



Cheyenne Downtown Development Authority

(307) 433-9730 • administrative@downtowncheyenne.com • 2101 O'Neil Ave., Room 202, Cheyenne, WY 82001

STAFF REPORT

Proposal: DDAS-26-3: Girls Day Out Sponsorship Request
Date: July 9, 2026
Staff Contact: Miya DeBusk, *Communications Coordinator*

RECOMMENDED MOTION:

Move to approve a financial sponsorship of \$6,000 to Sun & Stone Collective in support of the Girls' Day Out event on August 29, 2026. Funds shall be applied toward general event expenses including venue costs, marketing and promotion, live music and entertainment, fitness and wellness programming, and attendee experience enhancements.

BACKGROUND:

The Cheyenne DDA received a sponsorship request from Sun & Stone Collective to support Girls' Day Out (GDO), a community event held in the Historic Core of Downtown Cheyenne. The event is designed to elevate local and women-owned businesses while creating a free, accessible, and engaging experience for community members, mostly focusing on women, but open to all. GDO originated from a gap identified by organizer Leesha, who sought a spring marketplace opportunity for makers and small businesses and expanded the concept into a curated, experience-driven event. GDO is intentionally anchored downtown to leverage the character and visibility of the Historic Cheyenne Depot and surrounding area. The April 2026 event drew an estimated 1,400–1,500 attendees, with vendors reporting strong sales; several selling out of inventory before the event concluded. At least one out-of-state vendor has since explored opening a retail location in downtown Cheyenne as a direct result of their participation.

Primary Goals of the Event:

1. Support and Elevate Local and Women-Owned Businesses

GDO provides a dedicated platform for local makers, creators, retailers, and service providers (with an emphasis on women-owned businesses) to increase brand visibility, cultivate community connections, and drive sales.

2. Drive Economic Impact Downtown

By anchoring the event at the Historic Depot and actively incorporating downtown brick-and-mortar businesses, GDO directs consumer spending to the local economy. Past partnerships have included Barrett Creek Coffee (specialty event drinks), Prairie Rose (a flower bar experience), and Westward (attendee grab bag sponsorship).

3. Foster Community Connection

Beyond vendor sales and attendance metrics, GDO is designed as a social gathering space where community members can connect through shared experiences such as live music, wellness activities, artisan shopping, and curated services such as body art and salon offerings.



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4. Build a Signature Downtown Event

GDO aims to become a signature, highly anticipated event in Cheyenne's calendar, one that draws regional visitors and vendors through a distinctive combination of curated retail, wellness programming, and live entertainment unavailable at comparable local events.

Direct Public Benefit:

Girls' Day Out is a free, all-ages, and publicly accessible event that provides direct community benefit through the following:

- **Enhanced Social Well-Being:** Attendees have access to live music, fitness activities (yoga and Pilates), creative services (body art, henna), wellness offerings, and a diverse array of local vendors all within a welcoming downtown environment.
- **Community Engagement:** The event serves the general public and is designed to be inclusive. By bringing together residents, businesses, artists, and service providers in a shared space, GDO strengthens community identity and promotes local investment.

Safety and Accessibility Considerations:

Sun & Stone Collective has committed to the following in coordination with the DDA and Cheyenne Depot staff:

- Compliance with all venue requirements, including waste management, electrical safety, occupancy limits, and emergency egress protocols.
- Maintenance of clear and accessible pathways, entrances, exits, and vendor layouts in accordance with ADA requirements.
- Coordination with venue staff on event-day emergency procedures and safety planning.
- Deployment of staff and volunteers to assist attendees and manage foot traffic throughout the event.
- Cooperation with the DDA to address any special accessibility needs identified during the planning process.

