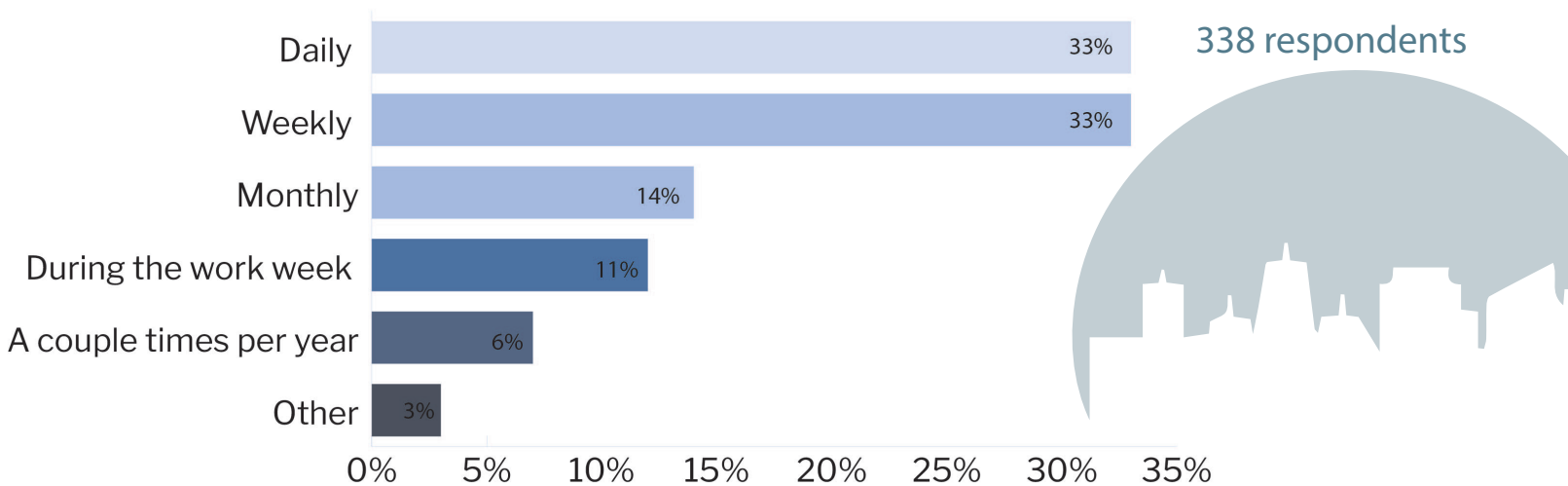




QUESTIONNAIRE #1 ISSUES AND OPPORTUNITIES

As part of the first phase of the Cheyenne Downtown Development Authority Plan of Development Update (Cheyenne DDA Plan), a questionnaire was available November 17, 2023 through February 11, 2024 that garnered over 300 responses. This first questionnaire focused on understanding the community's vision for the Downtown area and its opportunities and challenges. Responses from the first questionnaire are summarized on the following pages.

HOW OFTEN DO YOU VISIT DOWNTOWN CHEYENNE?



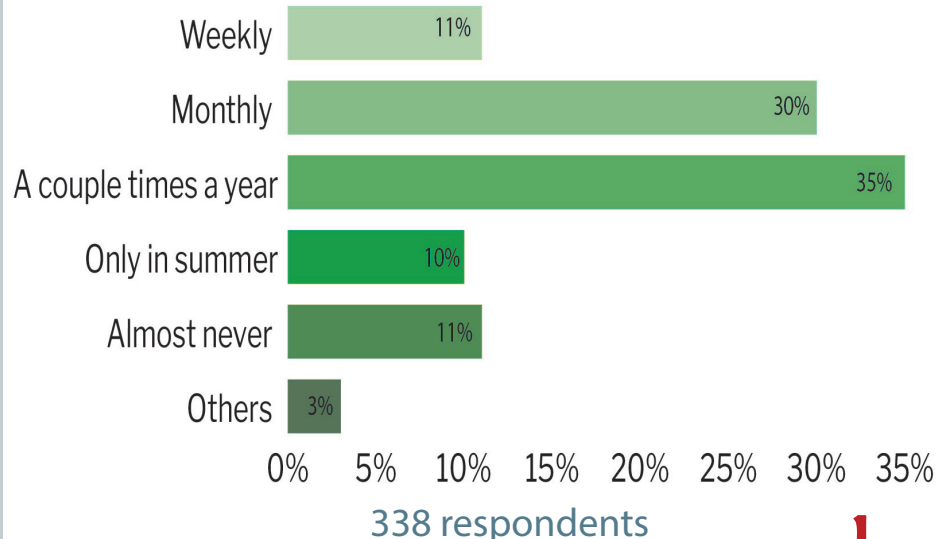
HOW OFTEN DO YOU ATTEND DOWNTOWN EVENTS?

