



Downtown Cheyenne Staff Report

June 2021

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DDA INITIATIVES

Community Clean Up & Planting Day - This event took place on Saturday, May 22nd. DDA staff were able to set out all of the plants to be planted by the volunteers ahead of time and provided the necessary supplies for cleaning efforts. There were an estimated 30 volunteers who, along with DDA staff, were able to complete all downtown cleaning and planting efforts in roughly 3 hours total.

Planters – The first set of new planters have been set and planted along Lincolnway. The second set arrived on June 9th and will be set on Monday 6/14, they will be filled with dirt on Tuesday 6/15 and planted on Wednesday 6/16. The last set of planters is currently scheduled to arrive 6/22, but that may be delayed due to ARCO currently being unable to order more black dye due to the limited supply from their manufacturer.

DDA Sign – The DDA sign fabrication is complete and the sign is in our office. The Mendocino building stucco work was completed late last week and we are hoping to see progress for the proposed stucco addition for our building start within the next two weeks.

Signs for Seniors – The banners for the 2021 Graduating Seniors are being placed around Downtown as we receive them from Trophy Creative and the final banners are scheduled to be Wednesday and Thursday of this week. In total, there are 45 large banners and 115 small banners for downtown. This is a slight reduction from last year which included 56 large banners.

#WyoWednesday – This month's #WyoWednesday campaign highlighted the Donut Shop on Central, Little Moon Boutique, The Gallery at the Met, Desperado Depot/Drifter Dreams Bridal, and Array. The campaign reached over 14,309 people in total.

Placemaking Project – The CHEYENNE sign has been fabricated and the vinyl wrapping is expected to be executed by the end of this week, pending approval of the final proof. From there the sign is slated to be installed by June 30th at the latest. Due to incredibly generous sponsors, the total sponsorship for the project exceeded what was needed for the CHEYENNE sign, which makes it possible to explore future project phases. The placemaking committee will be meeting to discuss future placemaking project phases and overall timeline to include landscaping improvements and a kinetic art addition to the space.

Summertime on the Streets - This year's event was held on Saturday, June 12th. The day began with a free yoga session on the plaza led by Blossom Yoga with over 40 participants. From there the public was invited to visit downtown to enjoy live music, various sales and promotions, a chalk art contest and more. The event was well attended despite a few different events happening at the same time. General business feedback ranged from businesses having the best sales day they've ever experienced to the sales being similar to a normal Saturday. Consumer feedback illustrated that the reason for public interest was not due to sales and promotions but because of entertainment and activities. The feature of the day that was most commented on across the board was the Live Mural Painting (highlighted below).

Murals/WY Art Council Grant – After getting approval from the Wyoming Arts Council to spend the remaining grant funds that were received last year, we were able to contract with John and Lindsey Lamb from Like Minded Production, as well as artist Jeremy Nichols. Sidles also agreed to allow the artists to use the north wall of the property on 17th and Pioneer. The artist group was able to work on the mural throughout the week leading up to Summertime on the Streets

and finished the mural by end of day on Saturday. The completion of the mural was incredibly well received and generated excellent feedback from the entire Cheyenne community.

MS Project Funds for TA Application – We submitted our application to the Wyoming Business Council to convert the existing banners to a wayfinding project. We were notified on Monday, June 14th that our application was approved and the WBC/MS staff is expecting the final project to be ready to sign by the first part of July as they work through the Attorney General’s contracting process.

ReRide – The parts for the vandalized bike have come in and we will be sending them to Rock on Wheels to repair. So far the program has been well received and we aren’t having many reported issues with the app. We are also working on announcing the expansion of the ReRide program with the addition of the e-scooter partnership with Blue Pig Productions. The scooters were deployed to the public last week and while the DDA office is currently acting as the “headquarters” to charge the scooters, we are working to find a more permanent charging solution for the remainder of the summer.

History Over Head Banners – The History Over Head banners for the Plaza have been given to Jason Sanchez at the City of Cheyenne. Jason plans to hang them around the Depot Plaza after this weekend’s Brewfest - the event that the current Depot banners are promoting.

Visitor’s Guide to Downtown – 2500 copies of the Visitor’s Guide have been received and are being distributed to downtown businesses, Visitor’s Centers throughout Laramie County, and to various hotels throughout Cheyenne. We have received excellent feedback regarding this year’s Guide.