Itemized Use of DDA Funds:

Requested DDA funds will be used toward the following event expenses:

- Venue Costs (Depot Lobby, Depot Plaza, Janitorial): \$2,400
- Marketing and Promotion: \$1,300
- Live Music and Entertainment: \$500
- Fitness and Wellness Programming: \$1,000
- Attendee Experience Enhancements (grab bags and event supplies): \$800

Total: \$6000

Marketing & Visibility Plan:

In exchange for sponsorship, the DDA will receive recognition across all event marketing channels and activities, including:

- **Pre-Event:** DDA logo placement on event graphics, social media posts, digital advertisements, flyers, and vendor/attendee registration materials. Inclusion in email communications distributed to prior attendees and participating vendors.



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- During Promotion: DDA acknowledgment in Facebook and Instagram content, with direct tagging in sponsor recognition posts.
- Day of Event: On-site signage at high-visibility locations. Optional inclusion of DDA-branded materials in attendee grab bags. Verbal acknowledgment by event organizers and performers.
- Post-Event: Inclusion in thank-you communications, social media recap posts, and a formal event report summarizing attendance figures, marketing reach metrics, and promotional recognition examples.

Impact on Downtown Visitation and Businesses:

Girls' Day Out is intentionally designed to increase foot traffic and consumer spending in downtown Cheyenne. Key indicators of impact from the April 2026 event include:

- Estimated 1,400–1,500 attendees visited the Historic Depot and surrounding downtown area.
- Multiple vendors reported their strongest single-event sales to date, with several exceeding their results from the Cowboy Christmas Market.
- Downtown partners such as Barrett Creek Coffee, Prairie Rose, and Westward directly participated in and benefited from the event.
- An out-of-state vendor is actively exploring a downtown Cheyenne retail location following strong customer response at the event.

With projected attendance of 2,500 for the August 2026 event, GDO is positioned to deliver measurable increases in downtown visitation, local spending, and business exposure.

ANALYSIS OF PROPOSAL WITH REVIEW CRITERIA:

1. **Review Criterion: The proposal meets the intent and purpose of a Downtown Development Authority and the execution of its Plan of Development pursuant to W.S. §15-9-201 et seq.** The statutory intent of the DDA includes promoting health, safety, prosperity, halting blight, and supporting redevelopment in the Downtown District.

The 2024 Cheyenne DDA Plan of Development is a governing body adopted plan to be executed for the DDA to fulfill its intents and purposes. The Plan of Development outlines four focus areas:

- Building & Street Character
- Economic & Cultural Development
- Infrastructure & Land Use; and
- Transportation & Parking.

The proposal aligns closest with Economic and Cultural Development. The goals of this area are to:

1. Encourage businesses to capitalize on increased pedestrian traffic and visitation tied to Downtown events.
2. Support arts, culture, and creative enterprises by expanding facilities, enhancing promotion, and funding.
3. Leverage Tax Increment Financing to spur private sector investment.



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The proposal supports goals #1 and #2 as an event being held in the Downtown District that encourages pedestrian traffic and enhances promotion of downtown patronage.

The proposal does sufficiently fulfill the Plan of Development's intent to use public funds for the promotion of public events that benefit the Downtown District. **The proposal meets this review criterion.**

2. Review Criterion: The proposal aligns with the appropriate use of public funds outlined in Article 16 of the Wyoming Constitution.

Article 16, Section 6 of the Wyoming Constitution outlines the appropriate uses of public funds (such as the DDA Special District Mill Levy), limiting them to the direct benefit of the public or the necessary support of the poor. Section 13 further provides that incorporated municipalities may "appropriate from local sources of revenue such funds as may be deemed necessary for an economic or industrial development project or program, public or private, subject to approval by a vote of the majority of the registered voters of the county or municipality voting upon the question."

The 2023 Mill Levy election, approved by a majority of the Special District's commercial property owners, authorizes the levy of 20 mills on commercial properties within the District to fund:

1. Landscaping or maintenance of public areas;
2. Planning or management of development or improvement activities;
3. Promotion of public events; and
4. Activities in support of business recruitment and development.

The request to fund general expenses for an event that is free and open to the public meets constitutional standards for the use of public funds and the mill levy purpose #3. **The request meets this review criterion.**

3. Review Criterion: The proposal meets the requirements for quality control, fairness, and public oversight the DDA exercises when granting funds to external entities.

