



Downtown Cheyenne Staff Report

September 13, 2019

Report By: Vicki Dugger, Genee Vidakovich & Alison Reinemer

BIG INITIATIVES

- **Mill Levy Process:** Ordinance approving Mill Levy election passed on Sept. 10th
- **FYI: The Mill Levy Election is set for Wednesday, October 16th, from 9 am – 3 pm in the Depot Lobby.**

BUSINESSES OPENING/EXPANDING/CLOSING OVER THE LAST MONTH

- Coming: Black Tooth Brewing, Swirls & Pearls Cupcakes
- Looking to Expand: Desperado Depot, Prairie Home House Goods, Railyard Café (into downtown)
- Closed: Nagel Warren B&B (to be used now strictly as a private residence)
- Net business openings (since last July 1st): 7

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 5th pop-up art gallery took place on September 12th with seven local artists showing and over 100 people coming through the gallery during the Art Walk.
- **Dog Days of Summer report:** Several downtown businesses took part by hosting sidewalk sales and specials and several pets got adopted during the two adoption events. The merchants were very happy and want to expand the event for next year.
- **Boot Loot Raffle** – this new event designed to bring more shoppers to downtown is gaining steam with 20 business participants for September and up to 24 (right now) for October. 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.
- Plans are being put together for a Halloween Trick or Treat Street for kids & “big kid” event that evening such as a pub crawl.
- **Shop Small Saturday** is also being discussed; as well as a **Shop & Sip** event in mid-December.

MARKETING & PR INITIATIVES

- Over the last month:
- 819 Facebook page views
- 59 new page previews
- 68 new page likes
- 9,401 people reached
- 16,204 engagements – up 22%
- 5,390 page follows
- Instagram (last 2 weeks): 15 profile visits, 2,356 have seen our posts, 16 interactions

- The September Newsletter previewed the New Boot Loot Raffle, The Arts Cheyenne Art Festival, and a Calendar of Events so that people will know what is going on in Downtown Cheyenne!

OTHER INITIATIVES

- Downtown Housing WIN: the first Lotus Townhome has sold on 17th 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 17th 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, and the DDA Storage area has been all cleaned up as well as Greg cleaned up the “Hole”.

MAIN STREET COMMITTEE UPDATES

FIP/CIG PROGRAMS

- FIP projects in full swing: Bill Briggs (Hoffman) building, Thayer (Mendicino) building, Ibsen (Goodyear) building and Radican building. Work will soon begin on the Grier building. No word on if/when work on the Plains will move forward.
- CIP: work is currently underway on signage and awning improvements to the Downtown Mercantile.
- The DDA Design Committee has moved the FIP application timeline up with the pre-applications due by October 4th. This will help alleviate a compressed timeframe in the spring and also help the City get a better handle on writing their grant to the state for the architectural services that are provided as part of the grant process.

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.