

CHEYENNE DDA

WORK SESSION

APRIL 17, 2025

Cheyenne DDA Board Overview

(W.S. 15-9-201 et seq.)

WHY
are we all here?

To see downtown Cheyenne thrive

What is a DDA (in Wyoming)?

A MUNICIPAL BOARD	<ul style="list-style-type: none">• Appointed by the Mayor and created to support the revitalization of downtown.
A CATALYST	<ul style="list-style-type: none">• Spurs downtown development, investment, and beautification.
A CONVENER	<ul style="list-style-type: none">• Brings business and property owners together working to align on shared goals.
A PARTNER	<ul style="list-style-type: none">• Works with the City and community in planning, projects, and public space improvements.
A STEWARD	<ul style="list-style-type: none">• Utilizes public funds, such as the mill levy, to invest in downtown priorities.
A RESOURCE	<ul style="list-style-type: none">• Supports small businesses through resource connection, grants for public right-of-way projects, and promotion of events that benefit the downtown district.

The Cheyenne
Downtown
Development
Authority is an **Urban
Renewal** tool.

It is one cog in the
downtown
revitalization and
development
machine.



**How does the
Cheyenne DDA
help downtown
thrive?**



What can the Cheyenne DDA do to help downtown thrive?

Allowable activities per W.S. 15-1-202



Planning or
management of
development
activities in the
Downtown
District



Landscaping
and
maintenance
of public
spaces



Promotion of
public events



Activities in
support of
business
recruitment
and
development



Any economic
improvement
activities that
benefit the
district



What can the DDA **NOT** do?



CANNOT have full autonomy

The DDA is a municipal board. It operates under the City of Cheyenne and is bound by municipal procedures and oversight.



CANNOT replace City Departments

The DDA cannot issue permits, do public works, or enforce codes.



CANNOT control parking enforcement or policy

The DDA can advocate for solutions, but the City manages parking policy, enforcement, and infrastructure.



CANNOT collect or spend funds freely

All expenditures must follow public budgeting rules and must benefit the defined DDA district overall. Public funds may only fund a public purpose or improvements in the public right-of-way.



What can the DDA **NOT** do?



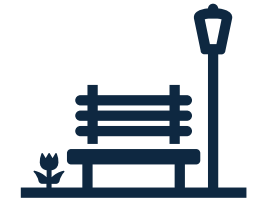
CANNOT have legislative or policing power

The DDA cannot make or enforce laws, zoning decisions, or override City authority.



CANNOT automatically represent downtown

The DDA must continuously engage with stakeholders to reflect their priorities; it does not automatically speak for everyone.



CANNOT bypass public process

All DDA projects are public and require permits, licensed contractors, and compliance reviews through City departments.

Cheyenne DDA at Present

- ❑ Renewal of MOU with the City of Cheyenne (June 2025)
 - Three total staff members (two full-time, one part-time)
 - Planning and Development Director oversight and varying time commitments
 - Additional City staff support –Treasurer, Attorney, Compliance, etc.
- ❑ Limited staff and Board capacity
 - Scope creep, too many cooks, too many directions (lack of prioritization)
- ❑ Grant Programs for Private Properties (in public right-of-way)
 - Unclear parameters and evaluation requirements
- ❑ Right-of-way beautification programs
 - Limited capacity to maintain and/or manage well
- ❑ Unknown public perception/communication/stakeholder involvement
- ❑ 2027 Mill Levy Election



What we've heard - Stakeholder feedback

Stakeholders want more proactive outreach from the Board.

Some feel the DDA Board isn't listening.

Communication gaps between City and DDA frustrate stakeholders.

Past engagement from and with stakeholders has been lacking.

Confusion persists around the DDA's purpose and power.

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Stakeholders want design committees back to streamline decisions.

Stakeholders question how much authority the DDA really has.

