



Downtown Cheyenne

Staff Report

August 2020

Report By: Amber Ash, Haylee Chenchar, and Holly Scheer

BIG INITIATIVES

- **Audit** – The audit is scheduled for August with MHP. All initial paperwork required to be submitted by us was submitted on or before August 11, 2020.
- **Budget** – We didn't receive the invoice for the FY20 audit until after Amy had closed the books and submitted the paperwork to the auditor. As such, the invoice for the FY20 audit will show up in FY21. This means that line item will be overdrawn.
- **WRS** – I have submitted the required paperwork to WRS to determine if the DDA is an eligible entity to participate in the 457 Deferred Compensation Plan. We should hear in 7-10 days if we are eligible. If we are, the Board will need to adopt the plan through a pre-formed resolution.
- **Splash Pad** – The splash pad ribbon cutting ceremony was held on July 27th. Every time I go by, it is packed with kids!
- **Sunscreen** – I worked with CRMC and the Wyoming Department of Health to get a sunscreen station for the Splash Pad. The Wyoming Department of Health donated the station and a case of sunscreen. We will be responsible for maintaining it and purchasing future refills. Refills are \$150/case. Each case has 4 packs of sunscreen.
- **Sidewalk Ordinance** – I've had several meetings with the City Attorney's office, City Engineer's office, and Pete Laybourn to finalize the proposed sidewalk ordinance. It is tentatively scheduled to be introduced on August 24, 2020. They are still finalizing details on how the program works.
- **Drivers and Divots Golf Tournament** – This event is scheduled for October 3, 2020. All funds raised from this event will go to purchase new planters downtown. Jonah Bank has committed to a bronze sponsorship and a team. Additional sponsors are needed. So far over 40 businesses have been approached about the tournament. Special thanks to Anthony Ortiz and Holly for all of their work to get this off the ground!
- **Sales Tax Report** – Holly has been working with the Department of Revenue to acquire the sales tax data for FY19 and FY20, pursuant to the City MOU. In the process, we learned that 20 businesses did not have a Tax ID number. Holly has attempted to make contact with all of them. Of those, three have a sales tax license now, one has moved out of the District and updated in our records, and one business is in the process of obtaining a sales tax number. Fifteen businesses have not yet responded. Most of these are businesses operating out of the mailboxes at 109 E. 17th.
- **Community Mural** – The community paint by numbers mural is tentatively slated for September 12th. We are working with Eddie Fernandez from Paint Slingers to complete this project.
- **Main Street Appreciation Resolution** – Main Street presented a certification of appreciation at the August 10th meeting.
- **Main Street Economic Impact Application** – I applied for the Main Street Economic Impact Toolkit and our application was approved. It looks like the first meeting will be the last week of August.

- **Cheyenne Day** – Cheyenne Day was a big success for our merchants. We are currently running a survey to collect data on how open consumption impacts downtown merchants.
- **Old Re-Ride Bicycles** – With Richard Johnson’s help, we were able to find homes for old Re-Ride bicycles. There were 31 bicycles. We gave 14 to the WY Homeless Coalition, 5 to WY Kinship, 2 to Paramount Air B&B, and the remaining 10 to individuals. Some of the individuals made donations to the Re-Ride bicycle program as part of the giveaway. We raised \$130 for maintenance and repair of the new bicycles. Apparently, there are 40 parts bicycles still at the City. We’ve reached out to Makers+Creatives to see if they would like them for an art project.
- **New Re-Ride Program:** The bikes have been checked out 40 times and have generated \$68.75 in revenue for maintenance and upkeep of the bicycles. We are working with the WTE to run an ad.
- **“Be a Tourist in Your Own Town”** – Haylee did an amazing job with this Main Street event. We featured 7 businesses across our Facebook page that day. Her Facebook post on Diamond Horseshoe was also the tipping point for a KGWN news story.
- **History Under Foot Pub Crawl** – This event was put together by Muriah and Haylee to raise money for History Under Foot. 7 bars participated along with Graffiti Cuisine. It raised \$1,465.00 for the project.
- **Black Hills Energy** – We received a letter from Black Hills that they were installing electrical infrastructure between mid-August to mid-October. I called Travis DeWeese to see if we could bury the lines while they were completing other upgrades. He said that a couple of poles had failed inspection and had to be replaced by October 15th; therefore, it was not an option at this time. He was going to send my inquiry to someone with that decision-making capacity and have them contact me. I’m hoping that in the future, when they do another upgrade, we can coordinate the work and try to bury the lines simultaneously.
- **Beautification and Holiday planning** – Bruce and Holly have been meeting with business owners to discuss downtown cleanup efforts and holiday decorating plans. Visit Cheyenne is working to coordinate their vision for the holidays with the downtown businesses.
- **Councilman Laybourn’s Public Information Request** – I am in the process of supplying all the requested information. The request was for all agendas, minutes, financial statements, bill payment lists, and director reports for 2019 and 2020. While we try to put most of this on the website under archives, we were missing some documents. Haylee has been adding the documents as I round them up so that, in the future, we can just direct them to the website and don’t have to expend staff time and resources hunting them down.
- **City of Cheyenne SHPO Grant** – I have been working with the City to provide the required documentation for their SHPO Grant including signed time cards and documentation of architectural design services for the Goodyear Building.

