



Downtown Cheyenne Staff Report

December 2020

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

DDA INITIATIVES

Banking RFP – We had 5 banks respond to the proposal. These proposals were scored by Robin Lockman, Anthony Ortiz, Sara Weber, Amy Mahoney, Katie Brady, and Amber. The Committee met on December 14th to discuss the scores and evaluate the best path forward. Of the 5 proposals, 2 have been selected for interviews which we’re hoping to schedule for the week of January 4th. While this puts us behind schedule as outlined in the RFP, the 2 banks each provide unique services and the Committee feels that it is important that we fully understand the services so we can pick the one that best meets the needs of the DDA.

Snow Removal – The City Clean and Safe Crew performed snow removal in the parking areas of 17th Street as well as portions of Lincolnway. A dozen or so cars were left parked on the street which prevented some portions of the parking area from being done. We’ll continue to work on the issue.



Season’s Greetings Storefront Contest – The Season's Greeting Storefront Contest was a great success for downtown exposure - the post reached 10,213 people, garnered 2,184 engagements and was shared a total of 98 times in the span of 8 days. (In case you missed it, Haylee went around to the downtown businesses each night to take pictures of their holiday decorations in their storefront. In total, there were 65 businesses with decorated storefronts. Community members could not only "vote" for their favorite storefront by liking their favorite photos, but were also entered to win \$100 to the downtown business of their choice with each like, comment and share on the contest post. The business with the most "votes" won \$250 from the DDA.) This campaign not only highlighted holiday cheer in the downtown

DDA Sign – Glen, Bruce, and I met to discuss the sign for the DDA and cost-savings mechanisms. I asked Glen to explore powdercoating in lieu of anodizing. This turned out to be more expensive. Glen met with Austin from Welding and Machine to discuss other cost savings options. We believe that we can get the cost down to around \$15,000 if everything goes as planned and there are no unanticipated expenses. More information is included in your board packet.

Mayor’s Youth Council Initiative - Haylee is working with the Mayor's Youth Council to develop a social media campaign to educate the public on how they can help businesses through the difficult times of COVID. While this project is in the very early stages the Youth Council has formed a subcommittee to start working on a campaign to begin running in early 2021.

Audit – MHP decided to expand the audit to include personnel wages. MHP is waiting for further guidance to complete the City audit. Due to the COVID-19 pandemic a number of Federal financial assistance programs were established and those funds have been passed down to local governments. These Federal funds come with audit requirements and guidance and, at this point in time, that guidance still has not been released by the Federal Government (they keep promising it and the new projection is mid-December). MHP does not anticipate the City to require a large amount of additional work due to this guidance, but due to the uncertainty, they cannot issue the City’s report (with the DDA included) until that Federal guidance is released.

History Over Head Banners – We obtained a photo of Chief Byrd from State Archives and sent that to Shawndae. He’s still waiting for 2 more items from us.

PayPal Account and Residential/Commercial Industrial Leases/For Sale Listing –This issue remains outstanding. We haven’t had a lot of time to wrestle with it this month.

BUSINESSES OPENING/EXPANDING/CLOSING

Opened: 307 Roots Salon Boutique (11/27/20), Instant Attraction Women’s Boutique (12/17/20)

Coming: Ninja Playground (unknown), The Gathering (1/21), Kevin Robinette Studio (occupied – unknown if opening to the public), EQ Capital (1912 Capitol Avenue, Ste 500), JazMinn’s Events & Décor (1/21), Ike’s Bar and Grill (2021), Annex Gaming Café (2021)

Still Looking to Expand/Currently Expanding: Alexis Drake (moving to 15th & Carey)

Potential Business: Potential Restaurant (Del Jimenez), Venezuelan Restaurant

Closing/Closed: Grandpa’s Pizza (November 7th), Turner Draperies (FY20 – not counted in Net Business Openings), XESI (December 8th)

Net Business Openings (since July 1st): 9

Business Name - Opened	Business Name - Closed	Reason for Closure
The Lincoln (August 2020)	Turner’s Draperies (May 2020)	Death of Michael Turner
Powder River Art Gallery (August 2020)	The Lariat	Unknown - Drove By & It was Boarded Up
The Omelet House (August 2020)	XESI (December 2020)	Moved to Carlson to Make Room for Instant Attraction
Stitches Occupational Health & Wellness Center (September 2020)	Grandpa’s Pizza (November 2020)	COVID
gener8tor/Microsoft (September 2020)		
Cherry Creek Mortgage (September 2020)		
Health Aroma Spa (October 2020)		
CrossFit Cheyenne (October 2020)		
Encore Green Environmental (October 2020)		
Beach Please Drink Company (November 2020)		
307 Roots Salon Boutique (December 2020)		
Instant Attraction Women’s Boutique (December 2020)		
The Gathering (January 2021)		
JazMinn’s Events & Décor (January 2021)		
Annex Gaming Company (2021)		
New Restaurant in Casa de Trujillo		
Venezuelan Restaurant		
Company A (Not Public Yet)		

