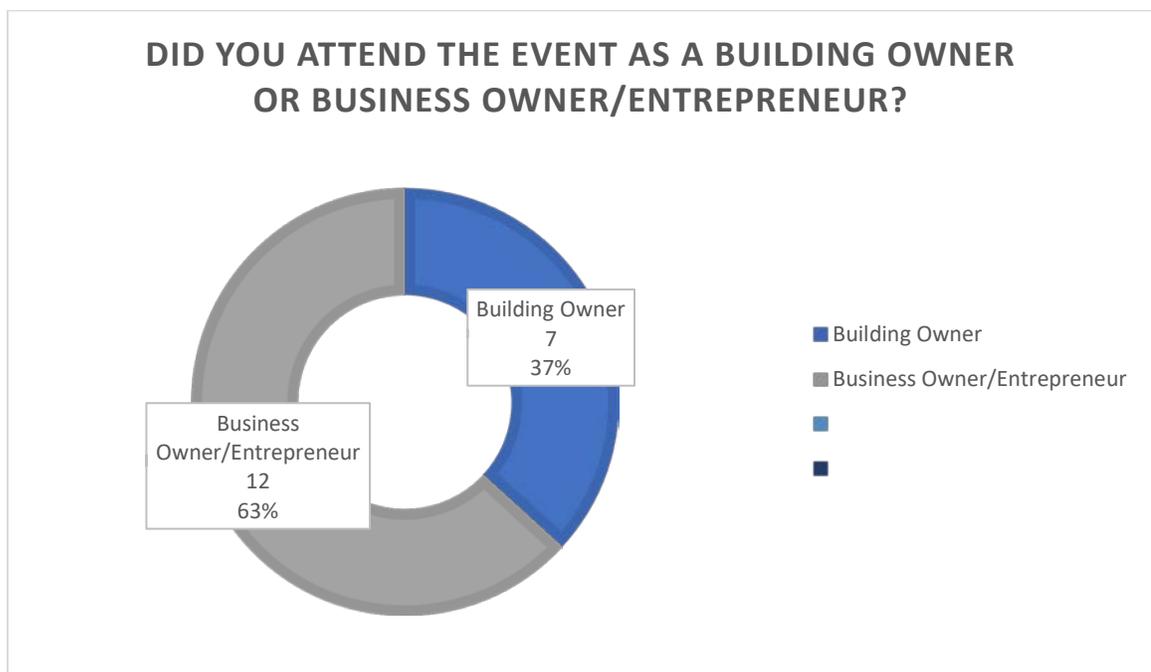




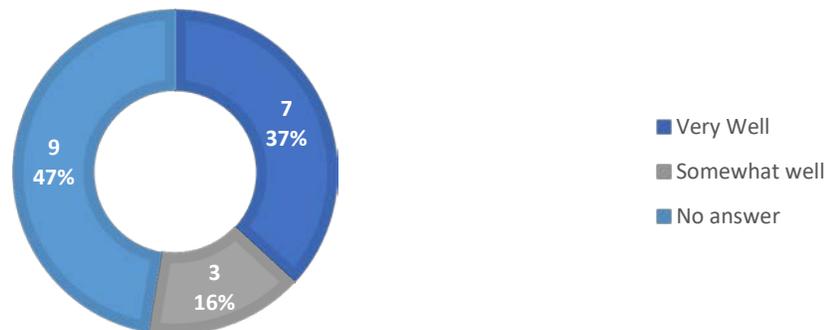
Test 1A Exit Survey Results

On April 24th, the City of Cheyenne conducted a test of our idea, **Buildings With A Purpose**, as part of Bloomberg Philanthropies' Mayors Challenge. Exit surveys were distributed to stakeholders after being led through story boards. A total of 19 exit surveys were completed. Here are the results:





IF YOU ATTENDED AS A BUILDING OWNER, OVERALL, HOW WELL DID YOU FEEL THE STORYBOARD PANELS & ACTIVITIES REFLECTED THE CHALLENGES OF REDEVELOPING AN EXISTING BUILDING?



What they're saying

"It would be hard to summarize the challenges in nine panels, so what you did was good."

