



## Downtown Cheyenne Staff Report

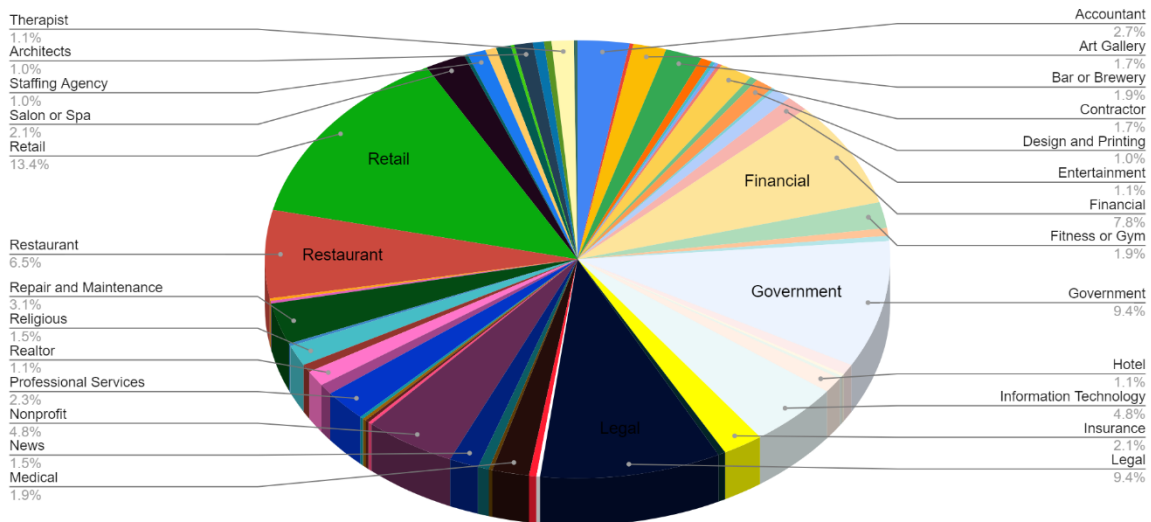
June 2020

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

### BIG INITIATIVES

***Did you know there are at least 525 businesses located downtown? We are still cross verifying information and checking to ensure that we haven't missed anyone but I wanted to share this information with the board.***

DDA Business Types



- **Audit** – The DDA got permission from the State of Wyoming to have our audit wrapped into the City of Cheyenne’s audit. We worked with both Ken Duggas from MHP and Robin Lockman with the City of Cheyenne on this. This will save the DDA approximately \$11,000 per year. We will need to update the language in the MOU when we renew it to reflect this change. This will be reflected in the FY21 budget.
- **Insurance** – Holly worked with Burns Insurance to update our insurance policy. Since Fridays in the Asher no longer exists, we’ve removed the liquor liability insurance. We also removed the Arts Festival and Rock the Block since neither of these events are taking place this year. These changes reduced the premium by \$700. We will, however, be adding liability insurance for the ReRide program. The total cost is \$593.26. It is a general liability policy with \$1,000 deductible and no medical. If we host outdoor events, those will have to be added to the policy on an as needed basis.
- **Open Consumption Ordinance** – The DDA worked with Councilman Jeff White to amend Section 5.12.120 to allow the creation of special areas or districts in which the possession of open containers is permitted between the Friday preceding Memorial Day and Labor Day of

each calendar year. A resolution must be passed by the Governing Body for each event. Final reading will be on June 16<sup>th</sup> at the Special Meeting of the Governing Body.

