



**Foundation Webpage** – Amber A. attended the Foundation Board meeting in March. In follow-up to that meeting, Haylee has been working with Wally to gather information for a Foundation page on our website. This page will include the following:

- Donate Now Button
  - A square account has been set up to be able to take donations through the webpage
- DDF Description
- DDF Member List
- Downloadable PDF of Bylaws
- Other Ways to Support the Foundation:
  - Donate through [Amazon Smile](#)
  - Follow on Social Media (Pending)
  - Raise Money on Facebook (Pending)
  - Leave a Google Review
- Square Account – A separate Square account has been set up for the Foundation through our website. It will deposit directly into their account rather than running through our account and then having to cut them a check.

**Planters** – The Committee made the final decision on the planters. 33 planters were ordered as follows:

26” inches diameter X 36” inches high – 11 Quantity

26” inches diameter X 18” inches high – 11 Quantity

26” inches diameter X 24” inches high – 11 Quantity

The final price was \$14,640.30. In addition, an 18” reservoir from Planters Unlimited was ordered to test for fitting. It has arrived. Amber T. has also ordered a 24” reservoir for us to compare. It should arrive any day now.

**Leprechaun Leap Pub Crawl** – The Leprechaun Leap Pub Crawl was held on March 20th and raised \$940 for the DDA. 21 armbands were sold. A special thank you to Muriah at Freedom’s Edge for her help with this event!

**Downtown Runaround Scavenger Hunt** – Please see the attached report. This event was a great success. It far exceeded our expectations. Hopefully, the Mayor’s Youth Council will want to do it again in the future.

**Business Directory** – Haylee and Amber T. have been hard at work expanding our business directory. We have reached our goal of 100 Business Directory Listings by April 1. We are currently at 103 listings and have received positive feedback from several of the businesses that have been contacted to be listed in the Directory.

**Visitor’s Guide to Downtown** - The 2021 Downtown Visitor’s Guide is currently being drafted. To save on costs, all work has been moved in-house and there will also be a digital aspect for people to view. The Visitor’s Guide is scheduled to be published and distributed in late May.

**Advertising** – Pursuant to our Strategic Plan meeting, Amber A. had Lindsey (our attorney) investigate the legality of the DDA selling advertising. Amber and Lindsey will be scheduling a meeting with Alessandra in the City Attorney’s Office to discuss next steps. The City will need to pass a resolution which authorizes activities like selling advertising and merchandise. We won’t be able to get this in place in time for this year’s Visitor’s Guide to Downtown.

- This resolution will need to be passed by City Council before we can go live with our real estate page.

**Laramie County Economic Development JPB** – Amber has submitted reimbursements requests to the LCEDJPB for the \$20,000 for Façade Improvement Program and \$7,479.39 for the Capital Improvement Grant. There is \$12,520.61 remaining on the CIG grant award. These funds need to be drawn before the end of the fiscal year or we’ll need to apply for an extension. \$6,661.68 has been received thus far and deposited.

**Kiwanis Presentation** – Amber A. presented to the Kiwanis on March 25<sup>th</sup> at noon. It was a great event with a large crowd, both in person and virtually.

**Visit Cheyenne Tourism Master Plan** – Amber A. has been attending and participating in the Visit Cheyenne Tourism Master Plan. Obviously, tourism has a significant impact on downtown and is one of the main items. We're thankful to Visit Cheyenne for including us in their Master Plan.

**Parking** – We worked with Flippers to generate a contract for our part-time office admin to use one of their parking spots through the end of August.

**Square Account** – Amber and Haylee met with Lori at Jonah to dive into the merchant services. The merchant services wouldn't work the way we hoped it would for website integration. As such, Haylee and Amber T. set up a Square account to take payments that will directly deposit into our checking account.

**Credit Card** – Gabriella has been updating all of our accounts that autopay on the credit card with the Jonah Bank credit card so that we can close out Wells Fargo. She has been removing Holly from the accounts as the contact and putting either Amber A. or Haylee on them. Gabriella has been hard at work tracking down all of our receipts and matching them to the credit card statements. This is one of those things that got pushed to a back burner but could really come back to haunt us on an audit.

**Close-Out of Wells Fargo Account** – Amy has reached out to our auditors to determine how we address old checks that never cleared from prior audit periods.

**IT Services** – We have given our current IT contractor notice that we will be moving to a new contractor at the end of April. We continue to struggle with responsiveness and poor service. We anticipate that this move will also result in cost savings for the DDA.

**News Articles** – Gabriella has been working on a filing system for every time the DDA has been mentioned in news articles to make it easier to find them if we need them.