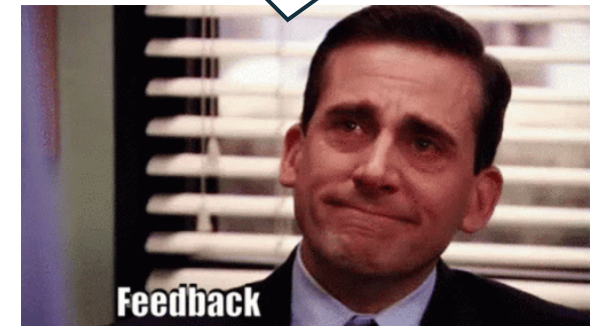
Call to use reserves for visible, high-impact projects.

Don't want to spend money on designs, would rather implement through grassroots activism

Parking garage and PR efforts need a reset.

Uncertainty over what Board members can discuss outside meetings, need clarification on Ex Parte restrictions.

Some pushing for full separation from the City by June 2025.



Plan of Development

Implementation Strategy

**How does the
Cheyenne DDA
help downtown
thrive?**



Blight and Low Property Values: What is blight?



Scan QR code for
Expanded Downtown
Blight Study



The Urban Renewal Authority evaluates blight based on ten conditions:

Deteriorated or deteriorating structures

Predominance of defective or inadequate street layout

Faulty lot layout in relation to size, accessibility or usefulness

Unsanitary or unsafe conditions

Deterioration of site or other improvements

Diversity of ownership, tax or other special assessment

Delinquency exceeding the fair value of the land

Defective or unusual conditions of title

Existence of conditions which endanger life or property by fire and other causes

Blight and Low Property Values: What causes reduced property values?

High vacancy rates

Conditions of blight

Lack of strong public
policies

Development costs
too high

Attracting businesses
that don't fit with the
desired downtown
identity

How to Stop Blight and Increase Property Values

Lower development costs:

Close (or lessen) the financing gap for development through grants, incentive programs (TIF), etc.

Attract Property Investment:

Make commercial and residential development more appealing through market and key priority indicator reports, public relations and marketing of district, and infrastructure support.


Support Property Improvements:

Facilitate right-of-way improvements and encourages private property investment aligned with district goals.

Drive Consumer Demand:

Enhance business visibility by promoting the downtown district overall and connecting businesses to helpful resources.

Local businesses attract customers through their offerings and marketing.



Step 1: Expand DDA Capacity through subcommittees and volunteers

Subcommittee Creation

- Design Subcommittee
- Mobility/Infrastructure Subcommittee
- Promotion/Events Subcommittee
- Economic Development Subcommittee









Volunteer Development

- Assignments depend on subcommittee progress/needs
- No-experience-needed
 - Alley clean up, planter program, block clean up, events, Downtown Ambassador outreach, etc.
- Others?

Step 2: Improve Communications with downtown stakeholders, City departments, and the public

- Update projects and drive traffic to Connect Cheyenne platform
- Quarterly (potentially monthly) newsletter
 - Plan of Development Action progress
 - Feature/highlight of existing business resource (e.g. SBDC)
 - Feedback surveys about DDA progress
 - Market/Economic Analysis for CBD
 - City Council/other government updates/actions that effect downtown
 - Downtown events
- Social media strategy revamp
 - More educational/informative tone
 - Building brand/identity of trusted source of downtown development information
 - More big-picture posts about development progress and things to do

Step 2: Improve Communications (cont'd)

Title			Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 The Big Boy is back! Welcome back to Cheyenne. We're happy t... Photo · 🔥 Cheyenne Downtown Development Authority - DDA	Boost	Jul 26, 2024	54.6K	565	14	52	
 The Stencil Group is set to build a 5-story, market-rate apartmen... Photo · 🔥 Cheyenne Downtown Development Authority - DDA	Boost	Tue Mar 25, 10:07am	38.8K	366	76	39	
 Have you seen these new vehicles around downtown? Designed ... Photo · 🔥 Cheyenne Downtown Development Authority - DDA	Boost	Thu Mar 13, 3:00pm	24.8K	107	82	9	
 🇬🇧 Congratulations to our Holiday Window Display Contest win... Photo · 🔥 Cheyenne Downtown Development Authority - DDA	Boost	Dec 17, 2024	18.7K	95	8	13	
 Welcome to The Ranch Wife Mercantile , where Wyoming pride ... Reel · 🔥 Cheyenne Downtown Development Authority - DDA	Boost	Oct 4, 2024	14.6K	236	12	19	
 The set up is starting and the energy is growing toward our first ... Photo · 🔥 Cheyenne Downtown Development Authority - DDA	Boost	Jun 3, 2024	13.5K	93	4	12	
 Are you all ready for the start of Fridays on the Plaza? The atmos... Photo · 🔥 Cheyenne Downtown Development Authority - DDA	Boost	Jun 7, 2024	9.3K	53	4	8	
 Step into the world of Clay Paper Scissors Gallery & Studio 🎨 Fr... Reel · 🔥 Cheyenne Downtown Development Authority - DDA	Boost	Nov 22, 2024	8.8K	132	7	19	