TOP TYPES OF EVENTS

- Food/Drink festivals
- Concerts
- Holiday parades
- Selective events at breweries

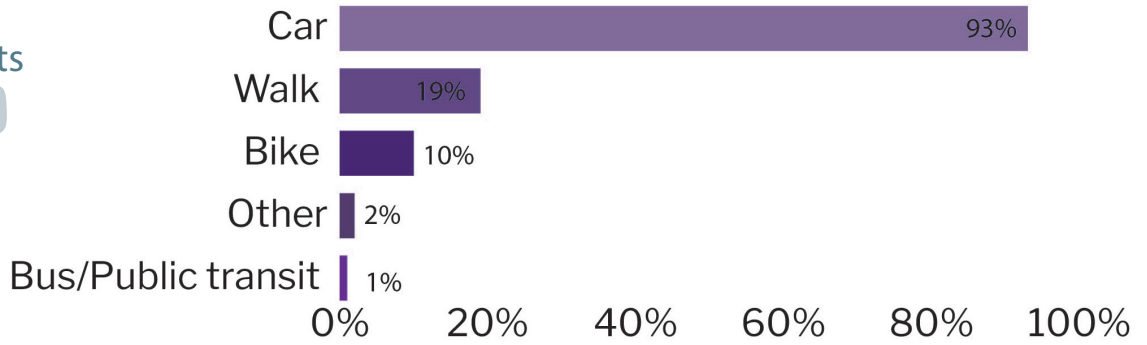
KEY TAKEAWAY

Food, music, holidays, and special events are what draw people into Downtown Cheyenne.



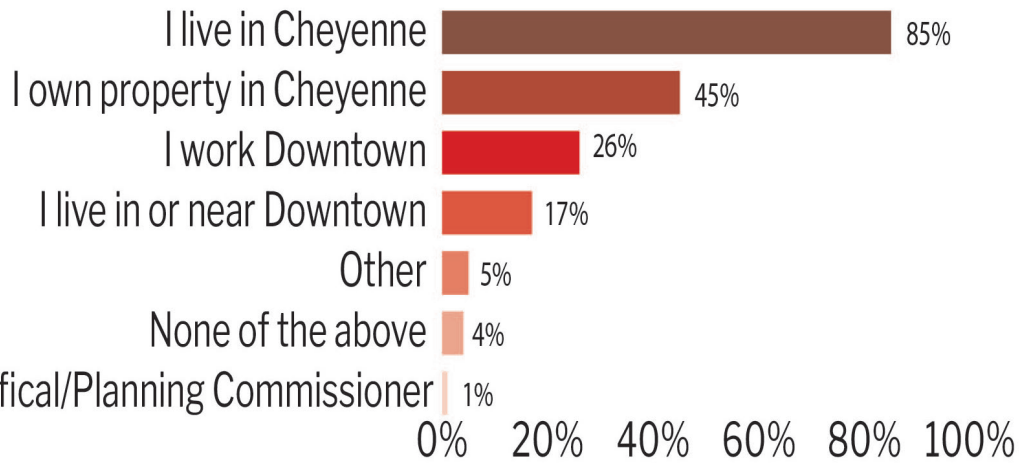
HOW DO YOU USUALLY TRAVEL TO DOWNTOWN? SELECT ALL THAT APPLY

