



Downtown Cheyenne

Staff Report

January 17, 2019

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BIG INITIATIVES

- Have signed contract with Johnson Economics regarding a TIF feasibility study for the West Edge and other redevelopment opportunity sites. The hope is to have the study complete by the first of March, then move forward with next steps, accordingly.
- Fact-finding trip to Rapid City: Alane West, Bruce Heimbeck, Councilman Roybal and Vicki Dugger went to Rapid City on Monday to hear about their successes and processes for downtown redevelopment – and to bring back applicable ideas and implement in Downtown Cheyenne.

BUSINESSES OPENING/EXPANDING/CLOSING OVER THE LAST MONTH

- Opened: Alchemy Catering (in the old Dad's Café location) and will offer 'grab & go' lunch items; There is a soft opening planned for the last week of January and an official open date on February 15.
- Closed: Vintage Treasures & Endless Christmas (doing on-line sales only)
- Still Coming: Chronicles Distillery (Asher Bldg), Esther's (new sister restaurant to Bella Fuoco; across the street), The Metropolitan
- Net business openings (since July 1st): 0

BUSINESS & PROPERTY DEVELOPMENT UPDATE

Downtown Business Development Initiatives:

- Two new downtown grocery options coming online: The Albany Liquor Store is transitioning to include groceries and will have this transition complete soon. Cash-Wa Distribution (in the Asher Building) is also transitioning to include a full line of groceries (as well as still run the distribution portion of the business) - - very exciting to now have two more options for groceries and convenience items in downtown.
- Met with the buyer of the Bell Building to discuss his plans for the redevelopment of this blighted building. Should know more once the deal has closed next month.

Downtown Projects in the Works:

- The Mendicino Brothers Building has been purchased by Mark Thayer and should close this month.
- The Bell Building is under contract; DDA has met with the buyer.
- Grier Building is under contract by Amy & Dan Surdam; with plans for a new restaurant called "Dillinger's" to go into the ground floor space.
- Construction on the new Municipal Court Building should begin in February.
- Dineen's 10-unit attached housing project (between Downtown and the West Edge) has broken ground; with hopes to have first two units completed by summer.
- The owners of Fly Dragon Studio will be rehabbing an adjacent building to include a ground floor open-space office and two upper floor lofts.
- Warehouse Twenty-One has broken ground on their new facility in the West Edge District.

“Living It Up In Downtown” Housing Tour:

- Working to secure tour sites for the May 19th downtown residential tour. Secured: rehabbed apartment on the second floor of the Lincoln Theater. Waiting to hear: two apartments in the GOP building and one newly rehabbed apartment in the Kruetzer Building on 15th. Working on securing 2-3 more sites.

Downtown Business Contacts:

- The owner of Red Bison has been working with DDA to try and find a good retail space for that business that is currently located in the mall – and really wants to be downtown.
- Esther and Vicki will be meeting with a potential business in Laramie with the hopes of it expanding a location to Downtown Cheyenne.
- Esther has been in contact with Napoli, a new Italian Restaurant that will be opening some time in February. This restaurant will feature Italian food. It is a very popular restaurant in Laramie, WY.

Business Development Event:

- “Fill in the Gaps” Thirsty Thursday Property Tour - January 31st, 5:00-6:30pm featuring Lincolnway properties.

REBRAND PROJECT

- We are in final stages of rebrand project; will be submitting final comments to contractor for new website. New business cards & stationery designs will be completed within next ten days.

MARKETING & PR INITIATIVES

- The #DowntownBusinessSpotlight social media campaign has continued to be very successful with posts averaging a reach of about 2,600 people and multiple shares.
- The January newsletter was sent out Wednesday, January 16 and included thank you’s for a successful holiday season, information on our upcoming Fill in the Gaps Tour as well as new businesses opening in the district.
- We are continuing to focus efforts on increasing followers and likes on the DDA Facebook page and Instagram page. We will be doing a share campaign and entering people to win a prize if they like and share the Downtown Development Authority Facebook page. We are also planning a Facebook/Instagram promotion called #DowntownCheyenneDevoted for the weeks leading up to Valentine's day. The winner will receive a special gift from downtown businesses. This will get people excited about the upcoming Valentine’s Day specials and packages that will be offered.

OTHER INITIATIVES

- Holidays on the Plaza was a success! Through the season we had 582 skaters and 733 total visitors.

MAIN STREET COMMITTEE UPDATES

FIP/CIG PROGRAMS

- Existing FIP projects are moving forward. Stephanie Lowe and Jenn Adu will get a tour of the almost-complete Metropolitan Restaurant next week. The Design committee has also set a public information session for the 2019 FIP grant application and is in the process of updating last year’s application to reflect needed changes.
- CIG Update: Vicki obtained blade sign code information from the City and put it into an information sheet; with the goal for 2019 CIG projects to include new blade signs for downtown businesses – as they are missing and sorely needed in downtown.

ECONOMIC VITALITY

- This committee will be merging into a new Development Committee. It is on hiatus until the change takes place.

PARTNERSHIP UPDATES

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

- The CORE Team met with the head of Transit and Planning to discuss upcoming initiatives and ways to better coordinate while all the construction is taking place with the new Municipal Courthouse & the Dineen housing project. The group also discussed the potential of taking on the development of a permanent stage for the plaza as a next-step project.

FORWARD GREATER CHEYENNE

- JJ Chan's Downtown Revitalization Committee continues to meet and work on downtown initiatives outlined in the FGC plan. The implementation committee has developed a Governance Structure that the DDA Board will vote on.

WYOMING MAIN STREET/NATIONAL MAIN STREET

- The DDA staff will be attending the Wyoming Main Street meeting on the evening of January 23rd that is part of the state WEDA conference. Vicki & Esther will be attending Day 1 of the conference.
- Cheyenne DDA has submitted their t-shirt design for the statewide competition for the Wyoming Main Street t-shirt for the national conference. Contest results will be out on Jan. 24th.
- Arrangements are being made for attending the Wyoming Best Practices Tour and National Main Street Conference in Seattle in March.