



DDA/Main Street

Staff Report

April 19th, 2018

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

ORGANIZATION UPDATES

2018-19 Budget

- DDA's proposed budget for the coming year was submitted to the City in February and recently Robert Briggs has been designated as our liaison in these discussions/negotiations. He will be bringing DDA a draft MOU for review. He said that funding may be reduced if a downtown tree ordinance is passed and the City takes over watering, maintenance and replacement of trees. He also stated the importance of DDA committing to an initiative to create an integrated, holistic downtown plan over the coming year. **The City's budget work session for DDA will be on Friday, April 27th at noon in the Municipal Building.**

Exec Team

- The Executive Committee met and discussed the need for an April Work Session to strategically look at pulling all the extraneously downtown plans together into a cohesive whole – and what the process for this might look like.

Wyoming Main Street/National Main Street

- It was an excellent National Main Street Conference and WYO Main Street Best Practices tour with a great representation from Cheyenne! Debrief meeting was Monday, April 16th. Attendees included: board members Alane West, Bruce Heimbuck, and Steve Borin; committee member Melissa Amick; Fire Marshall Byron Matthews; and DDA staff. Desiree represented DDA & WYO well in her presentation (that also included Rock Springs & Green River).

PARTNERSHIP UPDATES

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

- Water Feature: CORE team, specifically Darren Rudloph, has been moving match funding efforts forward. (See white paper in board packet for additional details & funding discussion).

Downtown Parking

- Since mid-March the CPD has taken over all parking permitting and have increased enforcement in downtown. On April 11th, CPD held two public meetings to provide an update on these changes and take public input. DDA had representation at both meetings.

Downtown Broadband Update

- The Mayor's Broadband Taskforce presented initial findings & recommendations – as well as hinted at the prospect of getting a \$40k grant to get 10 blocks of downtown equipped with free high-speed wi-fi. More to come on this.

West Edge

- City Council voted unanimously to acknowledge receipt of the Reed Ave. Rail Corridor Plan at their April 9th meeting. There was a great turnout by the community, including representation from DDA, in support of the plan.

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| STAFF PROJECTS |
| Downtown Clean Up & Planting Day |
| <ul style="list-style-type: none"> • Saturday, June 2, 2018 We are set to plant 186 downtown planters. On the same day we are holding a Spring Clean up in collaboration with business and property owners. We are looking for at least 41 volunteers and would like for all Board Members to be involved with this project. |
| Cheyenne Mural Project |
| <ul style="list-style-type: none"> • We will begin slating properties, concepts and artists soon! |
| Downtown Toolkits & Awareness-Raising |
| <ul style="list-style-type: none"> • DEVELOPERS': Robert Briggs & Vicki have been meeting on a regular basis to create the framework for the Developers' Toolkit which will include: incentives, resources and assistance – in addition to a flow chart that visually describes the permitting process for development/redevelopment project. • SMALL BUSINESS: DDA is working with L2B to bring together a group of small business assistance providers to create a "subway map"-type project that visually outlines the process and resources available for entrepreneurs. • "LIVING IT UP IN DOWNTOWN" Housing Tour: a free open-to-the-public tour set for Sunday, May 20th to showcase a variety of downtown housing types in Cheyenne. This will be the first of an awareness-raising tour; with a "DOWNTOWN DEVELOPERS' TOUR" for developers, contractors, architects, commercial brokers, etc. to tour top priority downtown redevelopment projects. This tour will take place in late Fall. |
| Micro-Loan Update |
| <ul style="list-style-type: none"> • Over the past month, I have spoken with businesses who are in arrears on their loan payments; with them now stepping up and getting back on track. |
| CURB AND GUTTER |
| <ul style="list-style-type: none"> • Solutions to how to tackle curb and gutter are being explored in conjunction with many other potential projects and are being worked into our strategic planning--DB |
| ROCK THE BLOCK (combined effort from multiple staff, volunteers) |
| <ul style="list-style-type: none"> • Planning has begun for the 2018 event, which will take place on June 23rd. The planning team is put together, and marketing for the event will begin mid-April to early May, as all bands are confirmed. <ul style="list-style-type: none"> ○ Bands will be announced publicly at the April 20th Fridays in the Asher Show featuring Patti Fiasco ○ Partnered with Parks&Recs marketing department – they will include the event information on the Superday brochures which will be dispersed over 25,000 mailboxes. ○ Partnered with Fridays in the Asher to disperse flyers at the shows starting April 20th and on. ○ Facebook event page has been created – started getting the word out. |
| Banners |
| <ul style="list-style-type: none"> • Bids are being gathered for the design and production of unique banners designed specifically for 17th Street. |
| ReRide |
| <ul style="list-style-type: none"> • ReRide for 2018 kicked off on Sunday, April 15th with a downtown (and surrounding area) Historic Bike Tour, led by Design Committee Chair and SHPO rep, Brian Beadles. Announcement was made through FB-Press Release and e-mailer. |