269 respondents



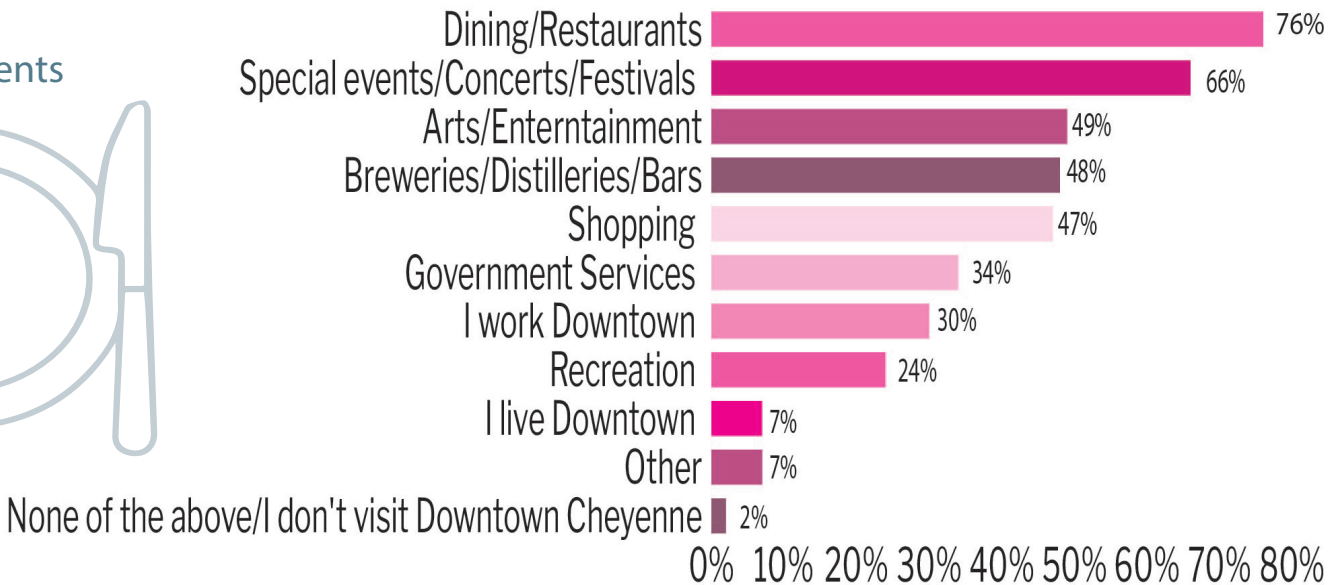
WHICH OF THE FOLLOWING STATEMENTS APPLY TO YOU? SELECT ALL THAT APPLY

280 respondents



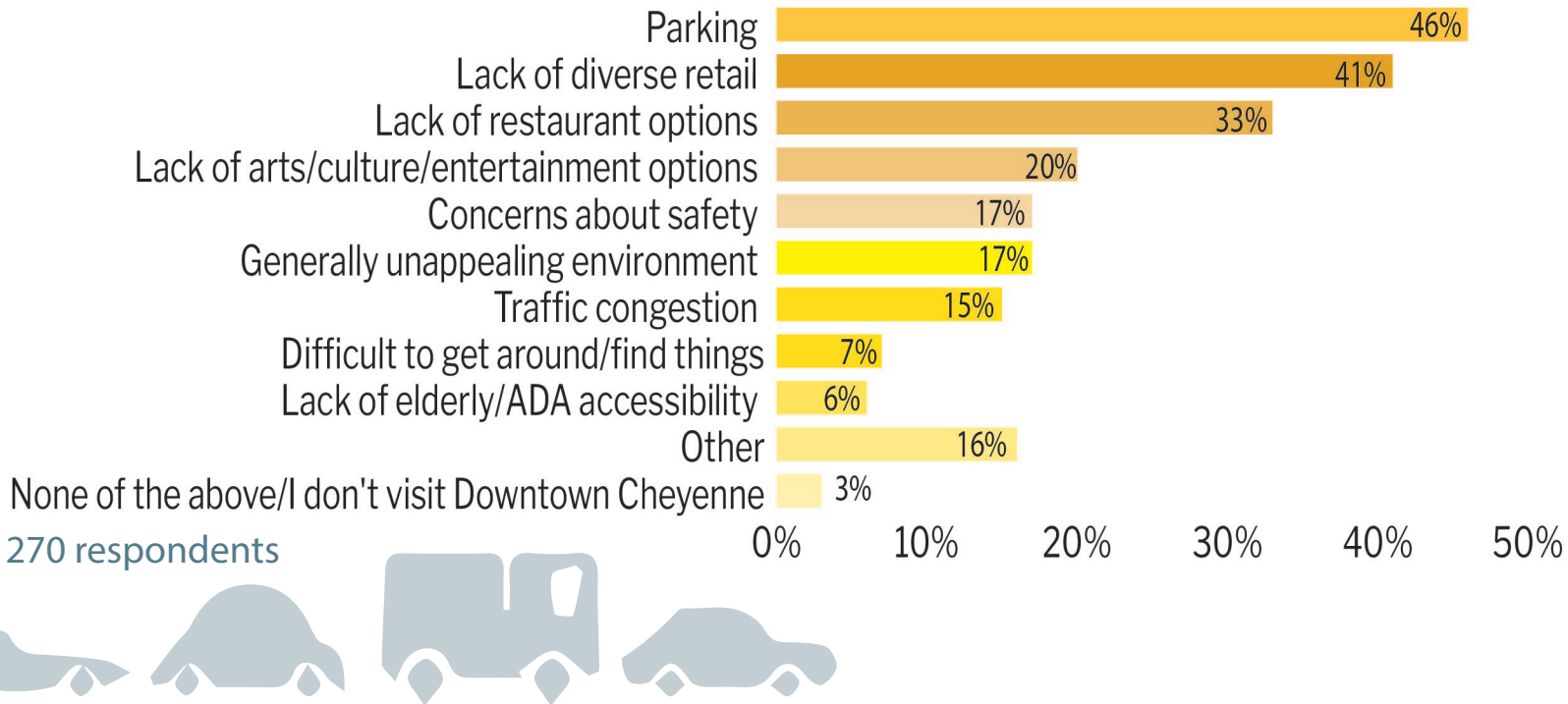
WHAT TYPICALLY BRINGS YOU DOWNTOWN? SELECT YOUR TOP 3 CHOICES