Retail Leakage Study – While preliminary research has found this as a viable project, next steps have been put on hold until it can be determined as to whether it would be feasible for the WBC to help fund the project (especially as they recently helped fund a similar project for Laramie). As this is a community-wide initiative that doesn’t solely focus on downtown, it would be prudent to explore executing the project with the Chamber.

Department of Audit Proposed Budget – The proposed budget was submitted to the Department of Audit. A copy has been attached to this packet. The form is a compromise to address every special district including hospitals, conservation, DDAs, fire districts, etc. so everything had to be broken out and recategorized. Amber A. emailed it to Mike Ruckman at the DoA before for review before final submission. He stated that “what you [DDA] have reported will work for us.”

DDA Budget – The City of Cheyenne approved their budget on third and final reading on June 14, 2021. In addition, the DDA Budget Resolution was passed on consent agenda.

URA Ordinance & Blight Resolution - The URA Ordinance was introduced by the City’s Planning & Development Department at the May 24th City Council Meeting. The purpose of this ordinance is to create an Urban Renewal Authority that allows for the redevelopment of projects anywhere within the City of Cheyenne. The Blight Resolution will be introduced at the June 14th City Council Meeting and addresses locations throughout the City of Cheyenne that have been identified as “blight” areas through a blight study produced by the City’s Planning & Development Department. Two areas identified by this study are within the DDA district boundaries - the Reed Avenue Rail Corridor area and the Hynds/Hole area. A copy of the URA ordinance and the Blight Resolution along with the supporting Blight Study is included in this month’s board packet.

Laramie County Economic Development JPB – After the grant application for FY22 funding was submitted in the amount of \$20,000 for the DDA’s CIG program, we requested an extension of our 2020/21 grant to be able to draw the remaining funds for the work that has yet to be completed that was contracted for that fiscal year. The LCEDJPB President, Kim Withers, has agreed to put this extension request on the agenda for the board to vote on this month and will get back to us with the final decision. We may not receive the extension because it wasn’t submitted 45 days in advance of the meeting. Although we have obligated 100% of the funds, the grantees haven’t completed the work and invoiced us for it. As such, we aren’t able to invoice the LCEDJPB for reimbursement.

Wells Fargo Account Close-Out – Amy Mahoney was able to successfully narrow down the last of the outstanding payments from this account. The old checks have been voided and new checks have been cut from the Jonah Bank account to allow us to wrap up closing this account by the end of the month (June 2021). The credit card has been closed and paid in full and the paperwork has been submitted to remove her from the account.

Access – Gabriella has almost completed the Access class through LCCC. The purpose of this class is to provide the tools needed to develop a functional database in Access to better track the businesses in the DDA district boundaries as well as to make annual reports easier to generate and improve overall data tracking. Amber T. has started working on Access databases for businesses and properties in the district as well as an invoice/payment/deposits received tracking system to streamline the monthly reporting process.

Website – Amber T. continues to add businesses to the business directory as forms are received. No new businesses have been added. She is also adding events and job postings to the website on a weekly basis.

BUSINESSES OPENING/EXPANDING/CLOSING

Opened: Cheyenne Post (Relocated to 1603 Capitol Avenue), Annex Gaming Cafe (205 W. 18th St.)

Coming: Ike's Bar and Grill (2021), Lola West Bistro & Cabaret (June 2021 - though no longer continuing with this concept), Project Chupacabra Partner (June 2021)

Still Looking to Expand/Currently Expanding:

Potential Business:

Closing/Closed: The Gathering Bakery

Net Business Openings (since July 1st): 20 (25 New – 5 Closures this FY)

Net Job Creation: 92 (Missing The Lincoln & EQ Capital; does not reflect staff loss from The Gathering Closure)

**Note – as part of the Visitor's Guide, Gabriella, Amber T., and Haylee conducted a lot of cross-checking on the list of businesses. Through that process, we learned that some businesses have closed or relocated outside of the district. The bulk of these were attorneys, insurance agents, or accountants. The database will need to be updated accordingly. It's unclear when they closed and whether they should be included in this year's or in last year's numbers.*

ECONOMIC DEVELOPMENT PROJECTS

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 buyer has exercised the extension on due diligence through the end of June. It is tentatively proposed to be residential housing with commercial on the main level. Cheyenne LEADS continues to be in communication with the buyers as the extension of the due diligence period ends at the end of this month.