The event is free and open to all citizens and visitors. This approach aligns with the criteria of fairness and equal benefit to the Downtown District.

Overall, the proposal meets the transparency and structure required to meet DDA funding standards. **The proposal meets this review criterion.**

CONCLUSION:

Staff analysis concludes that the request meets all review criteria. Staff recommends approval of a \$6,000 financial sponsorship, with the condition that the funds be used for general operating expenses for Girls' Day Out 2026.

STAFF RECOMMENDATION:

Staff recommends the Board approve a financial sponsorship of \$6,000 for expenses for the Girls' Day Out event taking place in the Depot on August 29, 2026, from 9:00AM to 3:00PM.



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ATTACHMENTS:

1. DDAS-26-3 Application
2. GDO Budget for August 29, 2026
3. GDO Print Flyer and Card
4. Depot Layout

C* Cheyenne, WY

June 11, 2026

**Record No:
DDAS-26-3**

DDA Downtown Event
Sponsorship
Application
Status: Active
Submitted On: 6/9/2026

Primary Location

121 W 15TH ST
Cheyenne, WY 82001

Owner

CITY OF CHEYENNE
2101 O NEIL AVE RM 101
CHEYENNE, WY 82001

Applicant

 Leesha McIntire
 307-421-3857
 girlsdayout.wyoming@gmail.com
 512 W 31st St
Cheyenne, WY 82001

Basic Event Information

To qualify for this DDA Event Sponsorship Program, events must be free and open to the public, take place within the Downtown District boundaries, and demonstrate a clear public benefit to the downtown community.

Event Name*

Girls' Day Out

Host Organization/ Name*

Sun & Stone Collective, Leesha McIntire

Organization Type (e.g., Nonprofit, Business, Government, Other): *

Business

Primary Contact*

Leesha McIntire and Andrea Thompkins

Time of Event*

9am-3pm

Event Start Date*

08/29/2026

Event End Date*

08/29/2026

**Is the event within the DDA District Boundaries?* **

Yes

Event Location within District*

Historic Core

Is this a recurring event? *

Yes, but not sure how often

Is this event free and open to the public?*

Expected Attendance*

Yes, anyone can attend

2,500

Target Audience (children, families, adults, professionals, etc.)*

This event primarily appeals to women looking for a fun and social experience with their friends, mothers, daughters, sisters, and other important gals in their lives. However, the event is open to all community members. At our first event, we saw dads bringing their daughters, couples attending together, and groups of friends and family enjoying a day downtown.

Purpose & Public Benefit

Primary Goals of the Event*

Girls' Day Out (GDO) was built to elevate local women-owned businesses and create a fun and meaningful community event that brings folks downtown.

The idea began when Leesha was looking for opportunities to pop up her jewelry business during the spring, a time when there simply are not enough events for makers who rely on in-person sales. Out of that frustration came the idea to create her own event and extend an invitation to other small businesses that also make, craft, and create items. Share the love!

From the beginning, Leesha wanted this event to be more than just a craft show or vendor fair. The event was intentionally curated to include unique experiences such as body art, salon services, fitness activities, live music, and booze. She partnered with Barrett Creek Coffee, anchored inside the Cheyenne Depot, to create themed treats and add to the overall experience.

Just as important, she loved the energy and character of downtown Cheyenne. Hosting the event downtown adds to the unique vibe and experience. The goal was simple: create a memorable event that supports local businesses while celebrating our vibrant and historic downtown.

Thus, the goals of Girls' Day Out (GDO) is to:

1) Support and Elevate Local and Women-Owned Businesses

GDO is dedicated to providing a platform for local makers, creators, retailers, and service providers (with a special emphasis on women-owned businesses) to cultivate connection with community members, provide brand awareness, and increase sales and business growth.