- **Summertime on the Streets** – The DDA submitted a resolution for the Governing Body’s consideration to allow open consumption between the hours of 11 am and 4 pm on June 20<sup>th</sup>. The DDA also filed an exemption request with City County Health Department and Wyoming Department of Health, requesting an exemption for the maximum number of people allowed to congregate outdoors and the single use cup requirement as it relates to open consumption.
- **Shop Smart, Shop Safe** – We received funding from Wyoming Main Street for this campaign. We have 46 businesses participating in this initiative. We’ve modeled it after Thankful Thursday. Each business will receive 10 water bottles filled with gift cards or cash. The first 10 people to spend \$25 or more receive a water bottle. We ordered t-shirts for participating businesses staff to wear. We have also ordered koozies with remaining funds for businesses to give out.
- **Banners** – The senior banners arrived and were hung. In addition, we ordered new banner arms to accommodate the banners. We are working on repairing the existing banner arms.
- **17<sup>th</sup> Street Lighting** – The light bulbs arrived and the lights are scheduled to be repaired on June 15<sup>th</sup>.
- **Cycle WY Grant & Re-Ride** – The DDA ordered 15 bikes. In addition, I was notified on June 14<sup>th</sup> that Cycle Wyoming awarded us a \$3,000 grant for our program. We will be able to order 6 additional bikes bringing the total to 21, 9 short of our original proposal. Holly has also been working to develop a liability waiver which users will have to agree to in order to check out the bikes.
- **Legendary Fun Fest** – We are working with community partners to plan events for this week. I attended a planning meeting for a street dance at one of our downtown establishments last week. The City will be holding Fridays on the Plaza in July, including that week. Other events are being loaded. It is unclear at this time whether the DDA will host an actual event or just coordinate and market activities. We will be filing for an open consumption district declaration for this.
- **Neighborhood Night Out** – Over the past couple of years, the DDA hasn’t participated in this event. This year, we are partnering with Cameron Karajanis and Michelle Shimmin (event organizers) to host Neighborhood Night Out at Freedom’s Edge on July 7th from 5:30-7:30 pm. Pizzas are being purchased from Hambone’s Pizza and Grandpa’s Pizza (which we will pay \$500 towards total cost of, ensuring downtown businesses are used for food and beverage). Officer Inman will be the DJ for the event.
- **Planters** – We planted 84 planters on May 30<sup>th</sup>. We are working with the City and CFD to remove the remaining planters.
- **Legacy Garden** – The Legacy Garden was planted on June 13, 2020. All of the plants for this project were donated by the Laramie County Master Gardeners. In addition, Nancy Loomis will take care of watering the plants.
- **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 proposed.
- **Comea/Homeless Shelter** – Comea is working several angles to expand their campus. Transients and homelessness continue to be a problem for downtown. I met with Robin on June 16<sup>th</sup> to discuss the challenges presented by the “Bread Crumb Trail” and challenges facing downtown. It is important that we work together on this issue to find a solution that addresses the needs of all those who are impacted.

## BUSINESSES OPENING/EXPANDING/CLOSING

- Opened: Schraff's Place, The McMahon House (June 5<sup>th</sup>)
- Coming: Ninja Playground (unknown), Hawthorn Tree (June), The Lincoln (May), Omelet House (June), Crossfit Cheyenne (mid-June), Kevin Robinette Studio (unknown), Something in 111 W. 17<sup>th</sup>
- 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 15<sup>th</sup> to Discuss Potential Development (unknown at this time)
- Closing/Closed: Alchemy Grab & Go (verifying this is correct – sign has been removed from building)
- Net business openings (since last July 1st): 10

## Economic Development Projects

- **Reed Rail Corridor Project** – I was asked by the City to serve on the steering committee for this project. Of course, I said yes!
- **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 June 15, 2020. This project is evaluating 2 different sites. 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 14<sup>th</sup> of May who is actively seeking downtown property to redevelop into residential space.

## 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:

- The Business Directory has been added and content is being added to reflect the downtown businesses. Photos of each business are also being added.
- A new Blog Spot has been added to the website as well to drive more traffic and provide additional helpful content.
- 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.

- A new events calendar has been added to streamline the events in Cheyenne and make it easier to read/navigate. There has also been a section where people can "submit their own event" for review to be added to the calendar.

Other marketing and promotions initiatives:

- Haylee has been working with a videographer and photographer to shoot content of our district. These individuals have been so kind as to donate their time and talents for this project and their shots are amazing. It will be helpful to have this sort of content in our "back pocket" for any sort of marketing/promotions we need to do at a moment's notice.
- Haylee has been working with Corey and Alf to promote the summertime on the streets event scheduled for June 20th and helping with everything from shooting content, collecting prizes to incentivize downtown shopping, finding and securing downtown locations for pocket car shows and coordinating set times/locations for over 20 bands that have volunteered their times and talents to play for the event. While this event has already started to be promoted over the last few weeks, an official event timeline, map of events, and list of sales/promotions that each store is running will be released this week.
- Cheyenne Days/Legendary Nights planning is underway for the 10 days CFD would have run. Lots of great ideas that will help promote the week!
- We have been able to connect and network with many of the businesses in downtown either through visiting or shooting content to promote their business. We are trying new content to promote businesses, including blind taste test videos with the owners, buying services from a business (Haylee got her nose pierced last week to promote a local tattoo shop) and interviews with owners. The engagement has been great!

#### MAIN STREET UPDATES

- **Monthly Reports:** March and April reports were submitted on June 7, 2020.
- **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

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

- The Design Committee approved a CIG Grant in the amount of \$1,487.50 for curb and gutter replacement at 1920 Thomes Avenue (City Center Building).
- The Design Committee approved a CIG Grant in the amount of \$465.00 for curb and gutter replace at 1914 Thomes Avenue (HRR Development).

2019 FIP projects:

- Pursuant to the award letter, FIP applicants have one year to complete their projects which is May 31, 2020.
- I spoke with Bill Briggs. He requested a month extension for his FIP award. I have approved the 30 day extension on his project.
- I spoke with Ron Ibsen on April 13<sup>th</sup>. He is in Colorado and unable to leave his home due to COVID-19. I have approved a 60-day extension on his project.
- I left Marc Thayer a voicemail on April 8, 2020, to get an update on the Mendicino building and where they were at with Rail Yard Coffee House negotiations.

