



## DDA/Main Street

Director's Report

March 8<sup>th</sup>, 2018

Reporting: Vicki Dugger (VD); Desirée Brothe (DB)

### ORGANIZATION UPDATES

#### Board /Work Sessions

- Hooray! The Strategic plan was approved at the February board meeting! All categories have been assigned to committees and the committees are formalizing workplans for review at the April board meeting--DB

#### Exec Team

- Did not meet.

#### Wyoming Main Street/National Main Street

- Board members Alane West, Bruce Heimback, and Steve Borin; committee member Melissa Amick; Fire Marshall Byron Matthews; and all staff will be attending the 2018 Main Street Conference in Kansas City, MO at the end of March.--DB
  - **REMINDER: Staff will be out of the office from Thursday March 22<sup>nd</sup> through Wednesday, March 28<sup>th</sup>, returning March 29<sup>th</sup>.**
  - **Cameron has agreed to monitor the office for phone calls, etc. from 8-10:45 am the days we are out. --DB**
- Cheyenne will be presenting at the conference, alongside Rock Springs and Green River, for their work with the Transformation Strategies and what the process has looked like for each committee—DB

### PARTNERSHIP UPDATES

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

- Water Feature: CORE team, specifically Darren Rudloph, have been working with City Council members following the council's approval of \$250,000.00 to go toward funding the water feature. The next steps include finalizing design schematics and determining realistic cost estimates, developing proper fundraising marketing and mechanisms and getting people out to appropriate community activities to begin the fundraising initiatives. --DB
- UP Parking Lot: Still in the works with this from February and working with the City on the next information phases--DB

#### Downtown Parking

- DDA staff (Vicki & Esther) and volunteer Cameron Karajanus met with representatives from the Cheyenne PD (Ted Miazga, Capt. Nathan Buseck, & Chief Brian Kozak) regarding downtown parking issues, clarification of responsibilities and proposed next steps. The police department has now been tasked with taking over all aspects of issuing parking garage permits & enforcement – which means that DDA will no longer be selling monthly parking permits for the garage. In August the City expects to have a new automated license plate reader in place for the garage and for on-street enforcement. It will also include a mobile app where downtown employees can purchase their parking permits electronically. Cameron Karajanus will be the DDA rep to sit in on the PD's weekly parking meetings. The PD will also be creating a parking committee and wants a DDA rep to sit on it. Cameron will be filling this role. –VD

<b>Downtown Safety/Security</b>
<ul style="list-style-type: none"> <li>• CPD is still waiting to hear on the final determination of receipt of a federal grant to continue Operation Change; in the meantime, Chief Kozak is working with the city on the FY19 budget to hopefully build in funding to keep someone on the downtown beat. --DB</li> <li>• The Safety group was not able to meet in February, and will reschedule for later March or early April --DB</li> </ul>
<b>West Edge</b>
<ul style="list-style-type: none"> <li>• City Planning Commission unanimously recommended the Reed Avenue Rail Corridor Plan to the Governing Body (City Council) for their consideration. The Planning Commission was very enthusiastic about the plan as well as the number of people who turned out in support of the plan. --VD</li> </ul>
<b>STAFF PROJECTS</b>
<b>Downtown Trees</b>
<ul style="list-style-type: none"> <li>• Setting up a plan for this year's tree planting as well as communication with Evergreen Tree Care and the City will take place over the coming month so that we are ready for spring planting--DB</li> </ul>
<b>Cheyenne Mural Project</b>
<ul style="list-style-type: none"> <li>• We will begin slating properties, concepts and artists within the first quarter of the year--DB</li> </ul>
<b>Downtown Toolkits &amp; Mapping</b>
<ul style="list-style-type: none"> <li>• DEVELOPERS': Have had an initial discussion with Robert Briggs from Planning to lay out who should/will take the lead in developing a Toolkit for Downtown Developers. Robert suggested that that City take the lead, then send info over to DDA to "flesh out" and put into an attractive format when all the information is finalized. --VD</li> <li>• SMALL BUSINESS: It occurred to me that DDA should also work with partners (City, LEADS) to develop a special toolkit for small business owners. I have begun collecting examples from other cities on what their toolkits include and will meet with partners to collect pertinent info to include in a toolkit for prospective downtown business owners. --VD</li> <li>• MAPPING: I met with the City's GIS specialist who provided great base maps for DDA to undertake a mapping project by use to give us a better idea of existing and potential business clusters to build on – and opportunities for redevelopment. --VD</li> </ul>
<b>Micro-Loan Update</b>
<ul style="list-style-type: none"> <li>• Desiree &amp; I met with the CPA's to get me up to speed and during that meeting, we discussed businesses who had gotten micro-loans who are in arrears. DDA will begin, next week, on a mission to contact these businesses in regards to getting up to date with their payment schedule. --VD</li> </ul>
<b>CURB AND GUTTER</b>
<ul style="list-style-type: none"> <li>• 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</li> </ul>
<b>ROCK THE BLOCK (combined effort from multiple staff, volunteers)</b>
<ul style="list-style-type: none"> <li>• Planning has begun for the 2018 event, which will take place on June 23<sup>rd</sup>. 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"> <li>○ Bands will be announced publicly at the April 20<sup>th</sup> Fridays in the Asher Show featuring Patti Fiasco--DB</li> </ul> </li> </ul>
<b>Adopt A Block</b>
<ul style="list-style-type: none"> <li>• Esther is undergoing program rewrite and will have more information to come. --DB</li> </ul>