BUSINESSES OPENING/EXPANDING/CLOSING

- Opened: Dillinger’s, The Omelet House (8/12/20), The Lincoln (8/14/20), Powder River Art Gallery (8/14/20)
- Coming: Ninja Playground (unknown), Crossfit Cheyenne (September), Kevin Robinette Studio (unknown)
- Still Looking to Expand: Desperado Depot & Prairie Home House Goods
- Potential Business: Art Studio/Photography Space (initial meeting 6/4/20, anticipate a zone change if subject property is feasible), Industrial Roofing (emailed list of potential locations)
- Closing/Closed: None
- Net business openings (since last July 1st): 11
- Holly’s list of the downtown’s businesses now has over 580 listings.

Economic Development Projects

- **Reed Rail Corridor Project** – Steering Committee meeting was held On July 1st. Met with the Mayor, Eric Fountain, Brendan Ames, Charles Bloom, and Tom Cobb on July 23rd. I will be added to the executive committee and play an active role in bringing this project to fruition.
- **REV Development Hotel Development** – Last contact was June 18, 2020. Objective is to have shovels in the ground next spring.
- **Project Phoenix** – Very early conceptual stages.
- **Project Phoenix 2.0** – This project is moving faster than we expected. Developer has submitted an offer on the property. Due diligence period will run through the end of December with onsite visit anticipated in June. Objective is to have shovels in the ground by next spring.
- **Project Onyx** – Developers came to town and toured the property on July 30th. Power will be an issue going forward. There are currently 2 MW of power available downtown. This project needs 5 MW. Nearest source is South of the tracks so negotiations with UPRR will need to occur. Developer is supposed to provide its proposal to LEADS on or before September 21st.
- **Project Chupacabra** – This is a local, organic project that has enormous potential. We're working with them to shore up financing and accelerate development. This mixed-use proposal will have industrial, retail, and residential components.
- **Residential Development** – Goodyear Building is considering adding apartments/condos above the existing building.

MARKETING AND PROMOTIONS UPDATE

Please refer to the August 2020 Social Media Analytics in your board packet for Facebook and Instagram analytics.

Please refer to the August 2020 Website Analytics in your board packet for website performance. We are currently working on several website upgrades to make this a more useful tool:

- We are working on SEO optimized lists such as "Top 10 Date Night Ideas Downtown" and "Top 10 Family Activity Ideas Downtown" to add to our homepage to drive even more traffic to our website and provide value to the readers.
- A job board where merchants can post job openings is also in the works and will be added to our homepage.
- Haylee is working on adding a CIG display of past funded projects including before and after photos on our website.
- The real estate page for our website where realtors can list their downtown listings on our site has been developed and completed. It will go live within the next week or so. We had to submit updated information to the IRS in order for PayPal to work correctly and are just waiting for their approval.
- We are working with Arts Cheyenne to utilize the resources and information Bill Lindstrom has put together to display an interactive downtown mural tour on our website.

MAIN STREET UPDATES

- **Monthly Reports:** The City has gone back to work from home which means the building permit report isn't being generated. As such, I was unable to submit our July report.
- **Michigan and Wyoming Main Street Directors Gathering:** This meeting was held on August 12th over Zoom. We primarily focused on funding. It is worth noting that we are

substantially larger than any other Main Street organization on the call. Laramie would probably be the next largest organization.

- **Community Transformation Workshop:** At this time, it is unclear whether this will be held. I haven't received any further communications. Tentative dates for CTW in Fall 2020 are October 7-9 in Cheyenne at the Plains Hotel. It will be combined with the WY Working Together Conference.

FIP/CIG PROGRAMS

At this point, no further FIP applications will be accepted until City funding is restored or the DDA becomes more financially stable. They have been removed from the website.

The Design Committee did not have a quorum at their August 12, 2020, meeting so no official action could be taken; however, they still reviewed the draft CIG application and provided valuable feedback that I've integrated into the application included in your board packet.

2019 FIP projects:

- Pursuant to the award letter, FIP applicants have one year to complete their projects which was May 31, 2020.
- Bill Briggs has completed the façade improvements on 316 W. 15th Street. Bruce and I inspected them together. A check in the amount of \$4,125.40 is on your bill payment list.



- The Goodyear building metal façade and canopy is complete. Reimbursement for these items is on the bill payment list in the amount of \$52,798.64. He still needs to install the parklet which will feature artificial turf and seating as well as redo the parking.
- In addition, we received the bill for architectural design services in the amount of \$4,000 for the Goodyear building which is on the bill payment list. This expense will be reimbursed by the City as part of their match for the SHPO grant.
- I met with Marc Thayer on August 5, 2020, to discuss the Mendocino Building. I also spoke with the Design Committee regarding the situation. We are working with him to grant an extension so the project can be completed.



2020 FIP projects:

- Hynds Building – The work has been completed and the payment for \$5,823.35 is on your bill payment list.
- OTEL Building – Work has begun to replace the windows.
- We also received a bill for \$7,500 for architectural design from Glen Garrett on the Hynds and OTEL. This expenditure not to exceed \$15,000 was approved at the December 2019 Board Meeting.

Outstanding CIG Projects:

- Curb and gutter were completed at 1914 Thomes. Payment in the amount of \$465 is included on the voucher list.
- Curb and gutter were completed at 1920 Thomes. We have not received an invoice for this project yet.



1914 Thomes



1920 Thomes

- Curb and gutter were completed at the Bell Building. The owner is preparing to invoice for this project.