

downtown.

L O N G M O N T



Economic Vitality

Grow & Diversify Employment: Kimberlee has worked with owners of the Experience Building and CoSolve on the new coworking spaces. Kimberlee joined the Latino Business Council Committee with Longmont EDP and attended the Advance Longmont Partners Alignment Session.

Business Attraction & Retention: Kimberlee & Rob toured the Circle Graphics facility and are working with Longmont Bicycle Co to have an event for Downtown businesses discussing use of different mediums for storefront displays and promotions. Kimberlee met with a prospective business that falls under Creative Arts & Culinary to move Downtown. She also worked with 2 other prospects to find space.

Incentives: Del Rae continued to work with Dry Land Distilleries on their incentive grants. Terry LLC submitted a signage grant for their multi-tenant building. Del Rae met with Fuzz Music about their Sign Grant interest.

Start Up Week: Kimberlee and Rob have worked on Longmont Start Up Week, including logistics and content.

Retail Committee: Discussions included recap of holidays (bags, gift guide and videos worked. Continue Shop LoCo Campaign with newsletters – feature new things and business owners. Recommend doing additional videos. Want to start a closed Facebook page for communications. Look at 'Zine focusing on Downtown every 6 months.



Placemaking and Urban Design

Clean & Safe Issues: In response to a request from a business/property owner to conduct a training for businesses on how to handle homeless/transient issues, we have been meeting with the City Youth Center and Police Department and HOPE to develop a pilot training on how to handle transient/homeless behaviors/persons, CPTED and de-escalation tactics. A pilot training will take place March 1 with a handful of businesses who will analyze the training. We will make any adjustments and open up to all Downtown businesses in late spring/early summer. We continue to document and address transient and homeless issues. Due to the colder weather, there has been less activity.

DDA staff, David Bell, Timber Toste, and Karen Roney from the City met with a second security company, Strategic Alliance Security, and discussed their ambassador services and potential fit with the Downtown. The City and LDDA will meet with City Police to discuss a full collaboration that is necessary to make this ambassador program work in the Downtown area, parks, and greenways.

Maintenance: We chose Taylor Landscaping for our 2018 flower pot and landscape contractor. The flowers have been ordered. Del Rae attended a refresher course on the Sentinel software, which runs our irrigation controllers. We have additional funds leftover from the 2017 Irrigation Assessment and will use these funds to update old irrigation controllers.

The City snow removal teams started additional alley removal support during the two snow storms we had in February. It did make an improvement to the alley's drainage; however, some areas continue to see icing/ponding issues.

The Downtown Clean & Green event will be held on Saturday, May 5, 8 – 11:30 a.m. New (The Roost) and old sponsors (City, BBP and Ace Hardware) are supporting the event. Kimberlee and Del Rae met with City Public Works staff to discuss a partnership for the event, including supplying vehicle equipment, staff, and mulch.

We applied for another Cigarette Litter Prevention grant from Keep America Beautiful and requested \$5,000 to purchase new ash receptacles that connect to the side of the trash can, instead of in the concrete.

Signage:

Del Rae met with Circle Graphics to discuss printing our Downtown banners and kiosk displays. We received bids for the services as well as samples to review. We are awaiting on updated bids for printing on mesh, as that may be a better fit

for our Downtown banners. Del Rae found the kiosk vendor and setup a meeting to discuss the possibility of converting the kiosks to digital.

National Historic District: The ribbon cutting / dedication event was a huge success with more than 100 attendees despite the cold weather. Community members joined Chamber members at the Firehouse Art Center.

Creative District

A new committee is being formed to focus on the Creative District and how to move forward. It will include new leadership from the Firehouse Art Center, Arts Longmont and Longmont Museum.

Arts Administrators Committee: The committee was presented a graphic visual of how organizations are connected to the district. Organizations gave updates.

Marketing, Promotions & Events:



Webstie Information

- 5,336 users
- 11,644 unique pageviews
- Top pages:
 - Calendar
 - Homepage
 - Own it discount
 - Submit event
 - Shopping
 - Dining



Facebook Stats

- 6,210 followers
 - Gain of 22
- People engaged: 612
- People reached: 12,193
- Top posts:
 - Samples DDD
 - Moriarty-Moffit Dance
 - O'Shays



Other Social Media

- TWITTER
 - 21 new Followers
 - 202 profile visits
 - 2,771 impressions
 - Top Tweet: Firehouse Tattoo Show
- INSTAGRAM
 - 765 followers
 - Historic Desig. top post

Events: Kimberlee and Emelie met with the Senior Center staff to brainstorm on event partnership. The All St. Vrain H.S. Reunion and Trolley service sparked an interest for partnership. Discussions will continue moving forward. Kimberlee and Colin met with Brian Siebert of Xfinity about event sponsorship. Staff met with Education Foundation for the St. Vrain Valley new director, Josh Atherton. Partnership on the St. Vrain H.S. Reunion was discussed to continue on its 5th year building a database for alumni.

