



Downtown Cheyenne

Staff Report

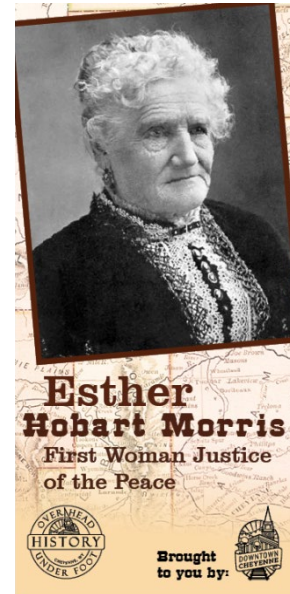
September 2020

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

BIG INITIATIVES

- **CARES Act Funding** – I submitted our initial request to the City. I will be meeting with Michael O’Donnell, the City Attorney, on Friday to go over the packet of reimbursements as well as additional requests through the end of the year. A copy of the request along with copies of all receipts were emailed to the Board on September 14, 2020.
- **Community Clean-Up Day** – This event will be held on September 26th from 8 am to 10 am. We really need a lot of volunteers to cover as much area as possible. Please come out and volunteer and invite your friends and family to join us. As the saying goes, many hands make light work.
- **Halloween Events** – We’re planning 3 events to coincide with each other for that night’s festivities: trick or treating, a pub crawl, and themed dinner menus at participating restaurants. We’ve received approved from City County Health for this event via email. For the trick or treating, we ordered in and have received the toys for the TEAL Pumpkin Project sites. We are waiting on a letter from the City which would allow us to apply through the Walmart Foundation for grants. We’re hoping that Sam’s Club might sponsor some of the candy.
- **Decorate Downtown for Christmas** – On November 7th, we are encouraging everyone to come downtown and decorate for Christmas. We need all hands on deck. Our goal is to make downtown a winter wonderland (within the confines of the budget). Please mark your calendars and come out to volunteer that day.
- **Cowboy Ride: Hanging of the Wreaths** – On November 14th, CFD will bring a wagon and horseback riders into town to hang wreaths on the light poles along Capitol Avenue. At 5:30 pm, we are asking everyone to turn on their lights as the last wreath is hung. This will kick off the holiday festivities.
- **Destination Cheyenne Christmas** – This event will run from Tinsel through Time to the Ball Drop. We are working with Visit Cheyenne, the Chamber of Commerce, the Historic Governor’s Mansion, the Depot, the City of Cheyenne, and others to make this a countywide event and encourage tourists to come and spend their holiday here.
- **Small Business Saturday** – We are just starting work on this event. We’re hoping to do some mass promotions on behalf of businesses downtown to come shop, eat, have a drink, and take advantage of great deals. It is unclear if American Express will run their nationwide event but either way, the DDA will promote it for downtown businesses.
- **Running of the Santas** – This will be a short (.5k) run held on December 5th. We’ll encourage people to dress up and come run/walk. Afterwards, there will be hot chocolate and candy canes for participants at Danielmark’s Brewing. Haylee is also working with Dillingers to provide adult hot chocolate and there will be various costume contests. It’s a lot of fun if everyone dresses up.
- **Audit** – I met with Hailey on September 1st to complete our interview and Amy has provided them with the requested A/P selections. We should be nearing completion of the audit soon.

- **WRS** – The DDA has been deemed an eligible agency for the WRS Deferred Compensation Plan. There is a resolution in the board packet for the DDA Board to adopt which will auto-enroll our employees.
- **Sidewalk Ordinance** – I received an email from Alessandra that this ordinance has been postponed indefinitely. I followed up with Councilman Laybourn. It sounds like this project will be postponed until the new administration takes office.
- **History Under Foot** – I submitted a grant extension request for this project. I held it up so we could coordinate with the City and the anticipated curb/gutter repairs. Since that ordinance has been postponed indefinitely, it is unlikely I could complete the project in time. In addition, we are still waiting on a response from State Archives on the validity of the information. I'm hoping they will confirm that the information is true and correct. I don't want a situation where we put something in the sidewalk that isn't historically accurate. Renee will submit the amendment for the extension to the AG's office for approval and we should have that in the next couple of weeks.
- **Drivers and Divots Golf Tournament** – All of the team slots have been filled. We are still looking for hole sponsors and a silver sponsor. Holly is working with The Met to host a Calcutta the night before. Doug Thies (who happens to be a former golf professional) has agreed to be our auctioneer for the evening's events.
- **Community Mural** – We've encountered substantial difficulties in getting an artist to commit to the work and most likely, this project will get moved to late May or June of next year. After waiting 20 days for Eddie Fernandez to produce a concept sketch and materials, I told him that we were going to look for someone else. We finally did receive a concept from Jordan Dean but he had been unresponsive for almost a month to both emails and phone calls. Richard Johnson put me in contact with another artist who goes by Art Bureau (assuming that isn't her actual name) and I'm meeting her Friday. Her work is amazing and I remain hopeful that we will eventually be able to complete this project.
- **Wyoming Main Street Business Assistance Application** – I submitted our application to Wyoming Main Street for their Business Assistance program with Jenn Ford. This would be a one-day workshop for businesses focused on economic vitality. We should hear back anytime on whether we were approved to facilitate this for Cheyenne.
- **Re-Ride Program** – The bicycles have been checked out 57 times. Most likely, we will be bringing those in at the end of September/Early October to store for the winter. This will also give us the chance to finish wrapping them.





