



## DDA/Main Street

Board Update

September 8<sup>th</sup>, 2017

Desirée Brothe

Program Director/Interim Executive Director

### ORGANIZATION UPDATES

#### Board

- We still have two open positions on the board, one needs to meet our requirements and the other may be at-large. We are working to find applicants that will be a go fit to aid in making a recommendation for appointment to the mayor
- Two successful work sessions have been held by the board since the end of July. These have been in an effort to put the board on the same path moving forward as we transition the role of our organization
  - Next work session: September 12<sup>th</sup>, 2017

#### Exec Team

- Has not had an opportunity to meet

#### Wyoming Main Street/National Main Street

- Matt Wagner with National Main Street visited Cheyenne and spent the day with staff and the community in late August.
  - He gave a broad presentation on downtown trends to the community and then broke into three focus groups with local partners/leaders from the community to cover: Economic Development; Housing/Real Estate; Arts/Culture
  - Matt also held a session specifically for the board at the end of the meeting where he touched on the survey results from July (there was a total of 229 participants).
  - The survey results were previously sent to the board immediately following the session; please let me know if you cannot find them
- On Sept. 20<sup>th</sup>-22<sup>nd</sup>, Desiree will be attending the Wyoming Economic Development Association (WEDA) fall conference in Laramie. This is being partnered with the fall Main Street State manager's meeting

### PARTNERSHIP UPDATES

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

- The CORE team has been meeting with Ward I council representatives to specifically touch on the three key projects that both parties have identified as important: The Hynds Project, the Water Feature, and the Alley Modernization.
- The team has so far met on the Hynds and the water feature
- Moving forward, the water feature is something that the team may look at additional funding solutions for, and Councilman Laybourn has expressed interest in this project becoming a lasting figure of the 150<sup>th</sup> celebrations for this year.

#### Downtown Parking

- Desiree received the draft report of the study in late August; this will come in a separate email to the board for additional comment to be taken back to the design team to further clarify anything needed

#### Downtown Safety/Mental Health

- Desiree has been meeting with several community partners to round out the trial period of Operation Change as well as to find ways to bridge educational and resource gaps for folks with mental and social health issues
- The group is hoping to have a final review of some of these concepts at a Chamber Luncheon in the late fall. In addition, key classes for the community are being explored, as well as tours of the facilities available to broaden community understanding of these resources.
- PLEASE TAKE THE CPD/DDA DOWNTOWN SAFETY SURVEY FOUND AT:  
<https://www.surveymonkey.com/r/PBTGS6Z>

#### West Edge

- The Reed Rail corridor team came together in early August to talk about the summer community sessions and to look at what has been fleshed out so far. At this juncture, the plans are at 30%, research is still being done on many ways to handle the corridor, and there is plenty of opportunity
- Edge Fest was a successful blast on August 26<sup>th</sup>! Huge shout out to Warehouse Twentyone and funding partners for such a great, well-executed event!

#### Cheyenne Arts Festival

- Unfortunately Desiree was out of town and missed this entire event; but artist feedback surveys have shown a great deal of satisfaction for the event this year.
- There have been conversations at that partnership committee about ways to grow and refresh the festival a bit, and that will be explored for next year.

#### STAFF PROJECTS

##### Water Feature and Alley Modernization

- As previously stated, funding research is being explored on the water feature.
- The Alley modernization final reports have been received and will be sent out to the board within the next week; Desiree will take this as well as an invoice to Joint Powers Board at their September meeting for final discussion and funding.

##### Downtown Trees

- The trees planted this June have done pretty well thanks in large part to a watering coordination effort between the City's Parks and Rec/Forestry/Clean and Safe programs.
- This fall, we will be contracting out to Evergreen once again to handle trimming on trees in a widened scope of focus.
- The leaders of Clean and Safe have agreed to tackle grate removal/rock addition this fall and winter as time permits. In addition, they will take care of weeds, tree suckers, and general debris.

##### Cheyenne Creative

- This program is completely wrapped up and I will complete the full narrative on the project and its outcomes will be complete this fall

##### Cheyenne Mural Project

- The mural was complete at the end of July with a brief ceremony taking place on August 10<sup>th</sup>. To view the mural, please go to the alley behind Trophy Creative at 1620 Thomes. Thanks once again to all of our funding partners.

#### CURB AND GUTTER

- Solutions to how to tackle curb and gutter are being explored in conjunction with many other potential projects.

#### COWBOY TRIANGLE

- Still waiting to hear back on the numbers of use of this program for the 2017 year.