## **BUSINESSES OPENING/EXPANDING/CLOSING**

**Opened:** PearMac

**Coming:** Ike's Bar and Grill (2021), Annex Gaming Café (2021), Lola West Bistro & Cabaret (May 2021), Ninja Playground (unknown if or when)

**Still Looking to Expand/Currently Expanding:**

**Potential Business:**

**Closing/Closed:**

**Net Business Openings (since July 1st):** 19 (23 New – 4 Closures this FY)

**Net Job Creation:** 86 (Missing The Lincoln & EQ Capital)

Business Name - Opened	Number of Jobs Created	Notes About Job Creation	Business Name - Closed	Number of Jobs	Notes About Job Loss
The Lincoln (August 2020)			Turner's Draperies (May 2020)	0	
Powder River Art Gallery (August 2020)	1		The Lariat	1	Actual Unknown
The Omelet House (August 2020)	14		Grandpa's Pizza (November 2020)	2	
Stitches Occupational Health & Wellness Center (September 2020)	0	Expansion of Space, No Additional Staff	XESI (December 2020)	2	
gener8tor/Microsoft (September 2020)	1		RePeak (December 2020)	1	1 PT but can't enter
Cherry Creek Mortgage (September 2020)	16		Instant Attraction (February 2021)	2	PT into MS system
Health Aroma Spa (October 2020)	1	Actual Unknown (Tried to Call)			
CrossFit Cheyenne (October 2020)	3	Estimated at 2 Owners plus 1 for Contract Trainers			
Encore Green Environmental (October 2020)	8				
Beach Please Drink Company (November 2020)	10				
307 Roots Salon Boutique (November 2020)	2				
Instant Attraction Women's Boutique (December 2020)	2				
Offer Cheyenne	1	Rob Horsley - Mark Kaufman's Building			
EQ Capital					
JazMinn's Events & Décor (January 2021)	1				
AG Photography (January 2021)	1				
NY Downtown Pizzeria (January 2021)	3	Reopened Under New Ownership			
Alexis Drake (January 2021)	0	Expansion to New Location			
Western Vista Credit Union (February 2021)	11	8 as of February 4th, 3 more by end of month with more expected over time			
The Gathering (February 10, 2021)	7	6 Full Time, 1 Part Time (Looking to Hire 2 More)			
Prairie House Home Goods (February 13, 2021)	0	Expansion to New Location			
Urban Studio (February 2021)	3	Owned & Operated by Amie Siemens, Jasmine Mallo, and Karla Walden			
PearMac (March 2021)	3				
Desperado Depot	0	Relocation & Expansion			
Cheyenne Post (March 31, 2021)	6	4 Currently, Recruiting 2 Additional Employees; Majestic Bldg 3rd Fl			
Annex Gaming Company (2021)					
Ike's Bar & Grill (old Casa de Trujillo location)					
Lola West Bistro & Cabaret					
Company A (Not Public Yet)					
<b>Total Jobs</b>	<b>94</b>			<b>8</b>	

## 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.

**Artspace** – A revised pro forma has been completed and 100% of financing has been identified less the land acquisition. Amber A. is working with Steve Borin on getting the property owner to the table to begin negotiations and put the property under contract so that due diligence including Brownsfield Phase I and Phase II assessments.

**Bell Building** – Haylee and Amber attended the February Brownfield meeting via Zoom. The project is making substantial headway. All remediation has been completed. Roof repairs are complete.

**Westby Edge** – Haylee and Amber toured the project site in February. They are finalizing approvals with the City. They anticipate having a bar/restaurant along with office space. In addition, they'll be building several upscale townhome apartments for rent.

**Project CP** – This is a potential new mixed used development downtown. The project will add approximately 45 residential units downtown along with commercial retail space. The buyer had an initial meeting with the City to discuss regarding building code upgrades. They should know more within the next 10 days or so. Last contact was March 9, 2021.

**REV Development Hotel Development** – Last contact was June 18, 2020. Project will need PACE and TIF to move forward.

**Project Phoenix** – On hold pending outcome of Phoenix 3.0.

**Project Phoenix 3.0** – This property went under contract in February of 2021. Amber and Betsey have met with the potential developers along with the seller and his agent. We are looking at a potential Brownfield Assessment on the property. The buyers have a 3-month due diligence period with the potential of an extension. It is tentatively proposed to be residential housing with commercial on the main level.

**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.

## **MAIN STREET UPDATES**

Amber A., Haylee, Amber T., and Gabriella are attending the Main Street Conference virtually as time allows. It is playing in the conference room so we only had to pay one registration fee rather than four.

It looks like there will be a Wyoming Main Street Conference the first week of June. Amber is planning to attend but, because it is a week before Summertime in the Streets, everyone else will stay in Cheyenne to finalize preparations for the event.

## **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.

### ***2019 Outstanding FIP projects:***

- Pursuant to the award letter, FIP applicants have one year to complete their projects which was May 31, 2020.
- The platform for masonry work on the Mendocino has been set up and work has commenced.
- 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.

### ***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:***

The tree for the Bell Building is still outstanding.

- The CIG application for the Hawthorn Tree signage was approved in March and is outstanding.
- The CIG application for Ike's Bar and Grill for an outdoor patio including egress is on your agenda today for approval.
- The CIG application for 309-311 W. 18<sup>th</sup> for new awnings is on your agenda for approval today.

### ***Potential CIG Projects:***

- JazMinn's Events & Décor – 110 E. 17<sup>th</sup> Street (old Reformation Dance studio), new sign face or potentially a new sign
- Frontier Building – Exterior Painting of Annex (anticipate March application)
- Alexis Drake – Signage for New Location