



# CHEYENNE DOWNTOWN DEVELOPMENT AUTHORITY

2101 O'Neil Ave., Room 202  
Cheyenne, WY 82001  
(307) 433-9730  
[downtowncheyenne.com](http://downtowncheyenne.com)

## MEMO

To: Downtown Development Authority Board of Directors  
From: Sophia Maes, DDA Executive Director  
Date: April 16, 2026  
Subject: Fiscal Year 2027 Proposed Budget

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### Recommended Motion

Motion to approve the FY2027 Budget as presented.

### Background:

This agenda item fulfills the requirement for a public hearing for the DDA FY2027 Proposed Budget. Legal notice for this public hearing was published in the Wyoming Tribune Eagle on April 1, 2026 (see attached).

Attached is the proposed budget for fiscal year 2027 (July 1 to June 30). The budget represents an estimated \$14,610.00 (3.0% annual) increase in mill levy assessment collections (\$501,610) and a decrease in investment income earned (-\$27,759.15). The interest earned estimate is based on an estimated \$625,000 dollars being left in the Wyoming Government Investment Fund (WGIF) which as of April 7, 2026, has a seven-day yield of 3.56% (versus \$1 million in the WGIF account during FY2026).

The proposed budget is an increase in the budget from the prior year. The proposed budget of \$1,052,800 is \$226,526 more than fiscal year 2026 (final budget increase in April 2026), brings in \$464,190 from reserves, accounts for a \$30,000 grant from the Cheyenne-Laramie Co. Economic Development Joint Powers Board, and \$10,000 in funding from Laramie County. The City contributes approximately \$290,900 covering all payroll, insurance, and benefits for employees. Additionally, other City staff provide support to DDA employees at no cost to the DDA. The FY2027 Proposed Budget includes costs associated with an independent office outside of the City Building, along with associated expenses. The City has provided physical office space and all things commonly associated with office space at no cost to the DDA board since March 2023.

Highlights of the proposed budget are below.

- **Independent Office Expenses, \$65,100 total** – Expenses associated with an independent office space outside of the municipal building.
  - 505 – Telephone and Internet, \$3,600
  - 525 – Rent, \$24,000
  - 530 – Cleaning, \$10,000
  - 550 – Office Supplies, \$20,000
  - 560 – Renter's Insurance, \$1,500
  - 591 – Utilities, \$6,000



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- **NEW ITEM: 713 – Visit Cheyenne “Shop Local” Gift Card Program, \$10,000** - To be managed by Visit Cheyenne, this program would be part of the "Shop Local" initiative but not specific to downtown. Board would need to determine how every downtown business would be able to participate if desired. Budget line number (713) is proposed, may be different in final budget.
- **710- Downtown Planter Program, \$87,000** - Includes remaining funding for current 1-year vendor contract with potential contract extension (total vendor costs from July 1, 2026 -June 30, 2027). Also includes 8 water efficient planters and soil for the Southside Corridor and potentially West Edge (pending results of summer 2026 pilot program), as well as signage and winter displays for winter 2026-2027.
- **720 - Sponsorship \$75,000 total**  
This line item represents sponsorships to other events and organizations that may make requests throughout the year. Allocations will be made on a request basis and sponsorship funds must face public facing activities and programs that have direct public benefit.
- **735 - Façade Improvement Program (FIP) \$200,000 total**  
This is a preservation-based facade improvement program aimed at revitalizing historical structures by restoring and enhancing their exterior appearance while fostering economic growth through increased property values and tourism. The program parameters have been updated and staff anticipates several large applications throughout the FY27.
- **736 - Capital Improvement Grant (CIG) Program \$200,000 total**  
This program has been commonly used in recent years, comprising a majority of the grants awarded in recent years. In fiscal year 2026, \$200,000 was budgeted (\$201,500 final approval in April 2026) and it is expected that all grants will be allocated prior to the end of the fiscal year.
- **738 – Sidewalk Match Program, \$100,000** – Formerly the Sidewalk 50-50 Improvement Pilot Program. Evolving into an official grant program. Parameters and City partnership/capacity will need to be discussed. This may become a more traditional grant program (with a higher award maximum and/or lower match) to be mindful of City resources.
- **739 - DDA Board Strategic Projects \$30,000 total**  
This line item replaces the previous “Large Projects” line item and provides clarity that this is a special fund to carry our unique Board projects outlined in the 2024 Cheyenne DDA Plan of Development.
- **745 – Community Events, \$125,000 total** – Annual events that the DDA has and will consistently support. Includes \$30,000 for Visit Cheyenne event management (Old West Holiday, Cheyenne Day, etc.), \$35,000 for 2027 Fridays on the Plaza and other strategic community events.
  - **745 - Visit Cheyenne Events (formerly under 708 – Event Management), total \$30,000**
    - **Downtown Express Shuttle (July), \$7,500** - The Downtown Express shuttle provides a free, convenient, and stress-free way for attendees to travel between Downtown Cheyenne and Frontier Park, reducing traffic congestion, impaired driving, and parking challenges. Offering reliable transportation to make it easier for visitors to fully experience the best of Cheyenne and provide a convenient way to explore our vibrant downtown businesses. Ridership has increased steadily since 2022.