STAFF-LED NEW EVENTS

- Internally, DDA staff will be leading the efforts (with volunteer assistance from Promotions Committee members) on the following new events:
 - “Old School Country” event on Thursday, July 26th, during CFD to help bring tourists downtown for a special evening event. CFD is very supportive of a Thursday night “Old School” event that might include cowboy poetry, demonstration square-dancing, old time fiddle contest, yodeling, etc.
 - The Cowboy Triangle (downtown leg) was also discussed and it was highlighted in the meeting with CFD the importance of collaborating on this downtown leg.
- Halloween: Trunk or Treat (Esther is taking the lead on this) – a fun trick or treat event on 17th that will also feature classic cars (owners will also be giving out candy).
- Quarterly E-Newsletters will be sent starting in May- sending updates on programs, happenings, news businesses, major changes, events downtown, etc.
- Instagram account started being utilized since the Ice-Rink – Increasing visual engagement - 58% increase on followers since December 2017.
- FB has started being utilized as a one-stop downtown events page – Adding all the happenings downtown to the event page.
- Working on Promotions for Mother’s Day and Armed Force Week, to help business get customers in the door. We have a large turnout of businesses already signed up.
- Volunteer Program: Our website is ready for volunteers to apply and sign up for different events that are being held throughout the year.
- DeBrief on Main Street Conference. The staff and other guests met on April 17 to discuss everything that was learned to apply to the revitalization and growth of Downtown Cheyenne.

COMMITTEE UPDATES—DB

DESIGN

- The Atlas has made their final color selection and is hosting a reveal party for invitees on April 26th

FIP/CIG Programs:

- The Pre-applicants for the 2018 FIP program have been selected:
 - 609 & 611 W. 18th Street
 - 218 E. 19th Street
 - 416 Central Ave
 - 1701 Carey Ave + 216 & 218 W. 17th Street
 - 301 W. 17th Street
- Our architect for this year’s program will once again be High Plains Architects
- Our timeline is on track for this year, with final applications due beginning of May and Board approval of all projects to take place at the May board meeting, allowing for construction to begin well before CFD
 - More information on each of the projects and the expectations of the work will be presented formally at this time

ECONOMIC VITALITY

- Work session number 2 with Promotions is to be held later this month. This has proven to be a fantastic way to have the committees working cohesively and creating actionable pieces to work on for the summer and remainder of 2018.

- **Desiree will give a more comprehensive update on what the committees are working on at the board meeting

PROMOTIONS

- The committee has all new members save two, and have begun working on their workplan from the strategic plan items
- Juan Coronado is the new committee chair and will begin offering updates to the board at the May meeting

2018 New Businesses/Business changes, milestones in the District

- Homespun Creations moved/expanded into the former Quilted Corner location on April 1st, 2018
- Wyo Music (formerly Music Depot) is under new ownership as of March 1, 2018
- Nee See's Boutique—opened March 2018
- Desperado Depot—Opened in the Asher Upstairs March 2018
- West Edge Collective announced their groundbreaking on March 1st, 2018
- Weaves & Wigs, 204 W. 18th opened in March.
- FJH Law Office went into the Tivoli in early March.
- Sharon Lynn Porter, owner of Flair, passed away on March 27th.