



Downtown Cheyenne

Staff Report

February 2019

Report By: Amber Ash, Genee Vidakovich & Alison Reinemer

BIG INITIATIVES

- **Marketing Enhancement:** In an effort to reach a broader demographic, we are expanding our marketing base to incorporate Snapchat, Instagram, Tik Tok, Boomerang, and Twitter. Although Twitter was previously utilized, we don't currently have access to the account and are working with Twitter Support to rectify that.
- **Website Enhancements:** We are working to expand and enhance the current website including adding a business directory with links to respective websites, bringing the events calendar up to date, providing an updated listing of available commercial and office space, and creating a page exclusively for business owners with classes, discounts from other DDA businesses, and an owner directory. The CIG/FIP grants application forms have been made interactive already.
- **DDA Office Move/Construction:** The remaining furniture and items in the basement will be moved to our new office February 20th. Dawn, owner of Our Place, will be out of that space by the 29th. Work continues on the new remodel. The electricians have installed lights and are waiting on inspections. Breck is ordering a 13 foot table for the conference room. We are looking to purchase a Smart TV for meetings, trainings, etc...
- **Graffiti Removal:** A&C Feeds at 721 W. 22nd was tagged. We have sent pictures to our contractor to have it removed.
- **AARP Grant:** Grants are due by April 1st, 2020. The DDA is proposing an open streets initiative. Open Streets are programs that temporarily close streets to vehicles but open for pedestrian use (walking, biking, skateboarding, scootering, roller skating, rollerblading, wheelies, hoverboards, etc...). This allows the streets to become activity hubs. This project will bring residents of all ages and all abilities together, building community, cultural identity, and social engagement. These programs encourage participants to visit and shop at local establishments. The DDA would partner with businesses within the District to provide supporting activities like Yoga, CLTP Performance, painting or sidewalk art, etc... This proposal is research based. Here are just a few economic impact numbers from other communities: 70.6% of businesses felt participation in Open Streets was worthwhile (Fort Collins, CO); 84% of respondents shopped or purchased food and said they would return to the neighborhood (San Diego, CA); 73% of participants spent money at a store or restaurant; 68% of participants became aware of a new store/restaurant (St. Louis, MO); 82% of respondents spent money, with over half spending more than \$10 (St. Louis, MO); Nearly 82%

of the Open Street participants anticipated spending \$10 or more at Atlanta Streets Alive (Atlanta, GA). The scope will need to be narrowed from my original proposal to meet completion deadline of November 9, 2020. We would limit activities to one day this year with the goal of expanding next year. This concept was presented to the merchants and they were generally supportive. Concerns about parking and residents within the boundary will need to be addressed.

- **Holiday Destination Pop-Ups:** We are in the very preliminary discussions with VisitCheyenne and other associated partners to make Cheyenne a holiday destination. Based on our preliminary meeting, I would like see the DDA focus on destination shopping. We would identify vacant spaces and work with property owners to lease the spaces at a negotiated rate from the start of Tinsel through Time until the Ball Drop. We may need some lead time in front to allow for setup. We would release an RFP. Proposals would be evaluated based on how they complement existing business with preference given to those that provide experiences in addition to retail; i.e. the saddlemaker building saddles or the production of cheese. Anyone (including existing business owners) could apply to fill these spaces. Selected applicants would agree to be open during designated owners (example: M-TH 9 am to 6 pm, F-S 9 am to 9 pm, and SU 12 pm to 5 pm) in return for the space.
- **Project Onyx:** The DDA would partner with LEADS on this project. Project Onyx is renewable energy developers looking to partner with large scale blockchain data centers to help create an economy of scale big enough for a significant investment. Discovered, and is exploring, the State of Wyoming due to much of the work being done by the blockchain task force and key individuals around the State. Company representatives are in ongoing discussions with Black Hills Energy but has encountered some setbacks. Company seems to be continuing conversations with all parties. I will be requesting funds in the budget for a capital improvement grant as part of this partnership.
- **7th Penny:** In conjunction with the Chamber and VisitCheyenne, I have put together a timeline for a November election. Forward Greater Cheyenne is asking for a vote of confidence/support from the four economic development agencies.

BUSINESSES OPENING/EXPANDING/CLOSING

- New business:
- Coming: Blacktooth Brewery (mid-March), Ninja Playground (March), Hawthorne Tree (May)
- Still Looking to Expand: Desperado Depot & Prairie Home House Goods
- Potential Business: Silversage Ceramics, Project Onyx
- Closing/Closed: Minuteman will be vacating 211 E. 19th.
- Net business openings (since last July 1st): 7

BUSINESS & PROPERTY DEVELOPMENT UPDATE

Downtown Development Initiatives:

- **Downtown Merchants:** Participation continues to expand and repeat attendance remains high. We need to explore obtaining a larger space for the meetings. Mike Randleman from KGWN has been attending the meetings.
- **February & March Downtown Promotions:** Downtown BINGO promotion is in full swing. In an effort to attract more participation and allow more time for people to catch on, this promotion will run both February and March.
- **Boot Loot Raffle:** \$2820.00 has been redeemed with \$2280.00 bucks remaining to be spent. The winners only have until February 29th to spend Boot Loot Bucks.

MARKETING & PR INITIATIVES

Please refer to the analytics handout included in the board packet. If you like the new format, we will

utilize it in the future.

Facebook:

- 5,432 Page Followers
- 744 Facebook page views
- 18 Page previews
- 34 Page likes
- 16,437 Post reach

Instagram (MyDowntownCheyenne):

- 1,225 Followers
- 7 New Followers in a Week
- 67% of Viewers are in Cheyenne
- 2,404 Views in Last Week

Newsletter:

- The newsletter went out with information on Amber being hired as the new Executive Director, information on the Bingo Event and events happening downtown.

MAIN STREET COMMITTEE UPDATES

FIP/CIG PROGRAMS

- The Design Committee meeting was canceled this month due to there being no business for the agenda.
- 2019 FIP projects are still in full swing: Mateo, owner of Rail Yard Coffee House, is in negotiations to open up the Coffee house in the Thayer (Mendicino) building this summer.