



**DDA/Main Street**  
Director's Report  
December 12<sup>th</sup>, 2017  
Desirée Brothe

## ORGANIZATION UPDATES

### Board /Work Sessions

- Most recently the board held a work session this week where they reviewed the draft strategic plan.
- The next steps are to prioritize the items and designate resources and a timeline for each

### Exec Team

- Has been diligently working through the Executive Director hire process, which has been narrowed down to a single candidate
- Dave Tuebner has taken on the remainder of the coordination of this process and can provide any further updates he chooses

### Wyoming Main Street/National Main Street

- Registration has opened for the **2018 Main Street Conference** and staff will be selecting their courses for the conference in the next couple of weeks.
  - The Main Street conference itself runs from March 26-28<sup>th</sup>
  - The Wyo. Main Street program travels out a few days early to participate in what's called the Best Practices Tour, where we visit surrounding communities' downtowns and look at how they operate and their programs. The tour will take place on March 23<sup>rd</sup> and 24<sup>th</sup> prior to the conference start on the 26<sup>th</sup>.
  - Anyone wishing to may attend either the Best Prac. Tour, or the Conference, or both
- Staff will work with any board members who are interested in going on the registration process.
  - So far, Alane has expressed formal interest, and Bruce will be attending with Wyo. Main Street (while also representing the board, of course)
  - In addition to Alane and staff, Anja Bendal with LEADS will be attending, and Byron, our Fire Marshall has also expressed interest, though has not confirmed
  - There is a scholarship application form available that is due early January. Both Esther and Fatos will be filling this out, and we will likely receive at least one.
  - Depending on how many go, we will need to work out what all DDA can conceivably cover for these costs and/or look at reallocating funds.
- This is probably the most important and informative conference that we attend all year, and is of the highest value
- **LAST DATE TO NOTIFY DESIRÉE OF PARTICIPATION TO GO IS DECEMBER 20<sup>TH</sup>.** She is happy to detail the Best Practices tour, the conference and anything else that anyone would like to know.

## PARTNERSHIP UPDATES

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

- CORE team met at the end of November to catch back up on all current projects and to establish next steps:
  - There was discussion regarding the Hole and if anything could be done to towards infill and clean up.

- Conversations on this with the City have begun and there are previously assessed costs that are being explored.
- The team is merely fact gathering at this point to find out if infill of the hole is a viable option and what future use could look like.
- Likely, it would be a parking area for now that could be leveraged with the Hynds project in the future. Alley enclosures and other details would be worked in.
- The team also looked over the other previous projects, such as the water feature, the alley modernization, etc.
  - There are potential opportunities for funds for water feature, and more will be known at the next meeting
  - The alley would likely require a 7<sup>th</sup> penny tax in the future, but progress could be started if the hole were filled in and this could become an example of alley design.

**Downtown Parking**

- CPD will be presenting their work with the city and other research on the future of parking in downtown.

**Downtown Safety/Security**

- Operation Change has wrapped up very nicely with a successful first year.
- CPD will be able to answer any questions anyone may have on the program

**West Edge**

- The Civic Center Commons Project has made the paper recently regarding opinions on the logistics of the project, the bids, and a funds overage.
- Robert can provide a more thorough update if anyone needs

**STAFF PROJECTS**

**Water Feature and Alley Modernization**

- Invoice for the Alley Modernization Feasibility has been sent to JPB for final payment for the schematics
- The water feature remains poised and ready, pending future funding sources

**Downtown Trees**

- Evergreen Tree Care completed fall tree trimming from 15<sup>th</sup> to 19<sup>th</sup> and Warren to Pioneer during the week of October 23<sup>rd</sup>
- Spring of 2018 will see additional plantings and removals where needed on a wider scope of area, and Fall of 2018 will include trimming in that same wider area.

**Cheyenne Mural Project**

- No updates at this time; more to come in the early part of 2018, following our winter projects

**CURB AND GUTTER**

- 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

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

- Planning for next year's event will commence in January, 2018 following the Ice Rink
- The date for the event will be Saturday, June 23<sup>rd</sup>!

**Adopt A Block**

- We are looking forward to growing this program for the 2018 summer!

**ReRide**

- The program has concluded for the 2017 season
- There were 248 users for the summer

<ul style="list-style-type: none"> <li>It fell way under budget and I'm working with George on the final invoice, but we will not need to budget as high for it next year and can still provide a reliable alternative, healthy program to our community</li> </ul>
<b>FY2017 Audit</b>
<ul style="list-style-type: none"> <li>The final audit reports are in and each board member will receive a copy at the Dec. board meeting.</li> </ul>
<b>Shop Small Saturday</b>
<ul style="list-style-type: none"> <li>This was a very successful year with many thanks to Esther and especially Fatos for their diligence in obtaining participation and ensuring that it was well communicated to the public. Fatos will provide further updates on the success of the day.</li> </ul>
<b>COMMITTEE UPDATES</b>
<b>DESIGN</b>
<b>FIP/CIG Programs:</b>
<ul style="list-style-type: none"> <li>(Brian will provide much of these updates)</li> <li>Flydragon and St. Marks have recently completed their FIP work, which is being reviewed and we hope to add to payable at the next board meeting.</li> <li>The FIP program is being adjusted and rewritten and we are hoping to roll out in January, 2018 with a more flexible program</li> <li>The committee continues to work through drafts of the design and streetscape guidelines in an effort to update and tighten any needed processes as well as create guidelines that aid the revitalization of the district.</li> </ul>
<b>ECONOMIC VITALITY</b>
<b>Grocery/co-op/convenience Concept</b>
<ul style="list-style-type: none"> <li>This is being redrafted into the strategic plan and will have momentum in the future</li> </ul>
<b>Business Recruitment/Retention</b>
<ul style="list-style-type: none"> <li>The committee, along with staff are working on a two-page infographic of downtown and Cheyenne stats that can aid in retention and expansion of existing businesses as well as inform any new-comers of our local market</li> </ul>
<b>New Businesses in the District</b>
<p>Hoping to see at least one-two more open before 2017 closes</p> <p>Openings from the summer:</p> <ul style="list-style-type: none"> <li>Finishing Touches (Interior Design) relocated to downtown and opened early August</li> <li>Olympus Comics (Formerly Griffon Comics and Games) rebranded and "opened" early August</li> <li>Dunlevy Music Studio—opened music lessons/education in August</li> <li>The Republican Party offices relocated to Capitol Ave this summer</li> <li>The Crooked Cup Coffee Shop—opened July 21st</li> <li>Endless Christmas—Opened early June</li> <li>Downtown Hub—Opened mid-June</li> <li>Dad's Café—Opened early July</li> <li>Topper's Pizza—Opened early July</li> <li>The Cheyenne Candy Emporium—Opened mid-July</li> </ul>
<b>PROMOTIONS</b>
<b>Ice on the Plaza Ice Rink</b>
<p>Since opening on December first, the rink has had:</p> <ul style="list-style-type: none"> <li>585 users, over 10 days, with 1 weather closure</li> </ul>

- Volunteers have already put in 148 hours just manning the rink (not counting the committee's time in planning, which won't be tallied until the rink comes down)
- To compare to last year: Over a 14 day period, with school both in and out of session, we had 2,332 users. Will need to get to the end of our month to determine how usership really compares to last year, considering the difference in length of operation.

#### Why Downtown

The committee will pick this up in January