- **Television for DDA Window** – The television has been ordered and will be arriving this weekend. We will be able to have this running soon. In addition, we have ordered a Yodeck which will allow us to create presentations remotely.

BUSINESSES OPENING/EXPANDING/CLOSING

- Opened: Stitches Occupational Health & Wellness Center (Expansion), gener8tor/Microsoft (Array Building)
- Coming: Ninja Playground (unknown), Crossfit Cheyenne (September), Beach Please Drink Company (September), Kevin Robinette Studio (occupied – unknown if opening to the public), Health Aroma Spa (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): 6
- Holly's list of the downtown's businesses now has over 580 listings.

Economic Development Projects

- **Reed Rail Corridor Project** – The first executive committee meeting was held on August 25th. We reviewed the 30% schematic design and the survey results online public survey results.

The City has retained attorneys who specialize in railroad negotiations for this project. Those negotiations will have significant implications for the advancement and completion of this project. Next step is 60% design. In addition, I had a phone call on September 10th with Dan from EPS to strategize solutions for the funding shortfall.

- **REV Development Hotel Development** – Last contact was June 18, 2020. Objective is to have shovels in the ground next spring. Project will need PACE and TIF to move forward.
- **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. Onsite visit was conducted in June. Objective is to have shovels in the ground by next spring. Project will need PACE and TIF to move forward.
- **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.
- **Artspace** – Anja and I met with Wendy from ArtSpace on September 9th. We've identified 4 potential sites for consideration. The sites generally need to be 50,000 square feet. DDA will be the lead agency on this. We're splitting costs 50/50 with LEADS. The Letter of Agreement was signed and executed on September 10, 2020. A copy has been included in your board packet.
- **Residential Development** – Goodyear Building is considering adding apartments/condos above the existing building. Project Chupacabra has a residential component. Westby Edge will develop townhomes. Bell Building is progressing and will have substantial residential impacts.

MARKETING AND PROMOTIONS UPDATE

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

Please refer to the September 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 job board is now open.
- The "Top 10 Lists" have been added to the homepage of our website. These lists highlight various activities of things to do downtown across the entire district (i.e. family activities, desserts to try, date night ideas and happy hours). The lists not only encourage people to visit downtown but are also SEO optimized to drive more traffic to our website.
- The #WyoWednesday where we present an "itinerary" on social media to encourage residents to be a tourist in their own town continues to promote engagement and has garnered a positive response from viewers as well as the businesses that are highlighted across the district.
- Haylee is working with Arts Cheyenne to provide a digital mural tour of the downtown public art on our website. The Boys and Girls Club works in conjunction with Arts Cheyenne to

develop a database of all of the public art throughout the city, so Haylee and Bill Lindstrom are working towards a way to utilize this work for the digital mural tour specifically targeted towards downtown.

MAIN STREET UPDATES

- **Economic Impact Messaging:** We had our first meeting on August 25, 2020. The 2 primary communication issues we identified were out of state owners and harnessing the Main Street Brand. We will be hosting a community workshop meeting soon.
- **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 or August report.
- **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.

Since there were no applications this month, the Design Committee did not meet. We've had several inquiries though.

- The Hynds: David Hatch intends to reopen the storefront on Lincolnway. There is currently a boarded up window.
- Tribal is looking to repair/replace his sign. Waiting to hear more.
- Silly Bear Academy has decided not to move forward with planters/benches. I was working with Jennifer to schedule to a meeting with Charles and she emailed that she will not be applying. No reason was provided.

2019 Outstanding FIP projects:

- Pursuant to the award letter, FIP applicants have one year to complete their projects which was May 31, 2020.
- I met with Marc Thayer and Mateo on September 1, 2020. I approved an extension through December 31, 2020, to complete the façade work. Work to be completed is as follows:
 - Removal of existing top façade panels, canopy, storefront and column surrounds. (completed)
 - Uncover 2nd floor windows; clean and paint.
 - Install new cornice.
 - Restore existing masonry.
 - Create new storefront to represent early 20th century archetype; including the creation of a separate entrance to access the second story (future housing)

2020 FIP projects:

- OTEL Building – Work has begun to replace the windows.

Outstanding CIG Projects:

- Curb and gutter were completed at 1920 Thomes. We have not received an invoice for this project yet.
- We received the invoice for the curb, gutter, and signage that were completed at the Bell Building. The tree has not been installed yet.