



Downtown Cheyenne

Staff Report

May 9, 2019

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BIG INITIATIVES

- The deadline for “opting out” of the graffiti abatement program has passed and the contracted company from Fort Collins has begun removal of the graffiti on the buildings that weren’t opted out of the program.
- TIF Feasibility Study: A Council Work Session on TIF has been set for May 30, 6 pm at City Hall. Jerry Johnson, our TIF consultant, will provide an overview of the mechanics of how TIF works then present potential funding scenarios and projects based on a proposed boundary.
- Update on advocacy for using \$3.2m sixth-penny overage to complete 17th Street: Forward Greater Cheyenne has voted to support DDA in their advocacy and will be writing a letter of support to the WTE & Cheyenne elected officials.
- Chasing down the C-PACE Program: DDA has been trying to find out if/where the City is with getting a Commercial Property Assessed Clean Energy Program put into place as it is a great financing tool for energy upgrades in redevelopment projects. After reaching out to City Administration, Councilman White said that the City will be drafting an ordinance and will be using a consultant, with expertise in this program, to help with implementation.
- H2 Project: A small meeting was held with potential developers identified in last month’s report.
- Mapping a core area of the DDA District in a new way: work continues to create a (first-ever) database of downtown properties in the core area identifying use, condition and square footage (on all floors) and including property taxes paid and sales taxes generated.

BUSINESSES OPENING/EXPANDING/CLOSING OVER THE LAST MONTH

- Opened: no new this past month
- Coming: Chronicles Distillery, Mary’s Mountain Cookies, and The Metropolitan
- Sold: Ruby Juice
- Net business openings (since July 1st): 6

BUSINESS & PROPERTY DEVELOPMENT UPDATE

Downtown Business Development Initiatives:

- DDA, in partnership with Steve Knox (an Arts Cheyenne Board Member) created a 5-month pop-up art gallery project for Art Walk nights. The first was held on May 9th with around 100 art patrons coming to check it out.
- The Array School of Technology has moved into the Grier Building as part of their expansion plan. The new owners are also working on shared technology space that will be available for lease.
- Carey Building is down.
- Dineen’s Lotus Townhomes: 2 townhomes are well in progress and will be featured on the May 19th “Living It Up In Downtown” Housing Tour.

REBRAND PROJECT

- The new downtown website was revealed to staff on May 14th. We expect the website to go live before the end of the month.

MARKETING & PR INITIATIVES

- The #DowntownBusinessSpotlight social media campaign has continued to be very successful with posts averaging a reach of about 4,000 people and multiple shares.
- One recent post focusing on shopping local reached nearly 50,000 people and was shared almost 600 times!
- The April newsletter was sent out Tuesday, April 23 and included information about the new pop-up galleries for the Artwalk, Rooted in Cheyenne Arbor Day Celebration, A bit about the Main Street Conference, new businesses that have opened in the district and a reminder to sign up for the Cheyenne Crafted program.

OTHER INITIATIVES

- “Living It Up in Downtown” Housing Tour is set for May 19th. Still waiting to hear back from the owners’ of a couple of potential locations, but right now the tour will include: Lincoln Theater apartment, Elisa Maggio’s apartment (Kreuzer Building on 15th), Dicky Shanor’s apartment located at 1714 Capitol, and Dinneen’s Lotus Townhomes. It should be a great tour and opportunity to have attendees provide feedback to a downtown housing survey.
- Spring Clean Up & Flower Planting: Saturday, June 1st
- “Rock the Block” is set for June 22 – with the Flobots headlining – which should bring in a big crowd as this band has never played Cheyenne. Pinnacle Bank has signed on as the Premier Sponsor at \$4,000; other sponsors for lesser amounts will be approached.

MAIN STREET COMMITTEE UPDATES

FIP/CIG PROGRAMS

FIP- FIP is in full swing and a total of 9 property owners applied for the grant. 7 of the 9 projects were selected to move forward to the next step. Five of the projects were considered at the May 8th Design Committee meeting; with two more to be considered at a special meeting on May 22. From the May 8th proposals presented, there are approvable grant requests in the amount of \$179,785.76; without hearing the final two presentations on May 22.

PARTNERSHIP UPDATES

FORWARD GREATER CHEYENNE

- Forward Greater Cheyenne has approved writing a letter to the editor and to the Cheyenne elected officials to support DDA’s advocacy for completing 17th Street using excess sixth-penny collections.