Step 2: Improve Communications (cont'd)

- High-Level Communications Plan (line item in FY26 Budget)
- Website RFQ
- Website updates
 - Ensure all information is up to date ASAP
 - Grant program information/applications easily accessible
- Stakeholder Town Halls → Frequency?



Step 3: Build resources for investors and business recruitment per DDA goals

- **Grant Program Redesign** to fit with Plan of Development goals
 - CIG: Redesign to incentivize larger infill investments (\$50,000-\$100,000 per grant)
 - Preference to mixed-use developments (increase residents and earn mill levy), but **must have** commercial component
 - Grants for downtown capital improvements: public sidewalk improvements, public park support, urban forestry support, etc.
 - FIP: Collaborate with the Historic Preservation Board to create a targeted historic preservation grant.
 - Offer higher match rates for projects involving historic buildings.
 - Sidewalk Improvement Program:
 - Define clear program guidelines, develop a user-friendly application in OpenGov, and coordinate with Engineering on project scheduling.
- **Market Research & Reporting (external and internal):**
 - Gather and provide data that reflects key priority indicators (KPIs) sought by developers and investors.
 - Collaborate with partners like LEADS, the Chamber, and Visit Cheyenne to collect CBD-specific data

Activity

1. Create subcommittees
2. Rank implementation actions by
 - a. Ease of Implementation
 - b. Level of impact
3. Place highest implementation actions in 1-Year Goals (to be completed by June 2026)
 - a. Be realistic of what can be accomplished **well** within 1 year

Guiding Question: “How much will this stop and prevent property deterioration and blight within Downtown Cheyenne?”



Subcommittee Discussion

Option 1	Option 2	Option 3
<ol style="list-style-type: none">1. Design Subcommittee2. Mobility/Infrastructure Committee Focus3. Promotion/Events Committee Focus4. Economic Development Committee Focus	<ol style="list-style-type: none">1. Rules & Regulations for Grants Subcommittee2. Beautification/Parking Subcommittee3. Infrastructure/Land Use Subcommittee4. Communications/Outreach Subcommittee5. Data/Benchmarking Subcommittee	Hybrid: Task Forces & Subcommittees (depending on deliverable)

Notes:

- Limit outside subcommittee members (need Board ownership)
- Not all action items should have a standing committee, some are more suited to task forces

DDA Priority Actions (Suggestions)

1. Cost Benefit Analysis for City/DDA MOU (must make good business sense)
2. Baseline Data for Downtown Market
3. Marketing/Communication Plan
 1. Engage advertising firm/agency (potentially the same one Visit Cheyenne uses)
 2. Really highlight Plan of Development
 3. New Website
4. Resource Guide (hand-out & on website)
5. Fund a design/costing proposal for 1600 Alley & Pump House Park
 1. Work with City Engineering, get renderings of the projects
 2. DDA Ambassadors can do more outreach/speaking to project feasibility
6. On-street parking striping/signage: Contract a professional (DDA funds)
7. Join forces with Downtown Stakeholder groups
8. Annual “Summit” of Board Accomplishments



1 Year Plan of Development Priority Actions

1. 15th Street Experience
2. Communications
 - a) Website Updates
 - b) Public Perception
3. Resource Repository
4. Enhance Downtown Parking (painting and additional spaces)
5. Streetscape/Greenscape Enhancements (planters/street fixtures)
6. Beautification/Wayfinding
 - a) Gateway Enhancements
 - b) Wayfinding Signage
7. Winter Events (NYE?)