



Downtown Cheyenne Staff Report

June 12, 2019

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BIG INITIATIVES

- DDA Budget & MOU Process: This behemoth has taken a good part of my time over the past month+ as I have attended seven budget- and MOU-related council, committee of the whole and public services committee meetings. The good news: DDA came out of this contentious budget process with only a 25% cut (as opposed to the 74% cut proposed by the mayor). The bad news: I was shocked and saddened by how DDA was demonized during the process- and how there was a real push by a couple of people in elected positions to try and create an “us vs. them” political environment between DDA & CPD – which simply doesn’t exist from our POV.
- Tax Increment Financing Workshop was held on May 30 with members of city council, staff and the public. Our consultant for the project, Jerry Johnson, brought council members up to speed on what low, average & high growth increment scenarios might look like for a proposed district. He also answered a variety of questions from both the council and staff. He will be completing the Feasibility Study Report and delivering it before the end of June.
- A big idea for downtown: DDA initiated the creation of a 6x9 full color “Insider’s Guide to Downtown Cheyenne”, a 24-page guide that had been initiated with LCCC’s graphic arts department, but it did not get to the point we needed by the time school was out. So, DDA took over the project and hired an experienced firm. The project is now in the final stages of - - and it’s going to be amazing! This project will go to print this week; with 50,000 being produced. The guide will have a shelf life through the end of the year.
- Mapping a core area of the DDA District in a new way: work continues to create a (first-ever) database of downtown properties in the core area identifying use, condition and square footage (on all floors) and including property taxes paid and sales taxes generated.

BUSINESSES OPENING/EXPANDING/CLOSING OVER THE LAST MONTH

- Opened: no new this past month
- Coming: Chronicles Distillery, Black Tooth Brewing, Mary’s Mountain Cookies, and The Metropolitan
- Closed: Tasty Bones (owners moved back east)
- Net business openings (since last July 1st): 5

BUSINESS & PROPERTY DEVELOPMENT UPDATE

Downtown Development Initiatives:

- “Living It Up In Downtown” Housing Tour (May 19) was great! We highlighted four downtown locations and had an average of 166 visits at each location. We also had a lot of great comments regarding downtown residential.
- DDA continues to meet with developers who are interested in taking on the Hynds/Hole project. Last week, they brought their electrical, plumbing and HVAC contractors to go in, look at the project and give them a bid for services.
- DDA has been bringing together downtown business owners on a regular basis to increase communication and find ways to collaborate and cross promote. The results of this effort

have been extremely positive and the group has decided to create an “Old Town Draw” promotion for August and September. As an aside, this group of business owners have also been very vocal in their support of DDA’s budget in public hearings over the past few weeks.

- The 2nd pop-up art gallery took place on June 13th with eight local artists showing and 110 people coming through the gallery during the Art Walk.

REBRAND PROJECT

- The website has launched, but DDA now needs to get up to speed on how to keep it updated - then go in and get it that done. We’ve just been so busy with getting “Insider’s Guide to Downtown” to print & “Rock the Block” marketed that we haven’t had time to do that yet – but will.

MARKETING & PR INITIATIVES

- Our social media following continues to grow in leaps and bounds. In the last 30 days, we have reached almost 20,000 people with over 1,000 post engagements.
- Page likes/followers has increased by 200 people over the last 30 days due to consistent page invites and interaction from DDA.
- The June newsletter was sent out June 1st and included information on Rock the Block and Brew Fest and the newest downtown business (Mary's Mountain Cookies).

OTHER INITIATIVES

- Spring Clean Up & Flower Planting was Saturday, June 1st with over 40 volunteers of all ages taking part. This year there is only one planter design (as opposed to four last year) so everything looks consistent. The flowers for the planters were selected to coordinate with the new “Shop Local” summer banners – also a DDA project.
- “Rock the Block” is set for June 22 – with the Flobots headlining – which should bring in a big crowd as this band has never played Cheyenne. Pinnacle Bank has signed on as the Premier Sponsor at \$4,000.
- Under the new MOU with the City, DDA will now be responsible for maintaining the overhead street lighting on 17th.

MAIN STREET COMMITTEE UPDATES

FIP/CIG PROGRAMS

FIP- CIP projects are in full swing; with no new additional CIG applications coming forward in the last month. For the Façade Improvement Program, façade easements have been prepared, signed and sent to the property owners. These must be signed and returned before any work on the project can commence.

PARTNERSHIP UPDATES

FORWARD GREATER CHEYENNE

- Forward Greater Cheyenne has a prepared letter to the editor at the WTE in support of using excess sixth penny funds to complete 17th Street. It has not yet been submitted.