast. Over 50 people attended.
- Held the bi-monthly LDDA/City Collaboration meeting.
- Del Rae attended the Boulder County HSBC Outreach Collaborative meeting.
  - The City’s First Responders meetings have been discontinued.
- Met with Erin Fosdick, LEDP President.
- Met with Executive Committee.
- Met with Scott Cook, Longmont Area Chamber of Commerce.
- Attended the Longmont Museum Groundbreaking.
- Attended Latino Chamber Happy Hour.
- Presented budget, with Jim Golden, to Longmont City Council.
- Attended Commuting Solutions, CO 119 meeting.