"The line of query brought out a torrent of thoughts – well done!"

"Encouraged...excellent dialogue!"

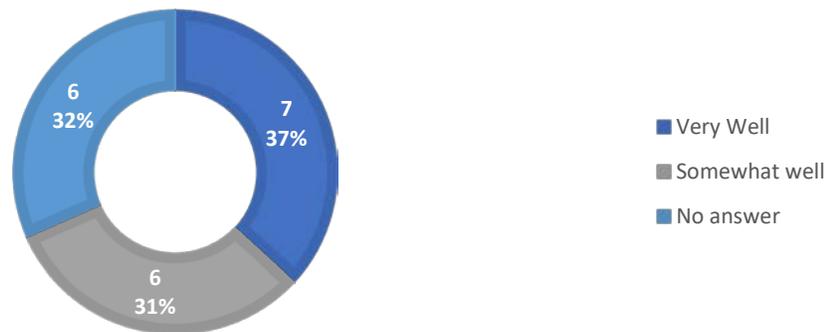
"The storyboards really helped start conversations."



Bloomberg
Philanthropies

BUILDINGS
WITH A PURPOSE

IF YOU ATTENDED AS A BUSINESS OWNER/ENTREPRENEUR,
OVERALL, HOW WELL DID YOU FEEL THE STORYBOARD PANELS
AND ACTIVITIES REFLECTED THE CHALLENGES OF FINDING THE
RIGHT SPACE TO GROW A BUSINESS?



What they're saying

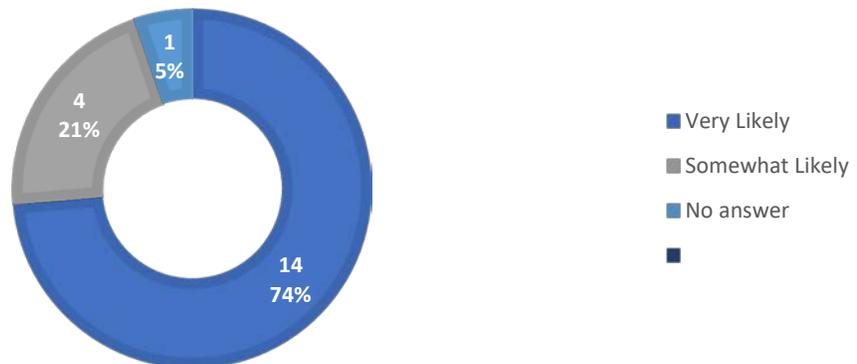
"We need to do more work of course, however, I hope to be a part of the process."

"I didn't see the storyboards tied back as well as expected."

"Good questions and information. Promising outlook for potential entrepreneurs."



HOW LIKELY WOULD YOU BE TO USE AN ELEMENT OF THE BUILDING WITH A PURPOSE PROGRAM? (WEBSITE, INCENTIVES, BUSINESS LIAISON, ETC.)



What they're saying

"I really like the idea of what this project can provide and getting help would take a lot of the overwhelm out of renting a space for my business if it needed structural improvements, etc."

"Sounds like the path would be planned out in detail for you."

"I think this is a great idea! Helping match entrepreneurs to building owners gives us a level of confidence that was missing when considering a remodel to an old building."

"Stellar idea...can't wait."

"I'm not looking for a space, but I'm a curious person, so I would check out the website and could very well stumble upon info that might make me think about renting a space in the future."

"I like the personal touch."

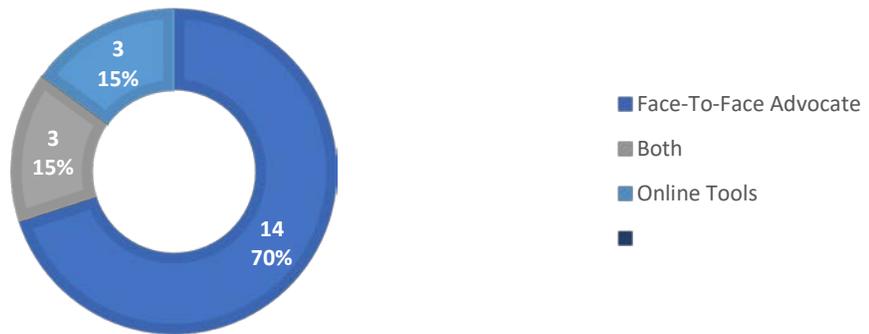
"I think this is a great start to revitalize downtown."



