



**DDA/Main Street**

Staff Report

May 17, 2018

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<b>ORGANIZATION UPDATES</b>
<b>2018-19 Budget</b>
<ul style="list-style-type: none"> <li>Alane West (representing the Exec. Cmte.), Desiree and Vicki made a presentation to the Council on April 27<sup>th</sup> in a Work Session format. Feedback following the presentation was positive – it’s yet to be determined where our final budget will shake out.</li> </ul>
<b>Exec Team</b>
<ul style="list-style-type: none"> <li>There was no meeting of the Executive Committee this past month.</li> </ul>
<b>Wyoming Main Street/National Main Street</b>
<ul style="list-style-type: none"> <li>DDA not to apply for a Technical Assistance grant after discussions with the state Main Street Program Manager. Timelines &amp; grant requirements were too onerous for the short turn-around.</li> </ul>
<b>PARTNERSHIP UPDATES</b>
<b>CORE Team (made up of DDA, LEADS, Chamber, and Visit Cheyenne)</b>
<ul style="list-style-type: none"> <li>Water Feature: CORE team, specifically Darren Rudloph, with help from Councilor Richard Johnson has been moving match funding efforts forward through a variety of initiatives. (See info on board packet.)</li> </ul>
<b>Downtown Parking</b>
<ul style="list-style-type: none"> <li>The City has begun surveying downtown business owners regarding their parking needs and issues. Information from this survey will be used to help set future parking policies in downtown, especially on-street.</li> </ul>
<b>Downtown Broadband Update</b>
<ul style="list-style-type: none"> <li>The Broadband Taskforce now has a draft RFP in hand and are waiting from approval by the City to issue it for installation of high-speed broadband for 10 blocks of downtown.</li> </ul>
<b>West Edge</b>
<ul style="list-style-type: none"> <li>No new update.</li> </ul>
<b>STAFF PROJECTS</b>
<b>Downtown Clean Up &amp; Planting Day</b>
<ul style="list-style-type: none"> <li>Saturday, June 2, 2018 We are set to plant 186 downtown planters. On the same day we are holding a Spring Clean up in collaboration with business and property owners. We are looking for at least 41 volunteers and would like for all Board Members to be involved with this project.</li> </ul>
<b>Cheyenne Mural Project</b>
<ul style="list-style-type: none"> <li>We will begin slating properties, concepts and artists soon!</li> </ul>
<b>Downtown Toolkits &amp; Awareness-Raising</b>
<ul style="list-style-type: none"> <li>DEVELOPERS’ TOOL-KIT: no update since last month; City has been busy with budget process. We will pick this back up in the next few weeks.</li> <li>“LIVING IT UP IN DOWNTOWN” Housing Tour: a free open-to-the-public tour set for Sunday, May 20<sup>th</sup> to showcase a variety of downtown housing types in Cheyenne. This will be the first of an awareness-raising tour; with a “DOWNTOWN DEVELOPERS’ TOUR” for developers,</li> </ul>

contractors, architects, commercial brokers, etc. to tour top priority downtown redevelopment projects. This tour will take place in late Fall.

#### Micro-Loan Update

- Those who were in arrears with payments are getting back on track with the exception of The Downtown Hub which just closed. We will be reaching out to Victor Yeley regarding his plans for repayment.

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

- Planning for the event has gone extremely well!
  - Online/social presence has started
  - Bands were announced slowly via FB starting May 1<sup>st</sup>
  - Posters will be ready May 15<sup>th</sup>-ish, to be distributed that week
  - Banners at the parks will go up June 2<sup>nd</sup> and 5<sup>th</sup>
  - Pinnacle Bank and West Inc. have jumped on as fiscal sponsors, with Pinnacle as the title sponsor
  - Minute Man Press, Appaloosa Broadcasting, Traders, ShortGo and Arts Cheyenne are offering in-kind services
  - Volunteers still needed for set up/tear down, and beer pouring

#### Rebrand Project

- Six proposals came in and staff went through a rating process to winnow the list to the top three. They will be making presentations on Monday, May 14<sup>th</sup>.

#### ReRide

- The 2018 ReRide is now in full swing.

#### STAFF-LED NEW EVENTS

- Internally, DDA staff will be leading the efforts (with volunteer assistance from Promotions Committee members) on the following new events:
  - “Old School Country” event on Thursday, July 26<sup>th</sup>, during CFD to help bring tourists downtown for a special evening event. 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.
    - 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).
- DDA’s first Quarterly E-Newsletters launched in May- sending updates on programs, happenings, news businesses, major changes, events downtown, etc.

#### COMMITTEE UPDATES—DB

##### DESIGN

- The committee is interested in pursuing some placemaking and greenspace opportunities downtown the summer (per the strategic plan) and will discuss this at the May committee meeting.

##### FIP/CIG Programs:

- On April 26<sup>th</sup>, committee member Stephanie Lowe and Desiree were at the color presentation at the Atlas theatre representing the FIP program and projects completed to date. The booth was well-received, and people were genuinely impressed by the work that has been done.

- The committee met and approved the following Final applications for the 2018 FIP Program on May 9<sup>th</sup>. Either Brian Beadles (committee chair) or Desiree will present the applicants projects for final approval of funds expenditure by the board at the May 17<sup>th</sup> Board meeting\*
  - 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
- Our architect for this year's program is Randy with High Plains Architects  
\*materials/info on the final applicants will be made available to the board early next week

### ECONOMIC VITALITY

- The second work session between the two committees went very well and the two committees were able to divvy tasks appropriately as slated from the strategic plan
- EV will focus on:
  - The Pop-up Shop program—starting summer 2018; Melissa Amick leading
  - Succession planning with downtown businesses—starting spring 2018; Jess Ryan leading
  - Food Truck Placement throughout the district—starting summer 2018; Patrick Rudd leading
  - Drafting a mentorship program for 2019—program writing to start fall 2018
  - Restaurant Incubator concept/program—program writing to start fall 2018; lead by Promo committee chair Juan

### PROMOTIONS

- Promo will focus on:
  - Shop Small Saturday events—starting winter 2018; Fatos leading with assistance from whole committee
  - DDA Booth at events—starting summer 2018; Desiree leading
  - Why Downtown/Place Love campaign—starting spring/summer 2018—whole committee
  - Ice Rink—2018 planning begins July; whole committee

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

- In: Collector's Hub opened in Knights of Pythias Bldg - opened May 1, 2018
- In: New Blockchain business in the Paramount (registered in WY due to recent legislation)
- In: Diamond Real Estate Service & Sales. Moved into the Paramount #410
- Out: Downtown Hub (word is: a new brewery will be filling that space)
- Out: Meadowlark Yarns closed; owner was only doing as a pt-time biz
- Moved: Josette's Hair Salon – moved to 1616 E. 19th Street Suite 2. Out of our district.
- Expansion: Owner of Desperado Depot (in the Asher Bldg) has quit her other job in order to increase shop hours and focus on growth; Carmen at Wyoming Home is also interested in showcasing clothing from Desperado Depot in her store.
- Expansion: Home Spun Creations moved their location to 309 W. Lincolnway for more space.