Artspace – A revised pro forma has been completed and 100% of financing has been identified less the land acquisition. This project is on hold pending the outcome of the TIF and the 6th Penny Ballot Proposition. The TIF is anticipated to take 9 months to implement.

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 was executed for the Planning Commission and City Council earlier this year. These regulations have been introduced and are up for second reading at the June 14th Council Meeting. If all goes according to plan this should be adopted by Council by June 28th, though additional work will be needed to map what properties the regulations apply to.

Bell Building – Haylee and Amber attended the February Brownfield meeting via Zoom. All remediation has been completed and roof repairs are complete. The building has been listed for sale in the amount of \$975,000.

Westby Edge – Haylee and Amber toured the project site in February. They've gotten all of the City permitting approved and have made substantial progress with renovations. They anticipate having a bar/restaurant along with office space. In addition, they'll be building several upscale townhome apartments for rent.

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 Chupacabra – This is a local, organic project that has enormous potential. One of the partners on this project is anticipated to open in the building in June, though it has not been announced at the time the board packet was sent out. This mixed-use proposal will have industrial, retail, and residential components.

MAIN STREET UPDATES

- Haylee attended the Wyoming Main Street Conference in Saratoga June 2-4 to connect with the other Directors and learn more about Main Street's Community Transformation Strategies.
- Earlier this month we received the certificate recognizing the Cheyenne DDA as a 2021 Main Street Accredited Program. Haylee is working with the Wyoming Main Street staff on a presentation with the Mayor and City Council later for this recognition.
- The May Main Street Report was submitted on May 28, 2021.

FIP/CIG Programs

Completed FIP Projects:

- The work on the Mendocino Building has been completed and the FY19 Award has been paid in full to Adeli LLC in the amount of \$46,610.85. This final payment is reflected on the Bill Payment List in this month's board packet.
- OTEL Building – The work to replace the windows is complete and the final invoices for the FY20 FIP Award have been paid in full to Glen Garrett - the first invoice totaling \$79,999.14 and the second invoice totaling \$7,500 for the 2nd half of the architectural design services. This final payment is reflected on the Bill Payment List in this month's board packet.
- As of June 2021, there are no further outstanding FIP projects.

Outstanding CIG Projects:

- The tree for the Bell Building is still outstanding.
- The CIG application for Ike's Bar and Grill for an outdoor patio including egress was approved at last month's meeting and is currently in progress.
- The CIG application for 309-311 W. 18th for new awnings is still in progress.
- The CIG application for the Hawthorn Tree signage is complete. We received the invoice and paid out the amount of \$5,000. This final payment is reflected on the Bill Payment List in this month's board packet.
- The CIG application for 609-611 W. 18th St. to repaint the existing mural with artwork that is more permanent and related to Wyoming not to exceed \$2849 requires board approval. A copy of this CIG application is included in this month's board packet.

Potential CIG Projects:

- JazMinn's Events & Décor – 110 E. 17th 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

Downtown Development Authority

JUNE 2021 SOCIAL MEDIA ANALYTICS



Facebook

9,950

**TOTAL
PAGE LIKES**

+66% from last month
100 new likes

10,551

**TOTAL PAGE
FOLLOWERS**

+77% from last month
138 new followers

59,711

POST REACH

Or +28% from last month

10,662

**POST
ENGAGEMENT**

Or +4% from last month

1,266

PAGE VIEWS

Or +69% from last
month

4

PAGE ACTIONS

Or -20% from last month

Instagram

2,000

+34

Total Followers

1,357

+8.6%

Accounts Reached

1,099

+70.1%

Content Interactions

Downtown Development Authority

JUNE 2021 WEBSITE ANALYTICS



IMPRESSIONS

+21.2% from last month



SITE VISITORS

+71.5% from last month



CLICKS

+47.3% from last month

Top Search Queries:

1. downtown cheyenne wyoming
2. downtown cheyenne
3. cheyenne events
4. cheyenne dda
5. cheyenne downtown development authority

Clicks

62
40
21
15
15

Impressions

542
309
400
50
33

Most Popular Content:

1. Home
2. Event Schedule
3. Directory
4. Staff
5. Top 10 Date Night Ideas

Views

815
404
173
173
92

Website Traffic

How people found the site

72.9%

Organic Traffic

18%

Direct Traffic

3%

Referral Traffic

6.1%

Social Traffic