Bloomberg
Philanthropies

BUILDINGS
WITH A PURPOSE

DO YOU THINK IT WOULD BE MORE ADVANTAGEOUS TO HAVE AN ADVOCATE TO WORK WITH YOU ONE-ON-ONE TO HELP WITH REDEVELOPING A BUILDING OR STARTING A BUSINESS, OR TO HAVE INFORMATION AND TOOLS AVAILABLE ONLINE?





Bloomberg
Philanthropies
BUILDINGS
WITH A PURPOSE

What do you think was missing from the storyboard presentation?

“I missed the explanation that we would be waiting our turn to start, so it was a bit confusing at first.”

“I honestly didn’t pay all that much attention to the panels. I paid very good attention to my moderator who did a great job explaining everything to me. I got way more from our conversation than I would have from the panels.”

“How can we use the experiences of other turnarounds?”

“Financial incentives, issues with renovation codes, regulations, and unknowns.”

“Financing help opportunities could be mentioned.”

“Something that gave the idea of the length of the task.”

“Great idea, I hope to see us as business owners working together.”

“Examples of success.”

“Mission statement.”

“The discussion was good but lacking details to assist business owner buy-in.”

“Multiple challenges of code compliance.”



Bloomberg
Philanthropies
BUILDINGS
WITH A PURPOSE

What part of Buildings With A Purpose has you most excited?

“Transforming vacant space into commercial/residential space.”

“Utilizing space that is hopefully affordable for small business owners.”

“The revitalization of downtown.”

“Incentives to business owners and building owners.”

“The possibility of the right business in the right space.”

“The potential for improving downtown.”

“Business liaison role.”

“Business liaison for City.”

“Helping business’ find space while helping fill the empty spaces we have.”

“Developing spaces for small businesses in Cheyenne.”

“Incentive programs/streamline.”

“Matching of needs.”

“Potential growth and creation of a network that helps connect the dots.”

“That Cheyenne might get a thriving, vibrant, interesting downtown.”

“The ability to have connections with building owners and meet face to face.”

“The feeling of community and everyone helping each other accomplish goals.”



Bloomberg
Philanthropies
BUILDINGS
WITH A PURPOSE

What is one tool or resource to redevelop a building or start a business that is missing that you feel you presently can't find anywhere?

"With the Bloomberg project we feel we are finding what we need."

"Ability to reach out and find an investor and property owner that sees and understands your vision."

"Guidance and education regarding key capital resources along with access to City entities/personnel to answer questions."

"Meet-ups for entrepreneurs."

"Risk financing."

"More networking opportunities."

"A positive retail forecast."

"Diversification, unique business ideas."

"Reduce all the roadblocks with the City Building Department regulations and business."

"A clear understanding of all licensing requirements."

"Small business consultation and affordable logo design/signage."



Additional comments

“Key issues are reducing the length and difficulty of the process to modify old buildings and financial incentives for building owners and businesses.”

“I would encourage the program to have a business planning element to encourage building owners to plan and open viable businesses and building owners to lease to business owners who are likely to succeed.”

“Awesome concept. Would be great to find a way to make it happen.”

“You are using terms I don’t have context for. A lot of my conversation with the moderator was useful as the individual put things into words I understand. She did a great job but maybe think for future presentations that you guys are used to using ‘City Hall/Business’ lingo. Like when a doctor uses medical terms and phrases to explain something to you but you don’t know what they mean. That’s a bit of how I experienced the panels and flash cards. I’m in healthcare not civics.”

“We are excited and eager to have a part in being involved with Cheyenne’s West Edge Development. We feel bringing residential spaces to downtown is vital to bringing business to downtown so small businesses can be successful which will make building owners successful. Thanks for having us!”