



DDA/Main Street

Staff Report

June 21, 2018

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

ORGANIZATION UPDATES

2018-19 Budget

- The City passed the overall budget, including DDA's submitted budget on 6/11/18. The Finance Committee will take it up a final time on Monday 6/25/18. Please attend this meeting, if possible.

H2 Project

- City resolution in support of \$750,000 has had first reading at Council with the Finance Committee taking up the resolution on Monday 6/18. Final hearing for this critical piece of the project is set for 6/25/18. NOTHING will move forward unless the city approves this resolution...another great reason to attend the Council meeting in support.
- Dugger has been working with property owners to try and get better deal on sales price. LEADS will take up at monthly board meeting on 6/20/18. NO OPTIONS WILL BE SIGNED OR DDA MONIES PAID OUT until the approval of the resolution committing \$750k.
- H2 Committee has been working on the RFQ/RFP draft. The review process will include a Phase 1 review by a Technical Review Committee; with the Phase 2 proposals submitted to be reviewed by the Technical Review Committee PLUS a larger downtown stakeholder group.
- DDA will contract with a nationally known real estate economist, Jerry Johnson, principal of Johnson Economics, Portland, OR, to provide important technical assistance reviewing RFP, testing market assumptions for plausibility and support and assess the strength of the development team and their ability to successfully executive the proposed development project. The contract will cost \$9,950 and will include services in both Phase 1&2 of RFQ/RFP. The monies for this assistance are coming out of available funding in the Economic Development (Vitality) budget.

Wyoming Main Street/National Main Street

- No updates this month.

PARTNERSHIP UPDATES

CORE Team (made up of DDA, LEADS, Chamber, and Visit Cheyenne)

- Water Feature: Successful fundraising efforts, through a variety of initiatives, are moving steadily forward. The process to garner match funding will soon be to the point that the City will put out a call for proposals for a Design/Build firm to construct the splash pad.

Downtown Parking

- The CORE Team will be creating a white paper regarding issues with parking (DDA will lead the effort on this), then sit down with CPD to talk through concerns and work on solutions.

Forward Greater Cheyenne

- A confidential draft report of the plan is under final review; with the consultant working on implementation plans and strategies for moving "next steps" efforts forward. FYI: Downtown came out as a critically important part of the overall strategy. The full report will be shared when completed.

West Edge

- The MPO will be putting together an RFP for a consultant to complete the Reed Avenue Corridor Plan in the near future. Ground has been broken and great progress made on City Commons Park. West Edge Collective development is moving ahead and will make a nice entry “statement” on Lincolnway coming in from the west.

STAFF PROJECTS

Downtown Clean Up & Planting Day

- Very successful efforts on June 3rd & 10th – with a total of 320 volunteer hours logged! DDA is contracting with City for watering; a substantial savings.
- DDA is spearheading new project to work with property owners and police to get rid of graffiti. So far, three owners have contracted to have their graffiti removed by pressure washing and the post office has cleaned up downtown mail boxes with graffiti. Esther is heading this effort and moving forward to get downtown cleaned up.

Cheyenne Mural Project

- Desiree has been in conversation with business owners and an artist on one project. More to come when we are ready to fully share.

Downtown Toolkits & Awareness-Raising

- DEVELOPERS’ TOOL-KIT: no update since last month; City has been busy with budget process. We were working on this project with Robert Briggs of the City who has submitted his resignation to go back to Sheridan. Will move this project forward as possible but need City input and support to complete.

Micro-Loan Update

- All businesses with micro-loans are now making payments.

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

- Planning for the event has gone extremely well and we are eagerly anticipating Saturday.
- We hope to see board members at least stop by the event and see what we’ve pulled together!
 - Online/social presence has a good engagement, sponsored FB ad started on May 23rd
 - Ads placed on the paper, radio ad has been rotating since June 1st, the event has been covered on news a few times.
 - Posters distributed around the city.
 - Flyers passed out at the Fridays on the Plaza and Wyoming Brewer’s Festival.
 - Will get in touch with downtown restaurants to include them on a poster at the event to provide other food options and business.
 - Snapchat filer was created and will be available for users at the event to share the experience.
 - Banners at the parks went up on June 2nd and 5th.
 - Pinnacle Bank and West Inc. have jumped on as fiscal sponsors, with Pinnacle as the title sponsor.
 - Minute Man Press, KAZY FM, Traders, ShortGo and Arts Cheyenne are offering in-kind services.

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

- The 2018 ReRide is now in full swing.

STAFF-LED NEW EVENTS

- Internally, DDA staff will be leading the efforts (with volunteer assistance from Promotions Committee members) on the following new events:
 - “Downtown Hoedown” getting geared up for Thursday, July 26th on 17th Street, event will include live music, cowgirl 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 in order to bring more visitors downtown.
- Overall Engagement with Stakeholders
 - First quarterly newsletter was viewed by 35% of the recipients.

COMMITTEE UPDATES—DB

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. They will be adding a mural to their walls featuring donuts, of course.
- St. Paul’s work will look to start on June 20th.
- The 17th street and 18th street properties will be working on theirs soon.

ECONOMIC VITALITY

- The Pop-up Shop program—Volunteer Melissa Amick and Desiree have been meeting with a variety of successful vendors, realtors and others to set up a program to kick off in July. We’ll have an update at the July board meeting for what to expect.
- Succession planning with downtown businesses—starting spring 2018; Jess Ryan leading
- Food Truck Placement throughout the district—Volunteer Patrick Rudd and Chair Cameron have been working on permitting and accessibility to place food trucks downtown. This has been put slightly on hold as the CPD has it’s hands full with the LPR system moving through council.
- Drafting a mentorship program for 2019—program writing to start fall 2018, many conversations and leads on this program already taking place
- Restaurant Incubator concept/program—program writing to start fall 2018; lead by Promo committee chair Juan Coronado

PROMOTIONS

- 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
- DDA Booth at events—will have first booth up June 29th at Fridays on the Plaza
- Shop Small Saturday events—starting August 2018; Fatos will lead with assistance from Promo committee
- Ice Rink—2018 planning begins July/August

2018 New Businesses/Business changes, milestones in the District

- In: Vintage Treasurers on Lincolnway (moved in from a shopping center)
- In: Ascension Heath Network

- In: Luxe Beauty, Carey Avenue
- Out: Cheyenne Candy Emporium
- New Owners: Wyoming Music (business was previously called "Music Depot")
- In Process: the old "Cupid's" has been torn down and the Dineen's have started their residential redevelopment project (looking at 8-10 attached townhomes). Stay tuned.
- In Process: Civic Center Commons project is now well underway and moving forward quickly.