



## Downtown Cheyenne

### Staff Report

October 2020

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

#### BIG INITIATIVES

- **Annual Report to the City** – We are currently compiling the data and information for the report to the City. I sent the City an email on October 5<sup>th</sup> asking when they would like that presented and haven't received a response back.
- **Drivers and Divots Golf Tournament** – The golf tournament went very well. We still have \$4,800 outstanding in invoices for the Calcutta and sponsorships. In addition, we are waiting for checks from the games which were \$682. If everything is paid, we will raise approximately \$29,000 for new planters.
- **Planters** – The sample planter from UrbanScape arrived with damage. UrbanScape did not charge us for it as a result of the damage. It is always difficult to determine what happened during shipping but the fact that they were damaged doesn't elicit a lot of confidence in their durability. Breck and I are meeting with a local fabricator on October 14<sup>th</sup> and hoping that we might be able to do something custom with the DDA logo while retaining the reservoir.
- **Community Mural** – The community mural was a huge success. We had approximately 70 people paint on the wall (a few didn't sign the liability waiver). Due to the weather and extreme wind, the artist has been unable to finish it. She will work on it as soon as the weather allows. The total cost of this event was \$3,200 (plus port-a-potties which will be a couple hundred dollars). 50% of this was paid for by the Wyoming Arts Council grant and the remaining 50% will be paid for by the DDA.
- **Picnic Tables** – The picnic tables were auctioned off on Saturday and brought in \$1,550, substantially less than we hoped. We probably should have marketed this better. \$800 will go towards purchasing new tables next year and the remaining \$750 will go to expand and enhance the arts downtown.
- **CARES Act Funding** – I met with Michael O'Donnell, the City Attorney, on September 18<sup>th</sup>. Based on his feedback, I revised and resubmitted our CARES Act funding request to the City. A copy of the revised request along with copies of all receipts were emailed to the Board on September 19<sup>th</sup> and 20<sup>th</sup>. We are finishing up the application now.
- **Community Clean-Up Day** – This event was held on September 26<sup>th</sup> from 8 am to 10 am. We had approximately 75 volunteers for this event. In addition to picking up trash, removing bandit signs, scraping off gum, and cleaning out planters, the Hole got cleaned out. Thank you to everyone for their help with this event.
- **Banking RFP** – The banking RFP was released on schedule on October 1<sup>st</sup>. It was mailed to 14 banks and posted to our website. In addition, a notice ran twice in the newspaper. Addendum 1 was also mailed out last week and posted to the website, a copy of which was previously emailed to the Board.
- **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 approval 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 still haven't received the letter from the City which would allow us to apply to Sam's Club as a governmental organization. It sounds like Pete's Builders may sponsor part of the cost of candy.

**Goulish Grub:** Haylee has been working with all of the downtown restaurants to come up with "spooky specials" to offer customers for Halloween. Of the 28 non-chain restaurants who will be open on Halloween, 13/28 have agreed to run specials and we are waiting to hear back from 12 more.

**Boos & Booze Pub Crawl:** We will be running an open container resolution in conjunction with the pub crawl on 10/31 from 3-10pm. The money raised from the wristband purchases will benefit the DDA. As of 10/10, 12 of 16 of the alcohol establishments in the districts have agreed to be a part of the pub crawl and will run specials from free drinks to free shots to benefit the DDA.

- **Old West 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.

**Christmas Skyline Decorations** – The decorations have been quite the adventure. I've been working with the City trying to get permission to hang skylights for several weeks. My first email was September 9<sup>th</sup>. I was notified on October 7<sup>th</sup> that a structural analysis would be required. I met with Bob Clary on October 12<sup>th</sup> to have them looked at. He is going to come back and do a full analysis when the wind isn't so bad. We will also be required to put an MOU in place. At this point, we most likely won't get them here in time for the holidays. Production time is 6 weeks plus shipping. I'm still proceeding with the structural analysis so that we can look at potential future opportunities to utilize the poles, including a "Welcome to Downtown Cheyenne" sign.

**Other Christmas Decorations** – We've ordered the lights to wrap the poles on 17<sup>th</sup>. Breck worked with a local fabricator to design the ground mount and pole mount decorations. This will save us a substantial sum of money and also keep the money in the community. Estimated cost is \$900 for large and \$300 for small. We are over budget by \$1,742 utilizing those estimated costs. We will go over budget more by the time we add the cost of spraying and wrapping the ground and pole mounts; however, it is worth noting that with Breck's help and utilization of a local fabricator, we will save approximately \$20,000 (see budget) for essentially the same decorations, depending on cost of spraying and wrapping.