283 respondents



WHICH OF THE FOLLOWING ARE REASONS YOU AVOID DOWNTOWN?

SELECT YOUR TOP 3 CHOICES



WHAT DO YOU LOVE MOST ABOUT DOWNTOWN CHEYENNE?

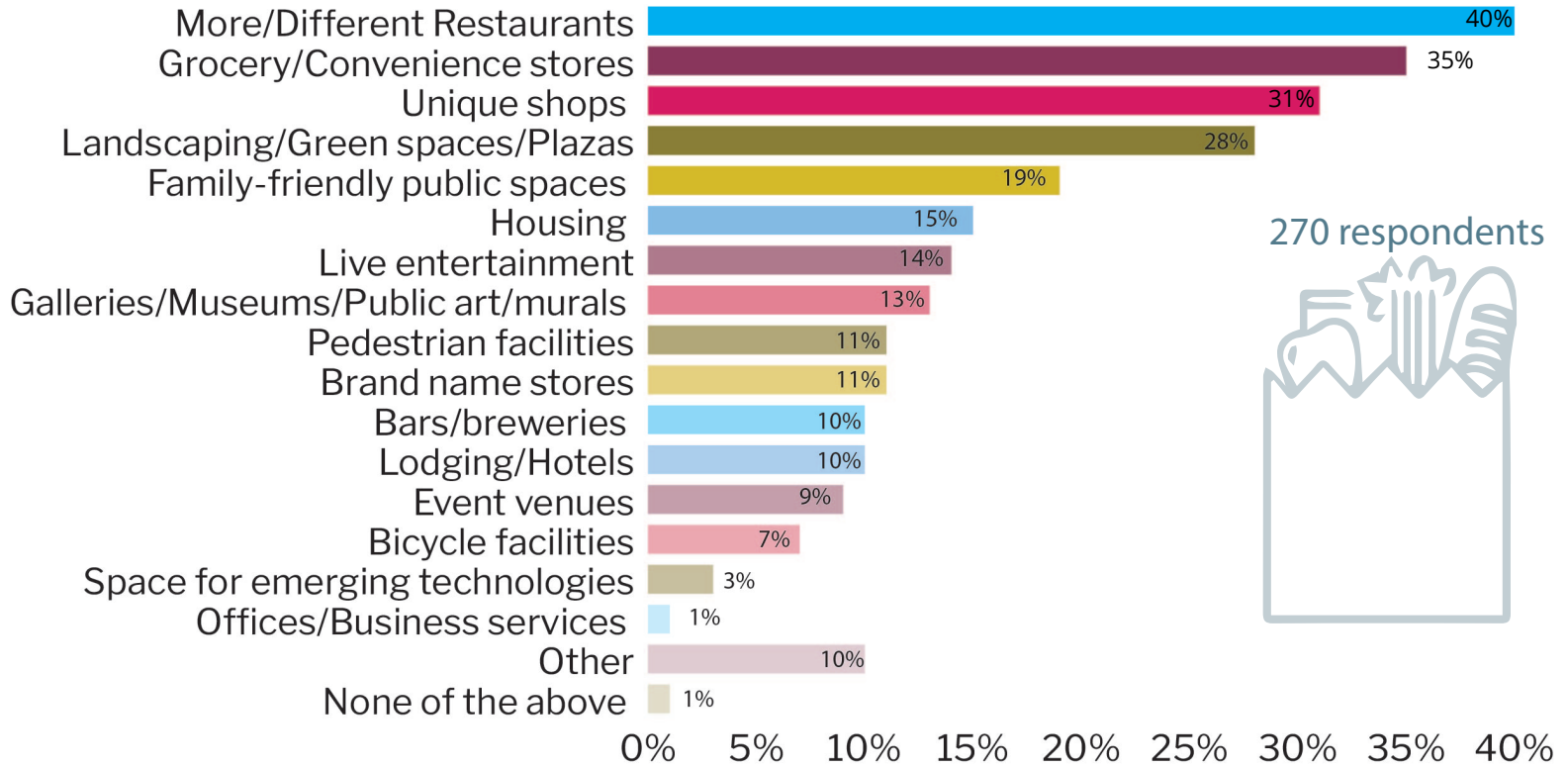
MOST LOVED ASPECTS

- Preservation of historic architecture
- Western atmosphere/city feeling