2) Drive Economic Impact Downtown

GDO cares about our local downtown community. As an event anchored in the heart of downtown, we are dedicated to maximizing local investments by using venues like the Cheyenne Depot. Additionally, by inviting local small brick-and-mortar downtown businesses to the table, we are encouraging attendees to shop locally and invest in our small business community. We insist on keeping dollars within the downtown community and we have been

successful at doing so—our recent event held in April 2026 attracted approximately 1,400–1,500 attendees demonstrating immediate demand and impact.

3) Create Meaningful Connections in the Community

Beyond sales numbers and attendee counts, GDO is committed to bringing women together in a unique event that encourages connection, conversation, and shared experiences. This memorable event is fun, inspiring, and thoughtfully curated with a collection of things to do, things to see, and things to buy. This event acts as a vital social hub that strengthens community ties and promotes shared appreciation for local art, services, and businesses.

4) Build a Signature Event

GDO is unlike any other Cheyenne event. We strive to make Girls' Day Out as an unparalleled and highly anticipated downtown event for attracting regional attendees and vendors alike. By combining curated vendors and artisans with a carefully selected experience of specialty services (like body art and salon glow-ups) and planned activities (like yoga and pilates) GDO provides a compelling reason for attendees to return to the event over and over again.

Does the event provide a clear, direct public benefit? If yes, how? * ?

Girls' Day Out (GDO) provides a clear and direct public benefit by creating a free, all-age, safe, accessible and welcoming community event that is open to the public. GDO offers residents an opportunity to connect with one another and to participate in community activities, gain access to local resources, and **engage in shared experiences that enhance the social well-being and community involvement**. The resulting improvements in community engagement, social connection, and public enjoyment occur as a direct result of the event and are realized on the day of the event.

Enhanced Social Well-Being

The benefit is immediate and tangible. Attendees can enjoy live music, themed treats, fitness activities such as yoga and Pilates, creative experiences like body art and henna, wellness and self-care services, and a wide variety of local makers, artists, and small businesses. More importantly, the event creates opportunities for people to spend time together, meet new people, and enjoy a positive community experience in the heart of Cheyenne.

Enhanced Community Involvement

GDO serves the general public and is open to all interested community members. The event is designed to create an inclusive environment where residents can gather, interact, and strengthen community connections. By bringing together attendees, local businesses, artists, service providers, and community partners, GDO creates a sense of belonging and shared appreciation for the people and businesses that make our community unique.

Does the event support or benefit the poor, underserved, or general public of the downtown community? *

Possibly

Logistics & Requirements

Is the organizer able to manage payments, permits, and insurance? *

Yes

Does the organizer/sponsoring entity have a W-9? *

Yes

Upload W-9*



SUNANDSTONE DBA GDO W
9 2026.pdf

City Services Required? (e.g., Police, Sanitation, Street Closures):*

Staff can provide safety and can ensure all requirements of contracts for safety needs are met.

Liability Insurance Provided (provide a copy within 7 days of event)?*

Yes

What permits are required for this event? (provide a copy within 7 days of event start date):*

State of Wyoming Board of Cosmetology Special Event Permit
Laramie County – Health Department Body Art Special Event Permit
City of Cheyenne – Multiple Event Permits for Body Art, Massage, etc

Which organization will secure the required permits? *

The applicant will secure the permits.

How are safety and accessibility key considerations when planning this event?

GDO agrees to the following:

Work with the DDA to accommodate any special considerations or accessibility needs identified during the planning process.

Comply with all venue requirements established by the Cheyenne Depot, including regulations related to waste management, prohibited items, electrical safety, occupancy, and emergency egress.

Maintain clear pathways, entrances, exits, and vendor layouts that support ADA accessibility requirements.

Ensure event activities do not result in damage to, or destruction of, any property used during the event.

Utilize staff and volunteers to assist with attendee questions, direct foot traffic, and help attendees navigate the event.

Coordinate with venue staff regarding emergency procedures and event-day safety considerations.

By thoughtfully planning this event and accessibility needs, GDO strives to create a safe, welcoming, and inclusive experience for all attendees.

