



Downtown Cheyenne Staff Report

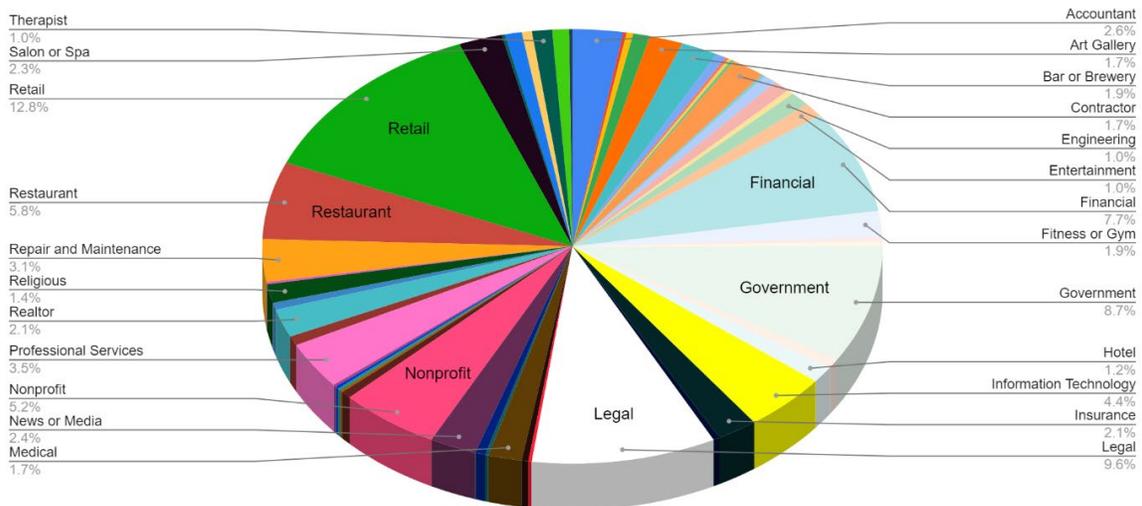
July 2020

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

BIG INITIATIVES

We have now identified over 570 businesses in the DDA's boundaries.

DDA Business Types



- **Audit** – The audit is scheduled for August with MHP.
- **Summertime on the Streets** – Summertime on the Streets was a huge success for our merchants. We are currently running a survey to collect data on how it impacted the businesses. We also surveyed participants and received 71 responses. The survey is attached to this packet. Unfortunately, we received a lot of bad press due to circumstances beyond the DDA's control.
- **Shop Smart, Shop Safe** – The Shop Smart, Shop Safe campaign was held in conjunction with the Summertime on the Streets event. While the merchants generally felt this was an effective marketing tool, the consumer survey indicates that it wasn't a major draw. Given the amount of work that was involved in rolling this out, we probably won't do this again.
- **Banners** – All of the new banners are up, including one late addition. We continue to monitor banner arms for wear and tear and theft.
- **17th Street Lighting** – The light bulbs were all installed and programmed. They now turn on when it gets dark and turn off when it gets light in the morning. We are exploring maintenance schedules.
- **Cycle WY Grant & Re-Ride** – The 21 bikes have arrived. Trophy Creative and Holly are working to get the bikes branded with program branding and sponsor information and to get

all of the bikes registered on the software so we can get them out for the public to use. Options are being explored for the adaptive tricycles for adults with disabilities.

- **Cheyenne Days, Legendary Nights** – City Council approved the open consumption ordinance. CPD already intends to have 2 officers downtown so we will not have to pay for them. Cups and armbands were ordered. We will have to overnight them. We're scrambling to offer a couple of small outdoor events like small bands in the Community Park on Cheyenne Day in addition to the sidewalks sales and promotions.
- **Neighborhood Night Out** – The DDA worked with the merchants to extend business hours as part of Neighborhood Night Out. The DDA marketed these extended hours over Facebook. Unfortunately, the initial feedback that we've received is that the extended hours didn't generate a lot of sales. The merchants note that Tuesdays are historically a slow day. In the future, if we do extended hours, it will not be on Tuesdays.
- **Planters** – CFD volunteers removed approximately 90 planters from Downtown on July 12th. We weren't able to remove all of the planters or reallocate planters to merchants who asked for a planter.
- **Wyoming Cultural Trust Fund** – The DDA was awarded \$6,745 for the History Under Foot project. This is slightly less than half of what we requested. I am hoping that we can find enough cost savings to be able to proceed with the project as originally proposed in spite of reduced award.
- **Pocket Park** – The pocket park is open behind the Paramount. We received donations from Lowe's for the tables, flowers, pots, and potting soil. Bruce and Holly picked out plants with one of the managers at Lowe's. Cheyenne police's parking division provided the needed parking permits for the space for the park. Total DDA investment to open the pocket park was \$254.40 for the signs and \$39.16 at Sam's Club for paper towels and hand sanitizer (reimbursement to Amber on bill payment list).
- **Paint Slingers 2020** – The Paint Slingers will be painting the picnic tables as part of their event. This will really add vibrancy to the pocket part and help preserve them well into the future. The DDA is providing a \$1,000 sponsorship to help offset the costs of supplies and materials.
- **DDA blog** – The DDA's blog on the website is now being used to share regular content. This provides a more permanent record of the activities that the DDA is working on and was recommended by the Marketing 3-4-5 Training we hosted.
- **Marketing 3-4-5 Training** – This was hosted at the Metropolitan Downtown and had 10 downtown merchants attend with more in attendance over Zoom. The training was free to merchants via a grant from Wyoming Main Street and was very well received. After the training Brian from Locable met one on one with Holly and Haylee.
- **Laramie County Economic Development JPB** – The DDA was awarded \$20,000 for the CIG program for FY21.
- **Wyoming Arts Council** – The Downtown Development Foundation was awarded \$4,821 for Against the Wind. Due to COVID, we will instead be utilizing the funding for a community paint by numbers mural. The mural will be painted on the road. By painting it on the road, we will be able to sufficiently social distance. However, it will wear faster than a mural on the wall would just due to traffic. I am currently looking at the road in front of Freedom's Edge for this project.
- **AARP Community Challenge Grant** – We were not selected for funding for this grant.