- Local businesses
- Museums and public art
- The Depot and breweries
- Frequency of free downtown events
- Walkability
- Sense of community
- Holiday lights and CFD banners
- The people

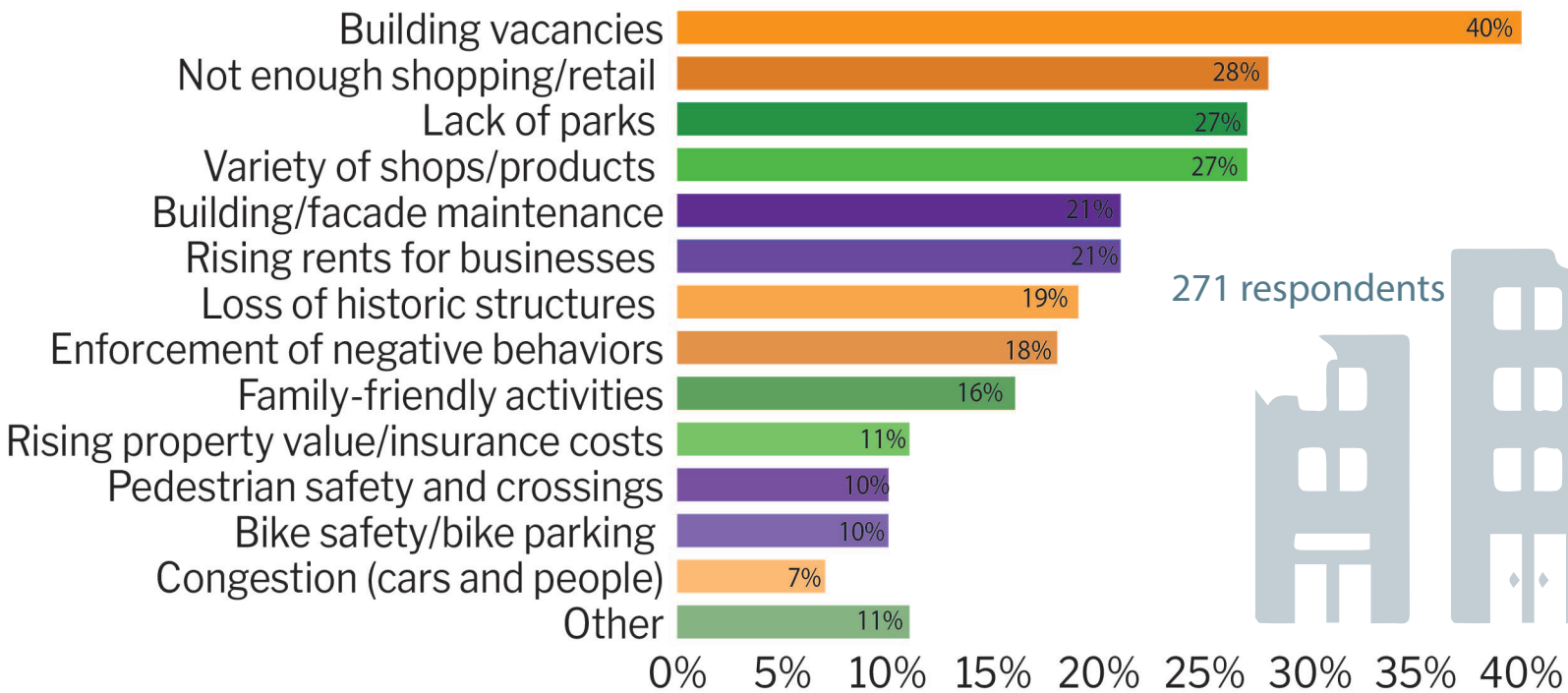
TOP WORDS USED TO DESCRIBE DOWNTOWN CHEYENNE