#### ROCK THE BLOCK (combined effort from multiple staff, volunteers)

- Planning for next year's event will commence this winter

#### Adopt A Block

- This summer's program has seen an average of 22 participants each month with 4 blocks adopted. To date, and with the large clean up in July, that is a total of 80 hours
- The program will wind down here in September and staff hopes to plan one final clean up before the summer is out.

#### ReRide

- George has reported a spike in usage this summer
- The 2017 program will conclude on Oct. 1<sup>st</sup>.
- We have budgeted \$2500.00 out of FY18 for next summer's program

#### FY2017 Audit

- The FY17 audit was a success and Andy will have finalized all that prior to the board meeting.
- The audit team will be ready to present in the coming weeks and that will be coordinated soon
- Final draft is scheduled to be complete by October 1<sup>st</sup>.

#### Internal Office Organization

- Esther has done a lovely job of cleaning up the Shared drive in the office in preparation for eventually shifting this to go to Google Drive (starting to bring us into the 21<sup>st</sup> century)
- She has also tackled all of our storage, supplies, furniture and completely cleaned up years of things we don't need.

#### COMMITTEE UPDATES

##### DESIGN

##### FIP/CIG Programs:

- Please see attached documents in your board packet regarding the 2017 FIP final applications (you will be asked as a board to approve the final amounts; historically this approval has come from you due to the fact that some of the amounts can be quite high)
  - In addition, there will be a final approval for a request of an extension and some additional funding for the 2016 Atlas project. That is in a separate attachment as well.
- The CIG program had one application at the August committee meeting: Chase Leshner with Chronicles Distilling (set to open late fall 2017) came forth and was approved for a creative, interesting sign that will match the building quite well. The distillery will be located in the former Hogue Electrics location at the Asher Building.

#### ECONOMIC VITALITY

##### Grocery/co-op Concept

- This project is on hold due to staff time and ability to oversee at this junction. At this point, regardless of staff time, we are seeking a proper location and then will be poised to implement an oversight team of interested community members to help plan and further develop any plans for this concept.
  - There is still potential for the Good Year building to be a more downtown-centric site, and the EPA issues on that location are being discussed

##### Property Database/Business District Update

- Esther has taken on the back end of the Business District Update and has been doing research to update what she can from the internet and walking/driving the district. This will effectively speed this update along, and in conjunction with our volunteer efforts, we hope to have this project wrapped up by the end of September. She has also taken all this information into a new, more workable database for the office.

- Volunteers have been diligently working the outer parts of the district for the updates

### Business Recruitment/Retention

- The committee has selected a new committee chair, Cameron Karajanis. He has been with the committee for about a year and half and is well-versed in what the committee has been working on. We are excited for his leadership!
- At this juncture, I've notified the committee that the Trans. Strategies may develop some very specific, key initiatives for them to work on, and we are all eagerly awaiting what this could look like.

### New Businesses in the District

Lots happening this summer:

- Finishing Touches (Interior Design) relocated to downtown and opened early August
- Olympus Comics (Formerly Griffon Comics and Games) rebranded and "opened" early August
- Dunlevy Music Studio—opened music lessons/education in August
- The Republican Party offices relocated to Capitol Ave this summer
- The Crooked Cup Coffee Shop—opened July 21st
- Endless Christmas—Opened early June
- Downtown Hub—Opened mid-June
- Dad's Café—Opened early July
- Topper's Pizza—Opened early July
- The Cheyenne Candy Emporium—Opened mid-July

### PROMOTIONS

#### Ice on the Plaza Ice Rink

- Booking with Kwikrink has taken place with a deposit of \$5,000.00 down
- As previously stated, we have the option to purchase this rink at the end of our one-month rental period
- The Promotions committee is working through all of the other logistics planning, from atmosphere and additional events, volunteers, fencing, lighting, etc. We will have 90% of this in place by the end of October; a rough P&L, schedule, etc. has been drafted for this project.

#### Why Downtown

- A positivity campaign for downtown Cheyenne, expressing why community members live in Cheyenne and love downtown!
- This project will come together in the coming weeks; has been slightly on hold due to staff timing. The committee will complete coordination of these efforts.

#### FY18 Sponsorships

- Promotions received a line item of \$8k for single events sponsorships this year
  - They have elected to split the funds, reserving \$6k for 6 events, \$1k each ask, and leaving the remaining \$2k for 4, \$500.00 small sponsorships throughout the FY.
  - The committee received three sponsorship requests back so far by the deadline, and approved all three at 1k each.
  - The remaining funds will stay in the account for any other requests that come up in a timely manner during the FY.

 City of Cheyenne	 Design Committee
 DDA/Main Street Board, Exec	 Economic Vitality Committee
 Desirée	 Promotions Committee
 Andy	
 Esther	