

October 19, 2018

Executive Director Update: A quick update of activities that typically wouldn't be covered in the monthly Staff Report

- **As this is my first report of this type, here's just a quick primer of some new and revamped initiatives DDA has taken on since my start on March 1st:**
 - **"Livin' it Up in Downtown" Housing Tour - May**
 - **Volunteers "digging in" and planting downtown flowers - May**
 - **Free Cowboy Triangle Shuttle to Downtown during CFD**
 - **H2 Redevelopment Project – Quads due 10/15/18**
 - **Raising issue/awareness of growing downtown graffiti issue; creation of white paper and moving to next steps with public meeting and proposed ordinance and pilot graffiti abatement program**
 - **Creation on Downtown "Skele-Fun" events for kids; and packaging of Adult "Skele-Fun" activities – all take place on Oct. 27**
 - **"Fill the Gaps" Social Hour Property Tour – October 19th**
 - **Expanded "Holidays at the Plaza" activities planned**

Following are activities over the past month:

- On September 26th, I made a presentation to 2018 Leadership Cheyenne class on Downtown Revitalization and the work the DDA is doing. Got exceptional feedback, including: "you made us excited about downtown"; "your enthusiasm is catching; we are lucky to have you." This is great feedback, especially from millennials who will be our next community leaders and business/property owners.
- I met with Mayor Orr and Councilor Jeff White on October 1st to hear from the City if/what their plans are for implementing a TIF (Tax Increment Financing) District at the Hitching Post property in the near future - - which they are not considering this mechanism for that property/area. I talk with them about DDA's interest in creating a TIF District for the West Edge and explained the timing is critical to explore this possibility now because redevelopment has already begun. Both the Mayor and Jeff were extremely positive with my recommendation that DDA move forward with a feasibility study looking at the potential "increment" that such a district could pull in.
- Best friends are important: my dearest friend, Mary Bosch (CEO of Marketek, Inc., Portland, OR) came to Cheyenne for a visit this past weekend (Oct. 12-14). Mary is a downtown business development specialist and was kind enough to walk downtown Cheyenne, visit businesses and discuss strategic ways to move business development forward. She and I also visited downtown Ft. Collins so that she could get an idea of what is drawing Cheyenne shoppers south. The time she donated to looking at downtown Cheyenne and her recommendations were/are invaluable - - and SO appreciated.