



DDA/Main Street

Staff Report

November 15, 2018

Report Compiled By: Vicki Dugger, Esther Gonzales & Jennifer Adu

STAFFING UPDATES

- After an exhaustive search, DDA has hired Jaime Clintsman as the new Special Projects & Admin Coordinator. Jaime moved here from Dallas, TX where she was employed by Downtown Dallas, Inc. for nine years.

H2 PROJECT

- Two Statements of Qualifications were received by the deadline and the Technical Review Committee met on October 29th to discuss what had been submitted. Through a consensus decision, the committee is requesting additional financial information as well as information regarding how the “Hole” would be dealt with as part of the project. The deadline to receive this additional information is Tuesday, November 13th, at 3 pm. Once the financial experts review the confidential financial information to be submitted, they will provide feedback to the rest of the committee on proposed next steps and timelines. The process has slowed slightly but is still moving ahead.

BUSINESSES OPENING/EXPANDING/CLOSING OVER THE LAST MONTH

- Opened: No new business openings in October
- Closed: Homebrew Store
- Still Coming: Chronicles Distillery (Asher Bldg), Esther’s (new sister restaurant to Bella Fuoco; across the street)
- Net business openings (since July 1st): **1**

BUSINESS & PROPERTY DEVELOPMENT INITIATIVES & PRESENTATIONS

- Dugger was a panelist at the recent APG Media Conference: Future of Economic Development in SE Wyoming. Dale Steenburgen was the other panelist. Dugger highlighted the current tools, approaches and magnets helping move downtown revitalization efforts forward. She also outlined “hoped for” tools that will provide additional support and assistance.
- Dugger attended the Wyoming Entrepreneurs group where West Edge projects were highlighted. John Dineen outlined plans and timing for his new downtown 10-unit townhouse project. Chad Willett, of West Edge Collective, provided an update of their project; with a move-in date of mid-December. Dean Dexter of Warehouse Twenty-One discussed the timing and scope of their project, as well.

REBRAND PROJECT

- Flood Marketing is completing the Rebrand project with the redesign of the DDA website which is underway. They have submitted a proposal for additional services for a Rebrand roll-out. DDA has not moved on their proposal.

DDA WORK SESSIONS

- DDA Board & Staff met three times in October and early November to go through process to align next year’s budget to priorities in the Strategic Plan – with one more meeting planned to complete the work. This has been a much-needed and excellent endeavor.

SHOP SMALL SATURDAY – NOVEMBER 24

- Esther and Jennifer have been working diligently with the Chamber and downtown businesses planning the 2018 Shop Small Saturday. Last year, 31 downtown businesses participated. This year 59 downtown businesses are signed up to participate.
- Along with SSS DDA is preparing for other activities taking place the same day including: Christmas Parade, and Light of the Christmas Tree and Grand Opening of the Ice Rink. This will also kick off Holidays at the Plaza which encompasses events such as Visits with Santa, Christmas Tree Sales, ChariTrees, and much more. We are very excited for a successful holiday season.

MARKETING & PR INITIATIVES

- The “Downtown Cheyenne” map brochure continues to be a great success as we have many businesses asking for more brochures and we are continuing to pass them out to drop-in visitors. One compliment that we have received is that it is pocket friendly.
- The #DowntownBusinessSpotlight social media campaign has been very successful averaging a reach of anywhere from 1,000 people to 8,000 people with almost 65 shares depending on the type of business.
- The e-newsletter which currently goes out quarterly will now be published monthly (mid-month). This will decrease the amount of content that goes out all at once and will keep information from getting “lost”.
- We are focusing efforts on increasing followers and likes on the DDA Facebook page for more exposure in the community. This is being done by keeping track of those that like and share our posts and inviting them to like our page. We will also be doing a share campaign and entering people to win a prize if they like and share the Downtown Development Authority Facebook page. So far, our page has gone from a little over 3,000 likes/followers to almost 4,000 in just over a month.

STAFF-LED NEW INITIATIVES & TRAINING

- Internally, DDA staff are working on the following:
 - Graffiti Abatement Program & Ordinance Public Meeting: DDA hosted a public meeting, along with Councilmen White, Roybal and Laybourn and CPD to discuss growing graffiti issues and proposed solutions. Twenty-six people attended this public forum. The City has drafted a Graffiti Ordinance and sent to DDA for review.
 - Skele-Fun was a HUGE success on Saturday, October 27th, with over 500 children (not counting their parents) in downtown for Trick or Treating and plaza activities. The City of Cheyenne provided candy for businesses to hand out and DDA delivered the candy and “Trick or Treat HERE” signs to the 51 participating businesses. This was a great first-time event for downtown.
 - Holidays on the Plaza is the name of the updated happenings that will be centered around DDA’s ice rink. This year, the ice rink will be open longer hours and DDA will hire a temp employee to manage. DDA will be providing specially-themed skating events and will be hosting Santa and music events in the depot. DDA will also be partnering with local nonprofits and include Christmas tree sales where the proceeds are donated to Youth Alternatives, and Safe House. DDA is also working with Thrivent Financial on a project called “Chari-Trees” where 17 nonprofits will decorate trees that will be auctioned through a silent auction fundraiser. This event will be held at the Lincoln Theater. DDA is also partnering with Visit Cheyenne on fun New Years’ Eve activities on the plaza.
 - Fill in the Gaps tour was a great success with 38 visitors. Lots of inquiries for rentals for all retail locations that were opened on the tour. A possible rental agreement at

113 W. 17th is in the works currently with a potential, boutique and full salon services. Will keep the board updated.

MAIN STREET COMMITTEE UPDATES

DESIGN

- This committee met and discussed what changes need to be incorporated into next year's grant applications for both the Façade Improvement & Capital Improvement Grants. Patrick Rudd was voted as the new Vice President of the Committee.

EXISTING FIP/CIG PROGRAMS

- Existing FIP projects are moving forward: St. Paul's is almost complete; Sam Galeotos' project is moving forward; and the Stanfield Building has not begun work yet.
- A new CIG gran application was received, but hasn't been decided on yet.

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)

- A preferred construction vendor has been selected for the Splash Pad project with an announcement forthcoming. Pledges are still be collected for the project. DDA will be providing and decorating a tree to the auctioned off at Chari-Trees to benefit the Splash Pad.

FORWARD GREATER CHEYENNE

- The Forward Greater Cheyenne committee focused on the Downtown Initiatives met in October but did not invite DDA staff. Dugger reached out to committee chair, JJ Chin, and met with him to go over the notes that came from that meeting and provide input to help answer questions that came up. Chin apologized for leaving out DDA – and now DDA will be part of next-step committee meetings to help move DDA & FGC efforts seamlessly forward.
- The Structure Committee of Forward Greater Cheyenne continues to meet to try and create the best framework model for moving efforts and initiatives forward in the most efficient and supported way possible.

WYOMING MAIN STREET/NATIONAL MAIN STREET

- Announcements have been made for the 2019 National Main Street Conference set for Seattle in March. More information will be forthcoming regarding DDA Board and Staff participation.