Staff continues to assist with facilitating events in or around downtown, including a cider festival, fashion show and jazz festival. Staff met with LaLey Radio and Journey Language Center about more cultural focused events.

2nd Friday events: Participating businesses have been informed of the changes. Print ad/materials will be distributed by season, Apr-Jun; Jul-Sep and Oct-Dec.

Restaurant Week: To date, there are 16 downtown restaurants and 1 distillery participating. Non-restaurant businesses are welcome to participate with a slightly different process. Several downtown businesses have inquired about it. The inaugural event will be held on April 20-29, 2018.



Connectivity and Access

Alleyscape & Breezeway: The east alleys were monitored during two February snow storms to see how new inlets and paver leveling had affected drainage. Some improvements were seen where some issues still remain.

Rehab Project: The City finished paver leveling in the sidewalks on Main St. between 3rd and 6th Ave. The concrete grinding will begin again when weather permits on the west side of Main.

Parking: To date 2 parking permits for the 200E lot were sold leaving 3 available. Recent permit holders wanted to keep their names on the waitlist for 300E because it's closer to their businesses. Staff will meet with City to discuss next steps for parking study implementation.

Ped/Cycling Improvements: A meeting is set with City staff to discuss the needed changes as discussed in the Retreat.

Alternate Transportation: Staff met to outline walking tours for the year. The first was held in conjunction with the Historic District dedication. More than 25 people attended.

Grant: Kimberlee worked with City Staff to submit a grant to Transportation for America to submit a grant for a series of workshops that assist in getting more placemaking initiatives integrated into transportation infrastructure projects. This aligns very closely with the goals outlined at the Retreat.



Land Use

Redevelopment Projects: South Main Station – Kimberlee spoke with the owners of SMS to discuss next steps.

500 Coffman St. Redevelopment – Staff is reviewing an MOU for all parties regarding the redevelopment of the 500 Coffman Block.

300 Coffman St. / Elks Lodge: Kimberlee submitted the DDA offer for the 313 Coffman Lot. Offers were read to the members at the February lodge meeting. A vote of the members will be taken at their March meeting.

Development Code Update: Kimberlee, Chris and Joe met with City Staff and Steve Lane to discuss the updates to the Development Code. DDA staff continues to work with City Staff on some sessions.

Leadership and Management

Block Captains Meeting: Block Captains were very excited to read the Times Call article about Downtown Longmont success (compared to other Boulder County trends). Rob gave a presentation about the Creative District and block identity through colors/lighting etc. Also discussed was more and permanent lighting in Downtown. More lights mean more cost and everyone is on board on fundraising for lights. LDDA staff will look into lighting options and cost on trees and medians for permanent lighting.

Advocacy: Kimberlee is working with other DDAs around the State to secure common information and data gathering that allows us to better tell our stories and present our impacts to legislators.

Downtown Residential Advisory Group: The first meeting was held on Jan. 23. Thaxter led a great meeting and everyone was engaged. We will hold a 2nd meeting on Feb. 27 to discuss the development code updates, by request of one of the members.

Financial Development: Event sponsorship package completed and forwarded to prospective sponsors. Emelie reached out to Guaranty Bank for Concert Series sponsorship. We secured Guaranty as the title sponsor for the concerts, as well as host of an Employee Appreciation Luncheon for downtown works the end of August. The Roost, BBP, and Ace Hardware are sponsoring the May 5 Clean & Green event.

The Finance Committee met to discuss review of financial statements for incentives, as well as make updates to the monthly financial data presented to the Board.

Downtown Collaborations: Kimberlee attended: the Visit Longmont board meeting; Longmont EDP Board Retreat. The Executive Committee met to set the agenda. Staff had a DDA/City collaboration meeting. Staff development included a tour of the 40 West Creative District in Lakewood. Kimberlee met with Mayor Brian Bagley.