



Downtown Cheyenne

Staff Report

November 14, 2019

Report By: Vicki Dugger, Genee Vidakovich & Alison Reinemer

BIG INITIATIVES

- **Mill Levy Process:** The Mill Levy election results have been certified through the City Council process. This was completed on Tuesday, November 12th.
- **Ice Rink SOLD!** Rawlins DDA/Main Street has purchased the synthetic ice rink for \$5,000. They picked up the first load on the 13th; and will be back to get the rest.
- **DDA Office Move & Open House:** Our goal was to be in the new office space (109 W. 17th) by the end of November, but that has been slightly delayed with asbestos abatement related to a new HVAC system – when then pushed back remodeling requested by DDA. That said, we will be moved in enough to host a **Hello/Goodbye Open House** ('hello' to the new space; 'good-bye' to Vicki) on **Friday, December 13, 4-7 pm.**
- **Check Received & Deposited:** DDA received payment in the amount of \$290,000 from the City of Cheyenne. This was invoiced last month and had to go through their voucher process.

BUSINESSES OPENING/EXPANDING/CLOSING OVER THE LAST MONTH

- New business: Big Horn Design (next to Alexis Drake)
- Coming: Black Tooth Brewing, The Good Egg (in Accomplice), Swirls & Pearls Cupcakes, Rail Yard Café (into the Mendicino Building)
- Still Looking to Expand: Desperado Depot, & Prairie Home House Goods
- Closing: Nagel Warren B&B & Tumbleweeds Consignment
- Net business openings (since last July 1st): 6

BUSINESS & PROPERTY DEVELOPMENT UPDATE

Downtown Development Initiatives:

- **Downtown Merchants** are meeting weekly and they are now working together in new, wonderful ways!!
- **Upcoming Downtown Holiday Events will include:**
- Nov. 22-23: Holiday Open Houses
- Nov. 29-30: Holiday Mart at the Depot
- Nov. 30: Shop Small Saturday (which also includes restaurants with "Small Bites Specials"), Downtown Cheyenne Holiday Market, Christmas Parade & Tree Lighting
- Nov. 30 – Dec. 14: Chari-Trees Auction at the Plains Hotel
- Dec. 7, 14, 21: Winter Farmer's Market at the Depot
- Dec. 12: Downtown Sip & Shop
- Dec. 13: DDA's Hello/Goodbye Open House
- Dec. 8-9, 14-15, 21-22: Pop-Up Santa in different downtown businesses
- Dec. 16th: Final Boot Loot Drawing
- Dec. 31: Downtown Ball Drop
- **January, February & March Downtown Promotions** will include: Treasure Hunt (January), Downtown BINGO (Feb), and Downtown Passport (March)

- **Boot Loot Raffle** – October winner of \$1,000 in Boot Loot Cash was Wes Cure of Cheyenne. The November and December drawings will be for \$2,500 each month. There are currently 27 businesses taking part!
- Downtown **Skele-Fun Trick or Treat** event was SUPER SUCCESSFUL – Genee, Pat, Doug and Greg worked headquarters (DDA office). Over 1,200+ lbs of candy was given away & six local financial institutions provided funding to help pay for the candy! Thanks to: Cheyenne State Bank, McGee, Hearn, Paiz, ANB Bank, DAPCPA, Jonah Bank and ANB Bank. It was a GREAT event!

MARKETING & PR INITIATIVES

- Over the last month:
- 824 Facebook page views
- 69 Page previews
- 97 Page likes – up 2%
- 16,059 Post reach– 20% increase
- DDA Social Media Compared to Chamber for the last month:
DT Likes: 5.3k Posts: 94 Engagements: 4.4k
Chamber Likes: 5.6k Posts: 34 Engagements: 2.6k
- DDA also had 1-10 New Page likes/day for a total of 5,259
- The November Newsletter is a continuance of the Boot Loot Raffle we have 27 businesses who are participating in the Boot Loot Raffle, there is an excitement that the Merchants are feeling. Also, a calendar of events for November for the Downtown so that people will know what is going on in Downtown Cheyenne and be able to participate!

MAIN STREET COMMITTEE UPDATES

FIP/CIG PROGRAMS

- 2019 FIP projects are still in full swing: Thayer (Mendicino) building, Ibsen (Goodyear) building and Radican building. The work on Bill Brigg’s building (Hoffman) is complete. Work will soon begin on the Grier building. No word on if/when work on the Plains will move forward.
- 2020 FIP: DDA received two pre-applications as part of a 2020 FIP application process. Dave Hatch submitted for the Hynds and Glen Garrett submitted an pre-app for work on the second and third floor windows of his building at 17th & Capitol.
- CIP: Flydragon Design Studio was just awarded a CIG grant for signage.

PARTNERSHIP UPDATES

FORWARD GREATER CHEYENNE

- There is some movement for FGC to support a first-time 7th Penny tax (@ ¼ cent) to fund the multitude of projects outlined in the plan. Stay tuned!