BUSINESSES OPENING/EXPANDING/CLOSING

- Opened: Hawthorn Tree

- Coming: Ninja Playground (unknown), The Lincoln (May), Omelet House (June), Crossfit Cheyenne (mid-June), 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), Meeting June 15th to Discuss Potential Development (unknown at this time)
- Closing/Closed: None
- Net business openings (since last July 1st): 11

Economic Development Projects

- **Reed Rail Corridor Project** – The first steering committee meeting was held. I am very excited about this project. I'm hoping to actually get the project transferred from the City to the DDA and then leverage it for EDA funding. I have a meeting on July 15th with Kirk from EDA to explore the possibilities.
- **Hotel Development** – I am currently working with REV Development to develop the Hilton Garden Inn next to the Rib and Chop House. REV Development is using PACE financing (something that hasn't been done in WY to our knowledge before) and may need a TIF. I will be meeting with the developer and his partners in addition to our local partners on June 18, 2020, to discuss TIF and PACE financing. Objective is to have shovels in the ground next spring.
- **Hotel Development** – A second hotel has expressed interest in developing downtown. At this point, communications are third party but they are building elsewhere in the County currently so we remain hopeful this may come to fruition.
- **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** – Spoke with developers on July 12, 2020. They are flying in the week of July 27th. This project is evaluating 2 different sites in downtown. We are currently meeting every other week and working closely with the City of Cheyenne to facilitate this development. Anticipate potential land transfer in conjunction with this project.
- **Residential Development** – Met with a developer on the 14th of May who is actively seeking downtown property to redevelop into residential space. Work on the Bell Building continues. Please see the CIG application for curb and gutter work associated with this project.

MARKETING AND PROMOTIONS UPDATE

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

Please refer to the June 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:

- 52 businesses have been loaded into the business directory. We will continue loading more as time allows with the goal of eventually having every business downtown listed.
- To date, 4 different blogs have been posted to the website.
- We have also gathered logos for our updated partners on the website and will be adding that in with links to connect to each of their websites if someone were to click on one of the

logos. This is a much more attractive way to promote our sponsors/partners compared to the list that was there before.

- Haylee continues to update the event calendar with new events. There were over 60 events downtown for the month of July.
- Haylee is working with the developer to create a “pay to play” commercial and residential listings webpage. We anticipate bringing this online around the first of August.

MAIN STREET UPDATES

- **Monthly Reports:** The June report was submitted on June 30th. Woot, woot!
- **Michigan and Wyoming Main Street Director’s Event Gathering:** This event is being held over Zoom on the 15th.
- **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 CIG or FIP applications will be accepted until they have been revised. They have been removed from the website. For the CIG program, I am hoping to reopen those by the end of the month.

The Design Committee met on June 10, 2020 to review CIG applications that had been submitted.

- The Design Committee approved a CIG Grant in an amount not to exceed \$3,944.00 for curb and gutter replacement at 1605 Central Avenue (Bell Building).
- Amber discussed the future of the CIG/FIP programs with the committee, focusing on the need for a return on investment of funds.

2019 FIP projects:

- Pursuant to the award letter, FIP applicants have one year to complete their projects which is May 31, 2020. To date, we have not received any invoices.
- Bill Briggs emailed me on June 30th requesting another 30 day extension which I approved. He has through July 31st to complete his project.
- I have not received any additional communication from Ron Ibsen. He was previously approved for a 60-day extension on his project (July 31st).
- To date, I have had no communication with Marc Thayer regarding the Mendicino building.

2020 FIP projects:

- David Hatch has completed painting of the awning and put down the deposit on the door. It will take 6-8 weeks for it to come in.