



## DDA/Main Street

Staff Report

July 19, 2018

Report Compiled By: Vicki Dugger, Desirée Brothe, Fatma Inal-Falls & Esther Gonzales

### ORGANIZATIONAL, PROJECT & DISTRICT UPDATES

#### H2 PROJECT

- City resolution in support of \$750,000 unanimously passed City Council on Monday, July 7<sup>th</sup>. The project plan will have a hearing at the Public Services committee, then back to Council for final approval on July 23<sup>rd</sup>. Please attend this Council meeting to support this last ‘piece’ needed to move forward.
- Work on the RFQ/RFP draft is on hold due to length of time to get approvals through City Council. The committee will be completing the draft and getting it to the City for their review.
- Work on the options has also been on hold due to time needed for the plan and funding resolution to go through the City’s approval process.

#### BUSINESSES OPENING/EXPANDING/CLOSING OVER THE LAST MONTH

- In: Gentle Touch Dental, 18<sup>th</sup> & Warren
- Coming: Chronicles Distillery (Asher Bldg), Creative Music in old Hart to Heart location (Lincolnway), Angela Harvey’s gift shop next to Wyo Home and deli/lunch spot next to Geek Garage
- Dunlevy Music expanding from Asher Building to building across from Lincoln Theater.
- No Closings.

#### BUSINESS & PROPERTY DEVELOPMENT INITIATIVES

- Dugger attended a developers’ conference in Denver in late June with Alane & Chuck West. In addition to getting the names of the all the attendees, an excellent contact and conversation about downtown Cheyenne as a potential location was made with the CEO/Founder of Choice Markets out of Denver.
- We met the new owner of the Goodyear building on Lincolnway, Rob Ibsen of Boulder. He stated his interest in working with DDA and is open to conversations about “best fit” businesses to go into the space. Dugger put Mr. Ibsen in touch with the CEO/Founder of Choice Markets to see if there’s a possibility to meet in Cheyenne and look at the building as a potential market location.
- Dugger met with a party who is interested in purchasing the Central Plaza Hotel and associated parking to redevelop into downtown housing. Contacts were provided for different resources and programs that might be of benefit to the project in helping make the numbers work.

#### DEVELOPERS’ TOOL-KIT

- DEVELOPERS’ TOOL-KIT: Dugger met with Robert Briggs one last time before his departure to try and solidify elements that should be included in the Toolkit. From that meeting, a draft 1-page informational sheet has been created that outlines tools and resources from the City, DDA and the State of Wyoming. In the meantime, Dugger is reviewing the extensive and confusing “development process packet” that the City is currently using and will be trying to figure out how to better coalesce the information so that it is easier to understand for downtown developers.

- Dugger has created two additional marketing pieces for Cheyenne, in general, and downtown, specifically. They are still in draft form but should be finalized within the next couple of weeks.

#### DDA ANNUAL REPORT

- Desiree has created a first draft of DDA's Annual Report for 2018 for staff review. A final version should be available within a few weeks.

#### ROCK THE BLOCK (combined effort from multiple staff, volunteers)

- What an event!!!! We were super successful this year!
- Averaged 800 attendees throughout the night, peaking at 1k (this was overall up from last year, even if our peak was slightly lower); Our Port-a-potty company pointed out it must have been a good night, based on how full the units were...
- We encountered very few issues with anything logistically
- All vendors were pleased with their business and did a good night
- Both Flippers and Paramount Ballroom had record evenings for the year's business
- We sold out of all but half of one keg of Coors (we ordered 17 kegs)
- We were in, with budget line item, remaining funds from last year, and sponsorships (which came in at \$4500) at a total of \$24,737.43.
- We only spent \$9,463.49 total
- We made \$7,434.00 on beer sales
- This continues to be a hotly anticipated event and one of high demand. We have an excellent team of staff and volunteers to pull it off, and everyone has such a good time.

#### REBRAND PROJECT

- Rebranding project begun on 6/11/18 with initial information gathering from staff and executive committee. Additional meetings coming up with opportunities for board to provide input.