Funding & ROI

Total Event Budget*

11700

DDA Sponsorship Amount Requested:*

6000

Other Funding Sources (confirmed or pending):*

Vendor/Service Provider Fees

Itemized Use of DDA Funds:* ?

We respectfully request a \$6,000 sponsorship from the DDA to help offset event expenses and keep Girls' Day Out free and accessible to the public.

Requested DDA funds would be used toward the following event expenses:

- Venue Costs (Depot Lobby, Depot Plaza, Janitorial): \$2,400
- Marketing and Promotion: \$1,300
- Live Music and Entertainment: \$500
- Fitness and Wellness Programming: \$1,000
- Attendee Experience Enhancements (grab bags and event supplies): \$800

Total DDA Request: \$6,000

By supporting these expenses, the DDA will help create a free community event that drives visitation to downtown Cheyenne, supports local businesses, and provides accessible wellness, entertainment, and shopping experiences for attendees.

Marketing & Visibility Plan* ?

The DDA will receive prominent recognition throughout all event marketing, communications, and event-day activities for Girls' Day Out (GDO). Prior to the event, the DDA logo will be included on promotional materials, including event graphics, social media posts, digital advertisements, event flyers, and registration materials for vendors and attendees participating in yoga or Pilates classes. Sponsor recognition will also be included in email communications sent to previous attendees and participating vendors.

During the promotion of the event, the DDA will be tagged and acknowledged in social media content across Facebook and Instagram. Posts highlighting the DDA as a sponsor will specifically recognize the DDA's contribution to bringing the event to the community. Where applicable, the DDA will also be included in media outreach and promotional opportunities.

During the event, the DDA will receive on-site recognition through signage at high-visibility locations. If desired, DDA-branded materials may also be included in attendee grab bags. Event organizers and performers will be happy to acknowledge the DDA's sponsorship throughout the day.

Following the event, the DDA will be included in post-event thank-you communications, social media recap posts, and event reporting materials. Event organizers will provide attendance figures, marketing reach metrics, and examples of promotional recognition to demonstrate the visibility and community impact generated through the sponsorship.

These efforts will ensure consistent, meaningful, and highly visible recognition of the DDA before, during, and after the event while highlighting the DDA's commitment to supporting downtown businesses, community engagement, and economic vitality.

How will this event promote downtown businesses or increase visitation/sales?*

Girls' Day Out (GDO) is specifically designed to drive visitors into downtown Cheyenne and encourage spending at local businesses. While Cheyenne offers many event venues throughout the community, GDO intentionally chooses downtown venues because we believe downtown is a destination. By bringing both local and out-of-town visitors into the heart of the city, the event increases foot traffic and introduces attendees to businesses they may not otherwise visit.

We also strive to incorporate local businesses directly into the event so they can benefit from the increased attendance. During our April 2026 event, Barrett Creek Coffee created specialty drinks exclusively for Girls' Day Out, helping drive sales and create a unique experience for attendees. Prairie Rose participated with a flower bar where guests could build their own bouquets, increasing both sales and customer exposure. Westward partnered with us by providing attendee grab bags, creating additional visibility for their business through both event-day participation and promotional marketing.

The economic impact of the event was evident. Many vendors reported strong sales, with several selling out of inventory one to two hours before the event ended. Multiple vendors also shared that they experienced stronger sales at Girls' Day Out than they had at the previous year's Cowboy Christmas Market—one of the area's largest craft and vendor events. Additionally, one vendor from Colorado experienced such strong customer interest and success at the event that they have begun exploring the possibility of opening a retail location in downtown Cheyenne.

As the event continues to grow, we hope to involve even more downtown businesses, including restaurants, retailers, and other local food and beverage providers.

By creating a concentrated day of shopping, dining, entertainment, and community engagement, GDO encourages attendees to spend additional time downtown, resulting in increased sales and visibility for local businesses. With attendance exceeding 1,400 people at our April 2026 event, GDO has already demonstrated its ability to bring significant visitor traffic into the

downtown district. Continued growth of the event will further strengthen downtown visitation, increase consumer spending, and support the long-term success of downtown businesses.

