



Downtown Cheyenne

Staff Report

July 12, 2019

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BIG INITIATIVES

- Wrote, and submitted, letter of request and proofed draft resolution for DDA's Mill Levy election set for October 16th. The wheels have started turning for this process with a definite schedule and set of tasks (especially outreach to property owners) that has to be accomplished.
- Jeff White reached out to me saying that he and Councilman Rinne were interested in moving the Urban Renewal District forward. This is great news as DDA has taken this project as far as it can go; with any next steps now incumbent on Council to take.

BUSINESSES OPENING/EXPANDING/CLOSING OVER THE LAST MONTH

- Opened: Mary's Mountain Cookies & The Metropolitan
- Coming: Chronicles Distillery & Black Tooth Brewing
- Expanded offerings: Prairie House Home Goods has begun their own line of t-shirts and other soft goods.
- Net business openings (since last July 1st): 7

BUSINESS & PROPERTY DEVELOPMENT UPDATE

Downtown Development Initiatives:

- DDA continues to bring together downtown business owners on a regular basis to increase communication and find ways to collaborate and cross promote. The group has begun touring each other's businesses; which is sparking collaboration.
- New "Insider's Guide to Downtown" visitor guides are being well-received by business owners and visitors alike. DDA ordered 50k of the 24-page guide and Visit Cheyenne is partnering to help distribute to State Visitor Centers.
- A Free Shuttle between CFD & downtown has been secured that will include longer hours and more days than last year. DDA has asked downtown business owners to please keep monitor sales and ask if patrons rode the shuttle to help gauge its effectiveness. We'll also be asking the shuttle driver to count passengers.
- The 3rd pop-up art gallery took place on July 11th with nine local artists showing and **110** people coming through the gallery during the Art Walk.

REBRAND PROJECT

- The website has launched and Alison, our new marketing/social media guru has begun the process to correct and update it, as needed. The new "Insider's Guide" will also be included on it.

MARKETING & PR INITIATIVES

- From July 5th – 11th:
- DDA's Facebook likes are at 5,075 (which is #4 for similar pages)
- We reached 8.3k with 49 posts – compared to Shortgo which had only 20 posts and an engagement of 3.5k

- During this period, we had 19 new page likes (up 17%)
- Page views are up 46%
- Engagement with our FB page is up 154%
- DDA is seeing good FB page engagement from 6-9 am
- The July newsletter was sent out July 1st and included information on what's happening for CFD, Fridays on the Plaza and announcing a new t-shirt line from Angela Harvey, owner of Prairie House Home Goods.

OTHER INITIATIVES

- Although it was rainy and cold, DDA's "Rock the Block" concert featuring the RedSwing & the Flobots brought at least 1,500 people out. DDA got great feedback from the show.
- Under the new MOU with the City, DDA will now be responsible for maintaining the overhead street lighting on 17th Street. We have also been working on contacting local electrical companies for a quarterly maintenance bid and replacement of blown bulbs with the polycarbonate bulbs and to have the blown bulbs replace before Cheyenne Frontier Days.

MAIN STREET COMMITTEE UPDATES

FIP/CIG PROGRAMS

FIP- CIP projects are in full swing: Façade Easement Agreements have been returned by four of the property owners (so they can begin their projects). Still waiting on a certificate of insurance from one property owner and the return of the signed façade easement agreement and insurance certificate from another. No additional CIG projects have been submitted.

PARTNERSHIP UPDATES

FORWARD GREATER CHEYENNE

- Westedge Collective has put together a Creative Brief outlining a comprehensive PR campaign for the Forward Greater Cheyenne initiative.