#### RERIDE PROJECT

- The 2018 ReRide project continues in full swing. Recently, a ReRide bike was sighted out on Dell Range.

#### STAFF-LED NEW INITIATIVES & TRAINING

- Internally, DDA staff are working on the following:
  - "Cheyenne Summer" white whiskey, a special run whiskey created by Pine Bluffs Distilling that features downtown on the label & in the "story". The limited-edition product hit the shelves last week and sales are brisk! The goal of this project was to help raise awareness of, and sales in, downtown.
  - "Welcome Rodeo Fans" signs passed out to downtown businesses to post in their windows for CFD.
  - "SHOP DOWNTOWN" theme for DDA float for CFD parade(s).
  - "Downtown Hoedown" getting geared up for Thursday, July 26<sup>th</sup> on 17<sup>th</sup> Street, event will include live music, cowgirl/cowboy poetry, kids' activities, sidewalk sales, WYO craft sales, food trucks & more!
  - DDA has contracted with CFD to run the downtown leg of the Cowboy Triangle this year during the rodeo. Extensive marketing for both the Hoedown and the Cowboy Triangle are being implemented to bring more visitors downtown.
  - We created "Downtown Cheyenne Guide" brochure to promote shopping and socializing in downtown. The guide includes events and activities happening downtown throughout the year including concerts, mural locations, ReRide option, and list of restaurants, shopping stores and more along with a map. The brochures

will be delivered to hotels, Visit Cheyenne, some high traffic areas, CFD, and CFD bus shuttles, and will be passed during the grand CFD grand parade.

- The next quarterly newsletter is being prepared to be sent as a mass e-mail in early August.
- Revamped “Downtown Business Spotlight”, social media campaign continues to generate increased engagement and promote downtown businesses.
- Improved events page on the Facebook account is getting good feedback. It also increases page visits, followers and likes.
- Dugger applied for, and received, a full scholarship to the Council of Finance Agencies summer schools in Pittsburgh in early August. Courses will include: Tax Increment Financing, Economic Development Finance and Tax Credit Finance. Scholarship is worth \$1500; DDA will be responsible for travel and lodging.

## **MAIN STREET COMMITTEE UPDATES**

### **DESIGN**

- The committee is interested in pursuing some placemaking and greenspace opportunities downtown the summer (per the strategic plan) and will launch some of these concepts at various Fridays on the Plaza and other events in coincidence with the DDA info booth.

### **FIP/CIG PROGRAMS**

- Thank you to the board for your approval on the 2018 FIP applicants.
- The Donut shop has completed all their contracted work and has submitted their invoice.
- St. Paul’s work is going smoothly
- The 17<sup>th</sup> street and 18<sup>th</sup> street properties will be working on their projects soon.

### **ECONOMIC VITALITY**

- Why Downtown/Place Love campaign—Juan and the committee have several great ideas about capturing statements, photos and video footage to be featured throughout the summer to promote positive downtown statements
- Shop Small Saturday events—starting August 2018; Fatos will lead with assistance from Promo committee
- Ice Rink—2018 planning begins July/August

### **MICRO-LOAN**

- Borrowers with loans are all making payments. This program needs to be updated and given “teeth” as there is currently no recourse if a business defaults on its loan.

### **WEST EDGE**

- Civic Commons Park is under construction but looking like the end of the project may be delayed up to a month.
- The MPO has contacted the City Engineering regarding a RFP template so they can begin working on the Reed Avenue Corridor RFP as soon as possible.
- West Edge Collective development is moving ahead and will make a great entry “statement” on Lincolnway coming in from the west.

### **PARTNERSHIP UPDATES**

#### **CORE TEAM TEAM (made up of DDA, LEADS, Chamber, and Visit Cheyenne)**

- Water Feature: the grass roots and organizational fundraising efforts have been so successful that the CORE Team has asked the City to begin the process to preparing the RFP for the design/build of the pad.

### **FORWARD GREATER CHEYENNE**

- This project is in the final stages with some of the biggest issues to address being: what should the framework look like from an organizational point of view, for implementation? Stay tuned.

**WYOMING MAIN STREET/NATIONAL MAIN STREET**

- No updates this month.