

## Organization

### **Cheyenne Mural Project**

**The call for artist has been extended to March 15. We had no one respond to the first call. We have increased the stipend by \$500 and expanded our reach for the call release. We will also consider other designs (was previously comic only)**

### **ReRide**

**The Shared Bike Pilot Program for this summer will begin April 2. We have about 50 bikes and lots of parts for the program. We are still seeking donations for more usable bikes. Bike racks are being crafted and placed. We will do a Bike Share Event the evening of April 2 that will look something like an organized ride, promoting the band at Ernie November, and encouraging the participants to dine in our restaurants. Watch for this roll out!**

### **New Board Members**

**Welcome Gabe Pina and Will Hardin to the Board! I have created a new Board Member orientation packet and will distribute it to the entire Board just so everyone is on the same page. The goal is to have this packet will be updated annually and redistributed at the annual meeting for review.**

### **Lobbying**

**I contacted all of our Senators and encouraged the support of HB 0051 (allocation of 105 million to the municipalities and counties).**

### **Budget**

**Hans and I met with Mayor Kaysen on Feb 22 to discuss budget and budget process. He requested a draft budget be submitted prior to March 4 for consideration. This budget was created and submitted for review by the Executive Committee then submitted to the Mayor. Board will have the opportunity to approve the budget following Council's approval in May.**

### **Engagement**

**Stakeholder opportunities this last quarter included Lincolnway Placemaking Plan review at the Asher. Additionally, we have seen an increase in our e-newsletters being opened: from 35% in May to 43% in Feb.**

## Design

### **Budget**

**We are working on a consolidated budget for clarity for this committee, which will show carry over, pending grants, and available funds.**

### **Water Feature**

**The Design Committee has expressed interest in the planning efforts for the water feature. I was able to meet with the fountain designer in Ft. Collins to discuss lessons learned and process. The Design Committee will likely assist with RFP.**

### **17<sup>th</sup> St**

**I met with AVI to review current plans and discuss budget. Also began working with Cindy Schneider on grant application questions and deadline.**

### **Wayfinding**

**Began working with Cindy Schneider on grant application questions and deadline. Currently Visit Cheyenne has \$117,000 committed to this project (20k from DDA for FY2017).**

## **Economic Restructuring**

### **Shared Artist Work Space**

**Grants award notices from the WAC and WBC are pending.**

### **Pop Up Shops**

**In our strategic plan, we have committed to supporting and encouraging pop up shops. Lexie Garrett (Alexis Drake) had a pop up shop at the Tivoli that we helped support through social media and email blast. I did a Q and A with Lexie and we pushed that out to our constant contact list and promoted her pop up on FB and helped connect her with tv, radio, and the WTE. We should also consider supporting a pop up shop during CFD in the front half of our office.**

### **Property Owners**

**We have collected base line data for property value within the district and the Core. We will be able to track property value increase over the years to measure the success of our investments. I also brought Astrid, owner of the Plains, into our Core Plan group for discussion and support. I also continue to work very closely with potential buyer of a large property.**

### **Business Recruitment and Retention**

**Los Abuelos closed.**

DDA/Main Street Board Update January 3, 2015  
Amy Surdam, Executive Director

**The 2<sup>nd</sup> Floor at the Paramount is quickly filling up.**