Previous DDA Sponsorships for this event:*

No

If previous DDA Sponsorships for this event, give the amount:*

1

Budget ?



GDO Aug 29 2026 Event Budget Book.pdf

Upload any other relevant documents. ?



GIRLS DAY OUT - SINGLE FONT LOGO - WHITE.pdf

GIRLS' DAY OUT: Event Budget

EXPENSES

TOTAL EXPENSES			Estimated	Actual	
			\$11,700.00	\$0.00	
Venue	Budget	Actual	Permits and Fees	Budget	Actual
Depot Lobby	\$500.00		Cosmetology	\$200.00	
Depot Plaza	\$400.00		Body Art	\$155.00	
Tent Rental	\$1,000.00		Massage	\$350.00	
Janitorial	\$500.00		Alcohol License/Permit	\$150.00	
Total	\$2,400.00	\$0.00	Total	\$855.00	\$0.00
Marketing	Budget	Actual	Alcohol and Entertainment	Budget	Actual
Social Advertising	\$1,000.00		Performers	\$500.00	
Flyers/Posters/Cards	\$400.00		Alcohol	\$500.00	
Print Ads	\$600.00		Bartender(s)	\$100.00	
Contingency	\$500.00		Insurance for Alcohol	\$300.00	
Total	\$2,500.00	\$0.00	Total	\$1,400.00	\$0.00
Supplies	Budget	Actual	Service Provider	Budget	Actual
Grab-Bags	\$500.00		Fitness and Wellness	\$1,000.00	
Merch	\$250.00		Total	\$1,000.00	\$0.00
Misc.	\$295.00				
Total	\$1,045.00	\$0.00			
Event Planning	Budget	Actual			
Staff	\$2,500.00				
Total	\$2,500.00	\$0.00			

GIRLS' DAY OUT: Event Budget

INCOME

TOTAL INCOME	Estimated	Actual
	\$5,325.00	\$0.00

ADMISSIONS

Estimated no.	Actual no.	Type	Price	Estimated income	Actual income
1500		Free	\$0.00	\$0.00	\$0.00
Total				\$0.00	\$0.00

ADVERTISING OPPS AND SPONSORSHIPS

Estimated no.	Actual no.	Type	Price	Estimated income	Actual income
1		Grab Bag Sponsor	\$500.00	\$500.00	\$0.00
1		Tent Sponsor	\$1,500.00	\$1,500.00	\$0.00
5		Small Biz Table	\$20.00	\$100.00	\$0.00
Total				\$2,100.00	\$0.00

EXHIBITORS/VENDORS

Estimated no.	Actual no.	Type	Price	Estimated income	Actual income
20		Inside Large	\$80.00	\$1,600.00	\$0.00
10		Outside	\$70.00	\$700.00	\$0.00
5		Tables	\$45.00	\$225.00	\$0.00
Total				\$2,525.00	\$0.00

MERCH SALES

Estimated no.	Actual no.	Type	Price	Estimated income	Actual income
20		Branded Merch	\$35.00	\$700.00	\$0.00
Total				\$700.00	\$0.00

Note: Expecting to sell about 20% of all merch designs and products at each event

GIRLS' DAY OUT: Event Budget

PROFIT

LOSS SUMMARY

Total income

Total expenses

	Estimated	Actual
Total income	\$5,325.00	\$0.00
Total expenses	\$11,700.00	\$0.00
Total profit (or loss)	(\$6,375.00)	\$0.00

ACTUAL
\$0

ESTIMATED

\$5,325

\$11,700

Shop | Sip | Unwind

Girls' Day Out

Because you flocking deserve it!

