



DDA/MAIN STREET STRATEGIC PLAN OVERVIEW

MISSION

To create the infrastructure, environment and activity levels necessary to promote revitalization of downtown Cheyenne, and to maintain it as a viable, thriving area of commerce and services.

GOALS

- To boost commerce within the downtown district
- Draw new businesses and companies to the downtown district
- Remediate blighted and unproductive properties
- Create higher activity and pedestrian traffic throughout the district

METRICS

Sales tax generation and permit reports will help to identify quarter and annual growth within the district.

KEY

ED: Executive Director
 PD: Program Director
 MC: Marketing Coordinator
 OC: Office Coordinator
 CPD: Cheyenne Police Dept.
 CTC: Chey. Transitional Cent.

	STRATEGY	PROGRAMMING	PERSON/COMMITTEE	TIMELINE: Implementation—ongoing
1	Define and solve infrastructure obstacles impeding the development of a vibrant district.	<ul style="list-style-type: none"> • Identify and address safety and security concerns • Develop a comprehensive on and off street parking methodology • Enhance and inventory fiber/broadband access • Define and aid snow removal programs 	<ul style="list-style-type: none"> • PD, Peak Wellness, CPD, Comea, CTC • CPD, City Clerk, OC, • E. Vitality, City, PD ED • OC, City Public Works 	<ul style="list-style-type: none"> • Summer 2017-ongoing • Spring/summer 2018 • Summer 2018 • Fall 2018
2	Boost the downtown economy by enhancing functionality for current downtown residents and workers.	<ul style="list-style-type: none"> • Foster the development of grocery/convenience capability • Expand dining and entertainment options • Initiate more Pop-up retail opportunities • Conduct more events/visitor activities to promote pedestrian traffic • Identify and develop other services attractive to downtown residents and workers 	<ul style="list-style-type: none"> • E. Vitality, PD, ED • E. Vitality, Promotions, PD, ED • Promotions, E. Vitality, PD, MC • Promotions, E. Vitality, PD, MC, OC • E. Vitality, Promotions, ED, PD, MC, OC 	<ul style="list-style-type: none"> • Summer/fall 2018 • Summer/fall 2018, into 2019 • Summer 2018; ongoing to 2019 • Summer 2018 • Summer 2018
3	Develop programs to extend the stay and spend of visitors attending existing downtown events. Create new opportunities to promote visitation and spending.	<ul style="list-style-type: none"> • Support and grow existing downtown events (such as CFD, Depot events, Rock the Block, Shop Small Saturday, Ice Rink, Christmas Parade) • Identify and develop new events centered around these potential seasons/holidays: Halloween, Spring fling, summer, labor day • Create capability and atmosphere to promote outdoor vendors, food trucks/carts, street music, etc. • Evaluate and improve the ReRide bike share program 	<ul style="list-style-type: none"> • Promotions, PD, MC, OC, City Special Projects • Promotions, PD, MC, OC, City Special Projects • Promotions, E. Vitality, PD, • PD, OC 	<ul style="list-style-type: none"> • Summer 2018 • Summer 2018 • Spring/summer 2018 • Spring 2018
4	Aid in the redevelopment of properties by developing a program to attract and match investors to properties, with a focus on unproductive properties.	<ul style="list-style-type: none"> • Develop property specific profiles, best use, action plan, inventory and process for redevelopment • Explore funding opportunity and assistance programs • Create a climate for education and support for building codes and development • Create a process with LEADS, Cheyenne Chamber, City to identify potential businesses and developers • Enhance and grow the FIP, CIG and Microloan Programs • Grow and support a partnership with the West Edge Development team 	<ul style="list-style-type: none"> • ED, PD, MC, City Planning • ED, City Planning • ED, PD, MC, City Planning • ED, LEADS, Chamber, Visit Cheyenne • Design, E. Vitality, PD • E. Vitality, Design, Promo, Planning, staff 	<ul style="list-style-type: none"> • Spring/summer 2018 • Spring 2018 • Spring 2018 • Spring/summer 2018 • Summer 2018 • Spring 2018
5	Enhance the general atmosphere ,environment, look, and feel of the downtown district.	<ul style="list-style-type: none"> • “Connect the Dots”; evaluate existing individual plans for downtown; identify gaps and potential opportunities; create cohesive, prioritized masterplan with phased implementation plan for streetscape & infrastructure improvements • Define and create opportunities to develop pedestrian walkways and greenspace • Review and enhance polices related to trees, planters, landscaping, street furnishings, and postings • Develop a plan of action to address curb and gutter • Formalize and revamp existing Adopt-a-Block Program 	<ul style="list-style-type: none"> • Design, PD, OC, City Planning/ Engineering • Design, City Planning • Design, PD, OC, City Special Projects • DDF, Design, PD, OC • OC 	<ul style="list-style-type: none"> • Summer/fall 2018 • Summer/fall 2018 • Spring/summer 2018 • Winter, 2018 • Summer 2018
6	Develop a comprehensive communications program to engage and update the downtown stakeholder and community at large.	<ul style="list-style-type: none"> • Develop a plan to engage and build stronger relationships with merchants and property owners • Implement quarterly community and city council updates • Evaluate and update brand, including all online media and website 	<ul style="list-style-type: none"> • Promotions, E. Vitality, ED, PD, MC, OC • Board, ED, PD • PD, MC, OC 	<ul style="list-style-type: none"> • Spring 2018 • Summer 2018 • Summer 2018