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- **Downtown Busker Program (July) \$2,250** (formerly under 708 – Event Management) - Launched in 2024 during CFD, the Downtown Busker Program received tremendous positive feedback from business owners to visitors, and the musicians themselves. Designed to enhance the visitor experience, support local artists, and drive foot traffic to downtown businesses, this initiative helps to transform public spaces into engaging, lively destinations.
- **Cheyenne Day (July) \$2,500** (formerly under 708 – Event Management) - Cheyenne Day provides a key opportunity to activate downtown with unique programming that encourages visitors to linger, explore, and experience what makes our city special. The variety of local events all contribute to an energetic, welcoming atmosphere that keeps people engaged throughout the day. By investing in Cheyenne Day, we create an environment where local businesses thrive, and residents take pride in their community. One of the most important aspects of Cheyenne Day is that it ensures everyone in our community can take part in the excitement of Frontier Days, regardless of their budget. While tickets to the rodeo, concerts, and carnival can be cost-prohibitive for some, Cheyenne Day offers a free and accessible way for locals and visitors to experience the spirit of the celebration and our incredible downtown. Attendance for this event has noticeably increased each year since 2022.
- **Old West Holiday (December) \$17,750** (formerly under 708 – Event Management) - Old West Holiday brings families, friends, and visitors together to enjoy a unique seasonal experience. With free and low-cost activities such as Santas Horses at the Stables, visits with Santa and Mrs. Claus, and adult-focused experiences like the Running of the Santas, this multi-weekend experience ensures that everyone can participate in the holiday fun. By strategically placing events and activations across multiple weekends and throughout Downtown Cheyenne, Old West Holiday drives foot traffic to local businesses, encouraging holiday shopping and dining. The Santa Stop Sweepstakes, and our new digital passport program, incentivizes participants to explore shops, restaurants, and attractions.

The DDA Board may elect to adopt the budget as presented or make modifications. If the DDA Board desires more discussion on this item, it may vote to postpone to a special meeting.

## Staff Recommendation




Staff recommends the DDA Board approve the FY2027 Budget as presented.

## Attachments

1. Legal Notice of FY2027 Proposed Budget (4/1/2026)
2. Fiscal Year 2027 Proposed Budget



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## Legal Notice of FY2027 Proposed Budget (4/1/2026)

### LEGAL NOTICE

The Cheyenne Downtown Development Authority will hold a public hearing for the proposed FY 2027 budget on Thursday, April 16, 2026, at 10:00 AM at the Western Vista Conference Room, 1920 Thomes Ave, Cheyenne, WY, also available through the agenda link at [downtowncheyenne.com](http://downtowncheyenne.com) under "Meetings." This notice is available in alternate, accessible formats upon request.  
PUBLISH DATE: April 1, 2026  
NO. 730264

## Downtown Development Authority Proposed Budget - Fiscal Year 2027

Revenue	Proposed	Comment
405 - Laramie County	\$ 10,000	
410 - LCEDJPB	\$ 30,000	
415 - City of Cheyenne		
425 - Mill Levy	\$ 501,610	
430 - Wyoming Business Council	\$ -	
440 - Fundraising	\$ -	
445 - Other Income	\$ -	
450 - Revenue from Reserves	\$ 464,190	
900 - Investment Income	\$ 45,000	
920 - Interest Earned	\$ 2,000	
<b>Grand Total Revenue</b>	<b>\$ 1,052,800</b>	
Administration Expenses	Proposed	
500 - Computer Hardware & Software	\$ 3,000	
505 - Telephone and Internet	\$ 3,600	
506 - Website	\$ 1,800	
510 - Accounting & Audit	\$ 27,500	
525 - Rent	\$ 24,000	
530 - Cleaning	\$ 10,000	
550 - Office Supplies	\$ 20,000	
555 - Credit Card & Bank Fees	\$ 200	
560 - Renter's insurance	\$ 1,500	
575 - Insurance - Board & Officers	\$ 2,500	
580 - Education & Training	\$ 15,000	
591 - Utilities	\$ 6,000	
598 - Postage	\$ 2,500	
<b>Administration Expenses Subtotal</b>	<b>\$ 117,600</b>	
Operations Expenses	Proposed	
702 - Printing	\$ 1,000	
703 - Membership & Subscriptions	\$ 7,200	
705 - Advertising and Marketing	\$ 60,000	
706 - Professional Services	\$ -	
707 - Logo Design Pilot Program	\$ -	
709 - Downtown Mural/Arts District Program	\$ -	
710 - Downtown Planter Program	\$ 87,000	
711 - Downtown Banner Initiative	\$ 7,000	
712 - Graffiti Removal	\$ -	
713 - Downtown Gift Card Program	\$ 10,000	
720 - Sponsorship	\$ 75,000	
735 - Façade Improvement Program Grants (FIP)	\$ 200,000	
736 - Capital Improvement Grant (CIG)	\$ 200,000	
737 - Large Projects	\$ -	
738 - Sidewalk Match Program	\$ 100,000	
739 - DDA Board Strategic Projects	\$ 30,000	
745 - Community Events	\$ 125,000	
750 - Market Research	\$ 3,000	
<b>Operations Expenses Subtotal</b>	<b>\$ 935,200</b>	
<b>Grand Total Expenses</b>	<b>\$ 1,052,800</b>	
<b>Difference</b>	<b>\$ -</b>	

\*Cost of personnel and benefits are not included in this budget