40' Boot & Holly Skyline, LED	\$4,592.16	2	\$ 9,184.32	85%	\$ 7,806.67	Skyline	Lincolnway	
12' Roping Cowboy on Horse	\$6,469.20	1	\$ 6,469.20	85%	\$ 5,498.82	Ground Mount	Beach Please Drink Co	\$ 900.00
4' Cowboy Boot & Holly	\$ 844.56	1	\$ 844.56	85%	\$ 717.88	Building Front		\$ 3,600.00
5' Cowboy Hat & Poinsetta	\$ 935.28	1	\$ 935.28	85%	\$ 794.99	Building Front	Cheyenne State Bank	\$ 900.00
7' Cactus with Cowboy Hat & Boot	\$1,779.84	1	\$ 1,779.84	85%	\$ 1,512.86	Ground Mount	The Tribe Parking Lot	\$ 900.00
12' Covered Wagon	\$7,507.08	1	\$ 7,507.08	85%	\$ 6,381.02	Ground Mount	Wells Fargo	\$ 900.00
7' Horse, Head Lowered	\$1,944.00	1	\$ 1,944.00	85%	\$ 1,652.40	Ground Mount	Dineen Bldg	\$ 900.00
10 1/2 Foot Farm Wagon	\$4,569.48	1	\$ 4,569.48	85%	\$ 3,884.06	Ground Mount	Goodyear Bldg	\$ 900.00
11' Victorian Carriage	\$5,476.68	1	\$ 5,476.68	85%	\$ 4,655.18	Ground Mount	Twin Dragon	\$ 900.00
10' Victorian Coach	\$4,847.04	1	\$ 4,847.04	85%	\$ 4,119.98	Ground Mount	Gental Touch Dental	\$ 900.00
Spraying & Wrapping of Ground Mounts								
17th Street Pole Wraps	\$ 264.00	32	\$9,292.80	100%	\$9,292.80	Pole		\$9,292.80
Christmas Banners	\$ 30.00	100	\$ 3,000.00	100%	\$ 3,000.00	Pole		\$ 3,000.00
Large Christmas Banners	\$ 30.00	55	\$ 1,650.00	100%	\$ 1,650.00	Pole		\$ 1,650.00
Banners in lieu of Skyline Lights		2	1500	100%				\$ 3,000.00
<b>Total Cost</b>					<b>\$ 50,966.66</b>			<b>\$24,742.80</b>
DDA Budgeted Funds					\$ 20,000.00			\$20,000.00
Visit Cheyenne Contribution					\$ 3,000.00			\$ 3,000.00
<b>Total Request for CARES Act</b>					<b>\$ 27,966.66</b>			<b>\$ 1,742.80</b>

**Decorate Downtown for Christmas** – On November 7<sup>th</sup>, 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 14<sup>th</sup>, 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.

**Running of the Santas** – This will be a short (.5k) run held on December 5<sup>th</sup>. 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 Dillinger's to provide adult hot chocolate and there will be various costume contests. It's a lot of fun if everyone dresses up.

- **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. I've submitted our request for 250 totes and 3 sanitization stations from Wyoming MS in conjunction with this event. I did not request any banners since we'll be able to display the information on our window TV.
- **Audit** – I've emailed Hailey at MHP to get an update.
- **History Under Foot** – We received the amendment to the grant award extending the deadline to June 30, 2020. It has been signed and returned.
- **Re-Ride Program** – No bicycles have been checked out since October 2<sup>nd</sup> and Rock on Wheels has reduced employees for the season so we started pulling the bikes for the season. All but 2 bicycles have been located and brought in. Bicycle 589 has a broken wheel and the kickstand and basket are damaged. Bicycle 606 needs a new rim or wheel, light, and kickstand. Many of the bicycles were unlocked when we picked them up and appear to have damage. Bike 602 was wrecked and has damage.
- **Television for DDA Window** – The television and Yodeck are here. Greg and Holly are hoping to find a shelf and get it up and running this week.
- **Department of Audit Report** – I didn't realize that the DDA is required to file a report with the Department of Audit every year. It was due on September 30, 2020. I am hoping to file that yet this week so we are back in compliance.
- **Department of Revenue (DOR) Sales Report** – Holly has been working with the DOR to obtain a final sales report for the District for 2019 and 2020. The original report that they sent did not include sales for several businesses within the downtown district.
- **PayPal Account and Residential/Commercial Industrial Leases/For Sale Listing** – The form still hasn't been processed so we still aren't able to draw down funds or go live with our lease/for sale webpage. Holly called the local office and they won't see anyone who is "commercial." They will only take appointments for some individuals on a limited basis. Holly then called the IRS and after sitting on hold, they refused to update the information for her. She looped me in on the call and since I'm not the authorized user, I'm not able to make changes either. They will not tell me who the authorized user is. They said I could send a letter which will take 60 days to process. I've asked for a call back from a supervisor. I've also contacted Senator Enzi's office and am waiting for paperwork so they can have the Taxpayer Advocates Office intercede on our behalf.