ECONOMIC DEVELOPMENT PROJECTS

Reed Rail Corridor Project – The Reed Avenue Rail Corridor Steering Committee met on December 4, 2020, to discuss Urban Use Overlay Zoning District Regulations; specifically, parking requirements, setbacks, pedestrian zones, bicycle parking, and industrial uses. A work session is planned for the Planning Commission in January and City Council in February. If all goes according to plan, it will be introduced in March and adopted in May of 2021.

Lincolnway Placemaking Plan – This is the project I would like to see advanced by the City for downtown on the next 6th Penny ballot. I've asked Tom Mason to update the costs since the plan was originally completed in 2015 (adopted January 2016). There is a 3 lane and 5 lane proposal. My preference is the 3 lane as it will substantially constrict and slow down traffic. It will also expand sidewalks (7') and pedestrian corridors and add bicycle lanes. Conversations indicate that with minor modifications we could go from parallel parking to diagonal parking.

Artspace – Brendan, Betsey, and I had a Zoom meeting with Wendy and Naomi from ArtSpace on December 1st to review a rough sketch of the layout and talk about financing mechanisms. Artspace will take this information to start putting together the pro-forma. We anticipate receiving the pro-forma by the first week in January.

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 18th. 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 28th and have provided them with feedback. The proposal hinges on \$3 million in utility upgrades (expanded power capacity) and the acquisition of the building. I don't anticipate this proposal moving forward as it stands now.

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.

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. The Plains is offering extended stay rooms.

MAIN STREET UPDATES

I submitted our June report on October 21st so we are current. Our September report has not been submitted and is late. I've been up to my eyeballs in reports and audits and I'm just behind.

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.

We are struggling with getting a quorum at Design Committee Meetings. In August & December, we did not have a quorum. This necessitated a second meeting in December. I had Holly go through the minutes to evaluate attendance. Other than one member, attendance has been pretty good. Bryan Nicholas is no longer with the County and we need to fill his seat. We need to find people who are interested in serving and have the time to commit. We are down to six people on that committee. My suggestion is to try for nine. This is a catch 22 since it also expands the quorum from four to five. The other option is to reduce the size to five and hope for three in attendance.

2019 Outstanding FIP projects:

- Pursuant to the award letter, FIP applicants have one year to complete their projects which was May 31, 2020.
- Matt Mateo submitted and was approved for his building permit for the Mendocino 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 2nd floor windows; clean and paint.
 - Install new cornice.
 - Restore existing masonry.
 - Create new storefront to represent early 20th century architype; including the creation of a separate entrance to access the second story (future housing)

The Design Committee met in November and discussed the changes that Matt Mateo proposed to the original approved plan. They felt like it deviated too much from the original design. Barbara, Matt, Marc, and I met on November 24th to discuss the design committee concerns and talk about how we can move forward. Matt made several changes based on the feedback which were presented to the Design Committee on December 10th. The Committee did not have a quorum so they met again on December 11th. The Mendocino has undergone too many changes over the years and many of the unique historic features have been removed. This building will never be a historical contributing structure. As such, the committee approved the design changes proposed.

- 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.
- I'm anticipating receiving an invoice for 318 W. 17th anytime now. I spoke with Michael Radican on the phone and understand that the work has been completed.

2020 FIP projects:

OTEL Building – Work has begun to replace the windows. Edwards Construction has had the interior windows since 9/28. Ongoing work and hunting season has delayed the start. Greg repaired and readied the plaster on the windows jambs and prime painted them. Five-R Construction awaits re delivery of the windows for the 3rd and 4th levels.

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.
- Trophy Creative was awarded a \$5,000 grant last month for new signage.

Potential CIG Projects:

- Ikes Bar and Grill – 122 W. 6th Street (old Casa de Trujillo restaurant), outdoor dining patio
- Hawthorn Tree – 112 E. 17th Street, exterior signage
- JazMinn's Events & Décor – 110 E. 17th Street (old Reformation Dance studio), new sign face or potentially a new sign
- Instant Attraction Women's Boutique – 111 W. 7th Street, new signage