- Historic
- Western
- Walkable
- Unique
- Potential
- Growth
- Improving
- Small
- Disorganized/disjointed
- Rundown
- Vacant
- Unconnected

WHAT WOULD YOU ADD TO DOWNTOWN CHEYENNE? SELECT YOUR TOP 3 CHOICES

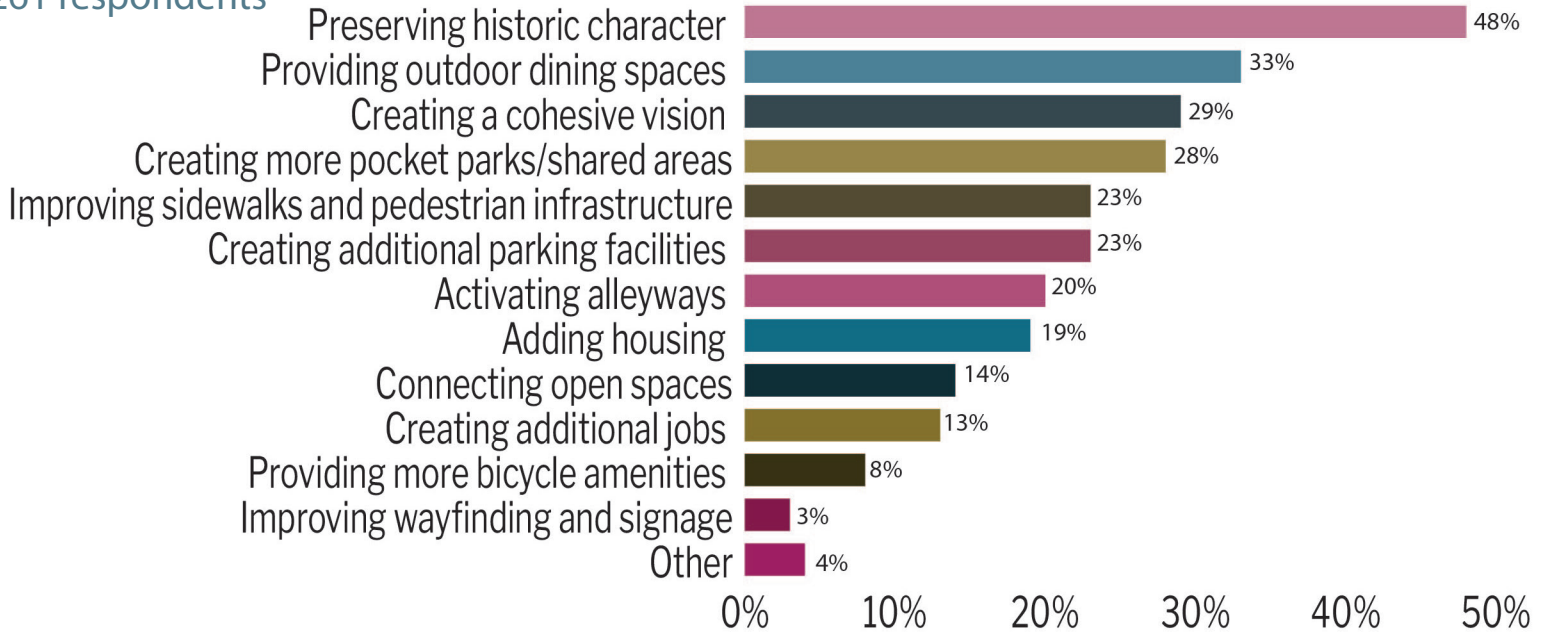


WHAT ARE THE TOP CHALLENGES FACING DOWNTOWN? SELECT YOUR TOP 3 CHOICES



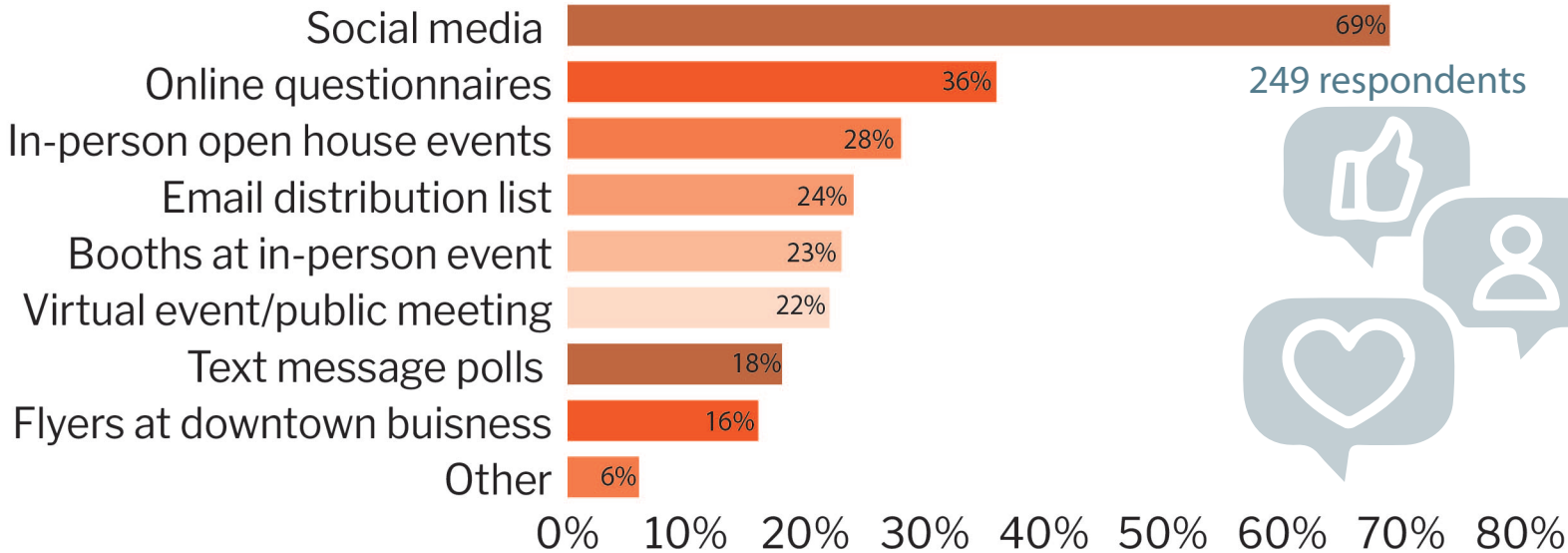
WHAT ARE THE TOP OPPORTUNITIES FOR DOWNTOWN? SELECT YOUR TOP 3 CHOICES

261 respondents



WHAT IS THE BEST WAY TO REACH OUT TO THE COMMUNITY?

SELECT ALL THAT APPLY



KEY TAKEAWAYS

Downtown Cheyenne’s history and western character are the most loved aspects of Downtown, but many residents acknowledge that there is room to improve retail and dining opportunities. Many respondents agree that preservation of Downtown’s historic character is the biggest opportunity, with many comments focusing on upkeep and renovation of the more dilapidated structures.

Food, music, and special events are what draw people Downtown and create a vibrancy that many residents enjoy. However, high building vacancies and lack of diverse shopping and retail opportunities are the largest challenges facing Downtown.

