



## Downtown Cheyenne

### Staff Report

December 6, 2019

Report By: Vicki Dugger, Genee Vidakovich & Alison Reinemer

#### BIG INITIATIVES

- **DDA Office Move & Open House:** In the middle of everything else, this has been a BIG job – thanks to Genee & Greg, they did a great job & took the lion's share of the work!
- **Ice Rink Update:** Left town & now in Rawlins.

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

- New business: Swirls & Pearls Cupcakes (in the Asher)
- Coming: Black Tooth Brewing, The Good Egg (in Accomplice), Rail Yard Café (into the Mendicino Building)
- Still Looking to Expand: Desperado Depot, & Prairie Home House Goods
- Net business openings (since last July 1st): 7

#### BUSINESS & PROPERTY DEVELOPMENT UPDATE

Downtown Development Initiatives:

- **Downtown Merchants** continue to meet weekly with new participants being added!
- **Shop Small Take2:** Due to the horrible weather on Nov. 30 (the national Shop Small Saturday), DDA and the merchants decided to do a "Take2" on this important retail shopping day on December 7<sup>th</sup> – which will also coincide with the Christmas Parade that was postponed due to the weather. In addition, the ten restaurants who had originally offered their Small Plate Specials will do so again.
- **Upcoming Downtown Holiday Events will include:**
  - 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. 14-15, 21-22: Pop-Up Santa in different downtown businesses
  - Dec. 16<sup>th</sup>: Final Boot Loot Drawing
  - Dec. 31: Downtown Ball Drop
- **January, February & March Downtown Promotions** will include: Downtown Treasure Hunt (January), Downtown BINGO (Feb), and Downtown Passport (March)
- **Boot Loot Update & Final Drawing** – For November, the total Boot Loot prize was \$2,500 – so we drew five winners and distributed the prizes: \$1,000 (1 winner); \$500 (2 winners); \$250 (2 winners). The final Boot Loot drawing is on December 16<sup>th</sup> and there are currently 27 businesses participating!

#### MARKETING & PR INITIATIVES

Over the last month:

- FaceBook Page likes- 134 up 16%
- FB Page Follows- 136 up 17%
- FB Page Views 1,392 up 53%
- FB Page Previews- 87

- FB Post Reach- 21,562
- FB Post engagement- 23,611 up 75%
- The December Newsletter is the last of the Boot Loot Raffles. Also, a calendar of events for December for the Downtown so that people will know what is going on for Christmas and the holidays in Downtown Cheyenne and be able to come downtown and participate! The office is in process of moving.

#### **MAIN STREET COMMITTEE UPDATES**

##### **FIP/CIG PROGRAMS**

- 2019 FIP projects are in full swing: Thayer (Mendicino) building, Ibsen (Goodyear) building and Radican building. The work on Bill Brigg's building (Hoffman) is complete. Work has begun on the Grier building. Astrid at the Plains may not be using her grant award for Phase I parapet work.
- 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 a pre-app for work on the second and third floor windows of his building at 17<sup>th</sup> & Capitol.
- CIP: Bejo Restaurant has a grant application under consideration by the Design Committee.

#### **PARTNERSHIP UPDATES**

##### **FORWARD GREATER CHEYENNE**

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