## ReRide

- We meet with George of Rock on Wheels before March is out to talk over this year's program and what he anticipates.
  - Kick off will ideally take place April 1<sup>st</sup> as in the past—DB

## STAFF-LED NEW EVENTS

- Internally, DDA staff will be leading the efforts (with volunteer assistance from Promotions Committee members) on the following new events:
  - Downtown Memorial Day Remembrance Service, Esther is taking the lead on this.
  - "Old School Country" event on Thursday, July 26<sup>th</sup>, during CFD to help bring tourists downtown for a special evening event. Esther, Bruce Heimback & Vicki met with Tom Hirsig, CEO of CFD, to discuss better collaboration between them and DDA. 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. This is the night where CDF is presenting Nickleback.
    - 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 17<sup>th</sup> that will also feature classic cars (owners will also be giving out candy). --VD

## COMMITTEE UPDATES

### DESIGN

- The Atlas has made their final color selection and will do a public reveal of this in April; the committee is very excited to see this project come to completion this summer--DB

### FIP/CIG Programs:

- The Pre-applicants for the 2018 FIP program have been selected:
  - 609 & 611 W. 18<sup>th</sup> Street
  - 218 E. 19<sup>th</sup> Street
  - 416 Central Ave
  - 1701 Carey Ave + 216 & 218 W. 17<sup>th</sup> Street
  - 301 W. 17<sup>th</sup> 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 at the end of April 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--DB

## ECONOMIC VITALITY

- The committee has reviewed their workplan and will meet with the Promotions committee for a work session later this month. --DB

### 2018 New Businesses/Business changes,milestones in the District--DB

- Provisions Wine and Spirits, 1711 Carey Ave—opened end of Dec. 2017
- Cheyenne Brazilian Jiu Jitsu, 108 W. 18<sup>th</sup> Street—opened January 5<sup>th</sup>, 2018
- The T.R.I.B.E. Zoo, LLC. Has expanded and moved into the former Loft Comics and Collectibles location. This offers more parking for clients and room to spread out
- City News is closing its doors after many years in business—managers cited changes in their specific niche of retail have made it tough to operate the business over the past few years

- Meadow Lark Yarns is also slowing phasing out, concluding in April—this was for personal reasons more than due to the business itself
- Wyoming Home is celebrating 40 years in business this month, with a Business After Hours March 8<sup>th</sup> from 5-8 pm
- The Tivoli has been leased and we are expecting an announcement from that tenant soon
- Chronicles Distilling, 500 W. 15<sup>th</sup> Street, coming Summer, 2018 soon!

#### **PROMOTIONS**

- The committee has all new members save two, and have begun working on their workplan from the strategic plan items—DB
- A sponsorship Application for a Bollywood Movie Night to be held this May has been reviewed by the committee and will go through email vote before the week is out--DB
- They will do a work session with the Economic Vitality Committee this month to go through each item and drill down into action items, metrics, and timelines for all—DB