#### BUSINESSES OPENING/EXPANDING/CLOSING

- Opened: Asian Relax Spa (unknown)

- Coming: Ninja Playground (unknown), Crossfit Cheyenne (September), Beach Please Drink Company (September), The Gathering, Kevin Robinette Studio (occupied – unknown if opening to the public), Annex Gaming Café (2021)
- Still Looking to Expand:
- Potential Business: 307 Roots Salon (established in Wheatland)
- Closing/Closed: The Lariat (unknown – drove by and it was boarded up)
- Net business openings (since last July 1st): 5

### Economic Development Projects

- **Reed Rail Corridor Project** – We’ve received the report from Dan with EPS on potential solutions for the funding shortfall. Next step is 60% design.
- **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** – On hold pending outcome of Phoenix 2.0.
- **Project Phoenix 2.0** – We’ve had no communication from this project since June 18<sup>th</sup>. I’ve spoken with the building owner and a letter of intent was submitted. Conversations with the building owner and his agent indicate due diligence runs through March 31st. The original objective was to have shovels in the ground by early Spring so it will be interesting to see if that progresses.
- **Project Onyx** – We received their proposal on September 28<sup>th</sup> and have provided them with feedback. The proposal hinges on \$3 million in utility upgrades (expanded power capacity) and the acquisition of the building.
- **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, Brendan, and I had a Zoom meeting with Wendy and Naomi from ArtSpace on October 7<sup>th</sup>. While our original intent was to identify 2 potential locations, we’ve really settled on one site. We believe the potential for this site is so strong that Brendan went ahead and put together some renderings. We are also exploring a potential partnership with a speedy bank.
- **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.
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### MARKETING AND PROMOTIONS UPDATE

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

Please refer to the October 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:

- We are continuing to run #WyoWednesday campaigns for the first Wednesday of every month on social media where we encourage the community to be tourists in their own town. The “sample itineraries” presented highlight different activities and businesses throughout the entire downtown district. This campaign has received great reviews from the community and is a great way to highlight our businesses.
- The events calendar continues to be updated to reflect events in Downtown Cheyenne.

- A map of the DDA district lines has been added to the “About” section of the website to help constituents better understand the area we serve.

### MAIN STREET UPDATES

- **Economic Impact Messaging:** The Business Assistance Workshop will be October 19<sup>th</sup> from 5 pm to 9 pm and October 20<sup>th</sup> from 8 am to 12 pm. The Storytelling component will be October 26<sup>th</sup> from 10 am to 11:30 am and October 27<sup>th</sup> from 10 am to 11:30 am. Meetings with elected officials and key businesses will be October 26<sup>th</sup> from 12:30 pm to 4 pm.
- **Monthly Reports:** I submitted our July and August reports on September 30, 2020. A copy of the August report was emailed to the Board for perusal earlier this month. I still need to submit the June report and will get that done as soon as possible.

### 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.

- Tribal Zoo Tattoo – Repair and update to sign.
- Sanfords – Mural (working with Eddie Fernandez and Trinidad from Tribal Tattoo)
- Trophy Creative – Signage, New Doors, and Backlighting for new location.

#### 2019 Outstanding FIP projects:

- Pursuant to the award letter, FIP applicants have one year to complete their projects which was May 31, 2020.
- Mateo submitted and was approved for his building permit for the Mendicino Building. Mark Christensen was also able to provide me with the architectural report prepared by Studio RED. Work to be completed is as follows:
  - Removal of existing top façade panels, canopy, storefront and column surrounds. (completed)
  - Uncover 2<sup>nd</sup> floor windows; clean and paint.
  - Install new cornice.
  - Restore existing masonry.
  - Create new storefront to represent early 20<sup>th</sup> century archetype; including the creation of a separate entrance to access the second story (future housing)
- On the Goodyear Building, we are still waiting for the parklet to be finished for final payout. The lot was occupied by a hail dent repair company and is now vacant. I am waiting to hear if work will be completed this year or next, given that we have moved into fall/winter season.

#### 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.
- The tree for the Bell Building is still outstanding.