April 25 | 10 am - 3 pm
Cheyenne Depot
121 W. 15th Street



Curated Vendors

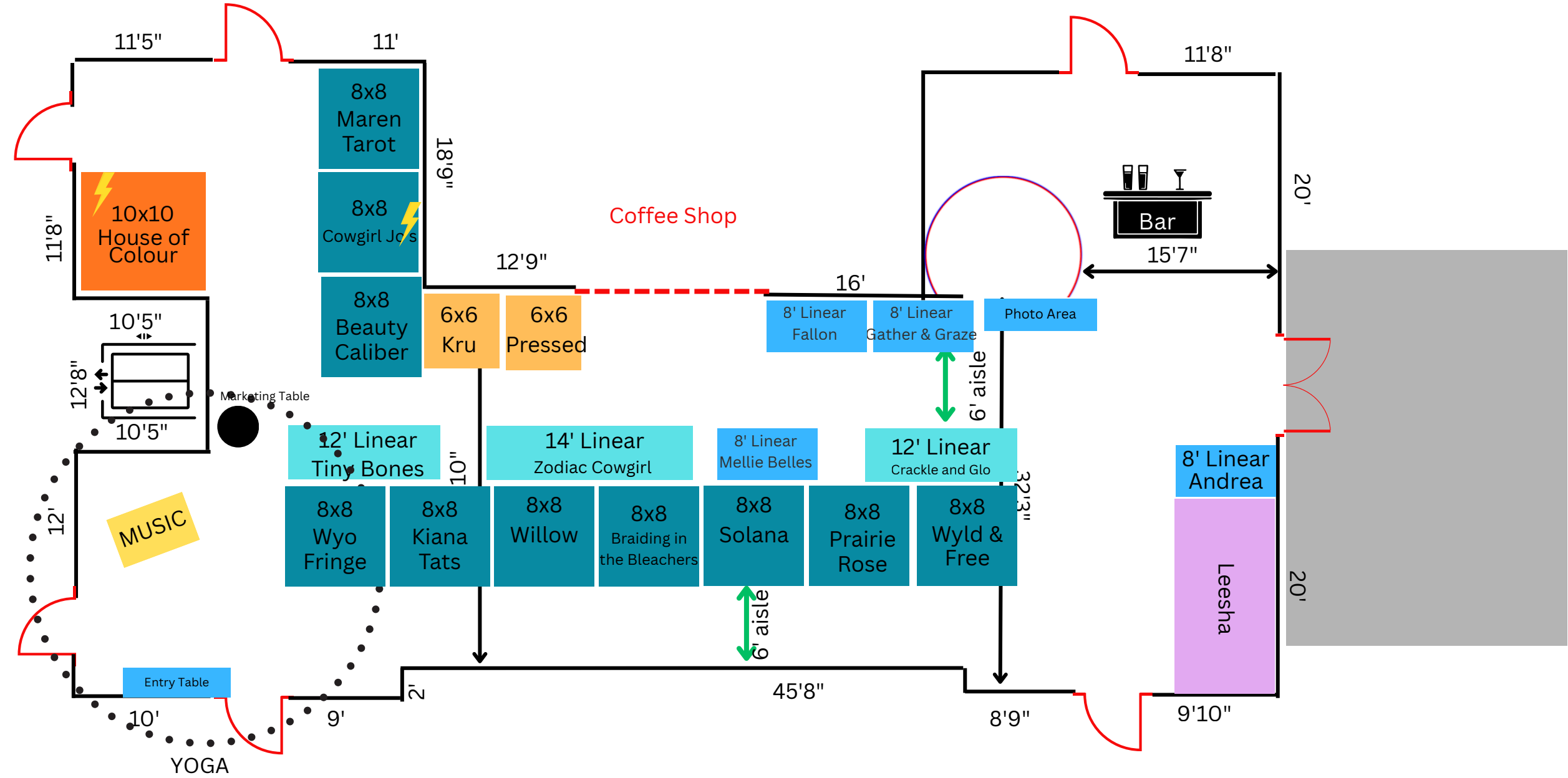


Mini-Services



Coffee & More!

Learn more: GirlsDayWyo.com



Street Side

Do not block
6' aisle

Pressed on
the Prairie