



## Downtown Cheyenne

### Staff Report

January 16<sup>th</sup>, 2019

Report By: Genee Vidakovich & Alison Reinemer

#### BIG INITIATIVES

- **DDA Office** : The majority has been moved. The rest of the items will be moved on the 30th of January, this has been a BIG job – thanks to Genee & Greg.
- **The Network will be re-established by the new Network Guy.**

#### BUSINESSES OPENING/EXPANDING/CLOSING OVER THE LAST MONTH

- New business: We have not heard of any businesses that are moving to Downtown Cheyenne.
- Coming: Black Tooth Brewing, The Good Egg (in Accomplice) has opened and is doing well.
- Still Looking to Expand: Desperado Depot, & Prairie Home House Goods
- Net business openings (since last July 1st): 7

#### BUSINESS & PROPERTY DEVELOPMENT UPDATE

Downtown Development Initiatives:

- **Downtown Merchants** continue to meet weekly with new participants being added!
- **Scavenger's Saturday's is in full swing.** The merchants have not yet seen an up tick from this latest event.
- **January, February & March Downtown Promotions** will include: Downtown Treasure Hunt (January), Downtown BINGO (Feb), and Downtown Passport (March)
- **Boot Loot Update-** It was a successful event for the merchants and downtown. I am working the spreadsheet with the final numbers.

#### MARKETING & PR INITIATIVES

Over the last month:

- FaceBook Page
- FB Page Follows- 5662
- FB Page Views-866
- FB Page Previews-
- FB Post Reach-10,125
- FB Post engagement-16,730
- The January Newsletter has not been sent out yet. It will be sent out after the 20<sup>th</sup> with updated calendar and DDA events that are coming.

#### MAIN STREET COMMITTEE UPDATES

##### FIP/CIG PROGRAMS

- 2019 FIP projects are in full swing: Thayer (Mendicino) building, Ibsen (Goodyear) building and Radican building. The work on Bill Brigg's building (Hoffman) is complete. Work has begun on the Grier building. Astrid at the Plains may not be using her grant award for Phase I parapet work.
- 2020 FIP: DDA received two pre-applications as part of a 2020 FIP application process. Dave Hatch submitted for the Hynds and Glen Garrett submitted a pre-app for work on the second and third floor windows of his building at 17<sup>th</sup> & Capitol.
- CIP: Bejo Restaurant has a grant application under consideration by the Design Committee.

## **PARTNERSHIP UPDATES**

### **FORWARD GREATER CHEYENNE**

- There is some movement for FGC to support a first-time 7<sup>th</sup> Penny tax (@ ¼ cent) to fund the multitude of projects outlined in the plan. Stay tuned!