



## Downtown Cheyenne

### Staff Report

August 9, 2019

Report By: Vicki Dugger, Genee Vidakovich & Alison Reinemer

#### BIG INITIATIVES

- **Mill Levy Process:** Resolution has passed Council; Mill Levy Ordinance had first reading and will be referred to the Public Services Committee for **Finance Committee hearing on August 19<sup>th</sup>, 11 am, Rm 104 in the Municipal Building. DDA Board needs to be in attendance at this meeting to show support.**
- **FYI: The Mill Levy Election is set for Wednesday, October 16<sup>th</sup>, from 9 am – 3 pm in the Depot Lobby.**
- Vicki is working on the 2018-19 Annual Report for DDA; should have it done by next board meeting.

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

- Opened: Chronicles Distillery, Openings LLC Counseling
- Coming: Chronicles Black Tooth Brewing
- Closed: El Charrito Restaurant
- Net business openings (since last July 1st): 8

#### BUSINESS & PROPERTY DEVELOPMENT UPDATE

Downtown Development Initiatives:

- DDA's upgraded Frontier Park/Downtown Shuttle service during CFD had over **6x more riders this year; with a total of 1,352 using the shuttle.**
- The 4<sup>th</sup> pop-up art gallery took place on August 8<sup>th</sup> with seven local artists showing and 102 people coming through the gallery during the Art Walk.
- There is an interesting concept being proposed by the owner of the Goodyear Building. Trying to connect him with possible partners.
- DDA's downtown merchant's group is growing and becoming much more collaborative and connected. Upcoming projects DDA is hosting & working with them on are:
- **August 23-24: Dog Days of Summer Downtown Sidewalk Sale & Pet Adoption Events.** The week of **August 19-24 for an associated Pet Food Drive for the Shelters.**
- **Boot Loot Raffle** – a monthly raffle with “cash” prizes to be spent in participating downtown businesses. For September and October, the raffle prizes will be \$1000 each month; with the amount raising to \$2,500 each month for November & December. DDA will match the amounts put in by the businesses to get to the monthly prize amount. Downtown businesses, who so choose, may also have weekly in-store drawings to help draw in more business.
- Discussions are beginning regarding **Downtown Skele-Fun** this year with trick or treating for kids in the afternoon & “big kid” events that evening such as a pub crawl.
- **Shop Small Saturday** is also being discussed; as well as a **Shop & Sip** event in mid-December.

#### NEW WEBSITE UPDATE

- Alison and Vicki worked this past month on updating the new website.

#### MARKETING & PR INITIATIVES

- Over the last month:

- Facebook followers are up from 5,075 to 5,205
- Story reach is up 100%
- Post engagements up 48%
- Actions on Page up 8%
- Video Views up 146%
- The July newsletter was sent out July 1st and included information on what's happening for CFD, Fridays on the Plaza and announcing a new t-shirt line from Angela Harvey, owner of Prairie House Home Goods.

#### OTHER INITIATIVES

- Downtown Housing WIN: the first Lotus Townhome has sold on 17<sup>th</sup> Street to Dave Tuebner of Warehouse 21. This is a great win for downtown housing – as it will bring more desired residents AND provide much needed comps.
- Under the new MOU with the City, DDA will now be responsible for maintaining the overhead street lighting on 17<sup>th</sup> Street. Still looking for a contractor to take on this project.
- Genee has been working on scanning files to a digital format, to organize the office into a more efficient operation, cleaning up the DDA Storage area, and also working with the Church of God Volunteer Group who want to come and clean up the downtown area at the end of August.

#### MAIN STREET COMMITTEE UPDATES

##### FIP/CIG PROGRAMS

- FIP- CIP projects are in full swing with three of the projects actively moving forward; one project that is getting ready to move forward; and two projects that have not begun yet.
- FIP grant payout to Sam Galeotos for the Metropolitan is in this month's bill payment request; as is a CIG payout request as well for signage. Other CIG grant payout requests in the bill payment list are from Mary's Mountain Cookies & NEEDS, Inc.
- The DDA Design Committee is considering putting out a pre-application to property owners with potential projects that might need technical assistance – helping alleviate a compressed timeframe in the spring and helping the City have a better handle on writing their grant to the state for these services.

#### PARTNERSHIP UPDATES

##### FORWARD GREATER CHEYENNE

- Bruce has taken over the reins of Forward Greater Cheyenne. JJ Chen continues to be the Coordinator for the Downtown Revitalization Initiative.