QUESTIONNAIRE #1 ENGAGEMENT SNAPSHOT

The following is a snapshot of the demographics collected during the first questionnaire of the **Cheyenne DDA Plan** from November 17, 2023 through February 11, 2024. The demographics of respondents are compared to the overall City of Cheyenne demographic data with those who chose “prefer not to say” removed from the charts to provide a one to one comparison. Additional demographic questions are summarized on pages 7 and 8.

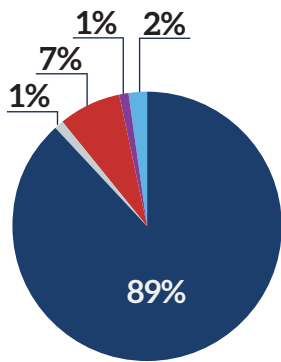
PHASE 1: COMMUNITY CONTEXT GOALS

1. To inform the community of the Cheyenne DDA Plan effort.
2. To identify which groups will need more targeted engagement through the rest of the project.
3. To establish a database of interested community members, organizations, and groups.
4. To understand overarching values of the community, along with issues that should be addressed within this process.

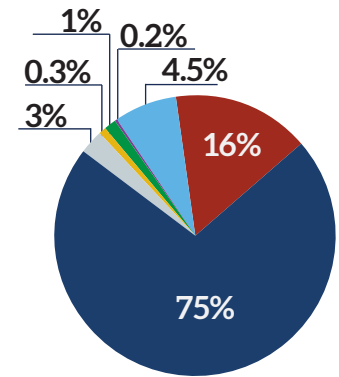
CHEYENNE DDA PLAN QUESTIONNAIRE #1

CITY OF CHEYENNE DEMOGRAPHICS

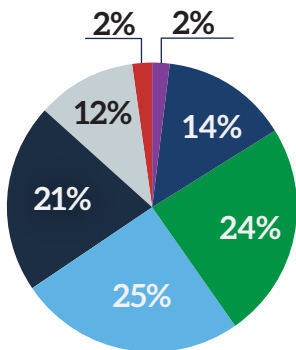
2022 U.S. Census 5 Year Estimates



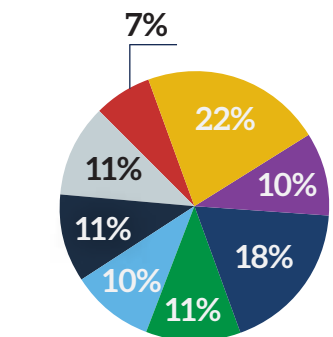
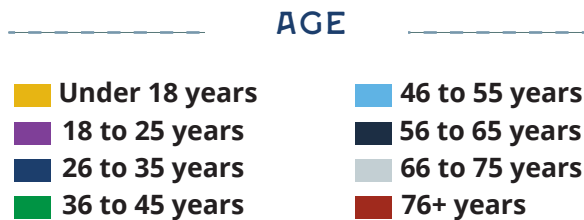
Total Responses: 217



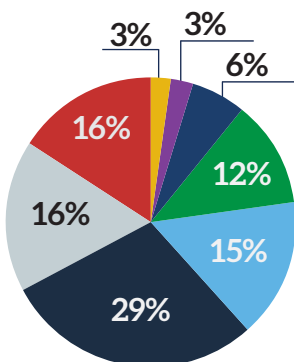
Total Population: 64,610



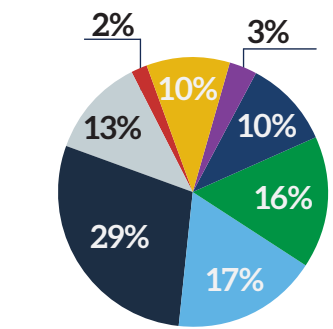
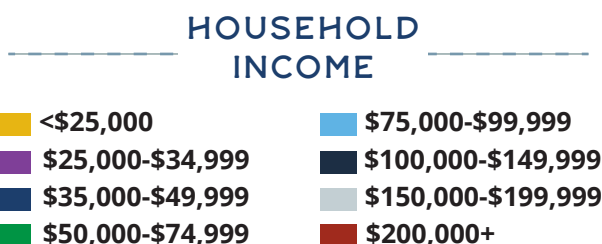
Total Responses: 261



Total Population: 64,610



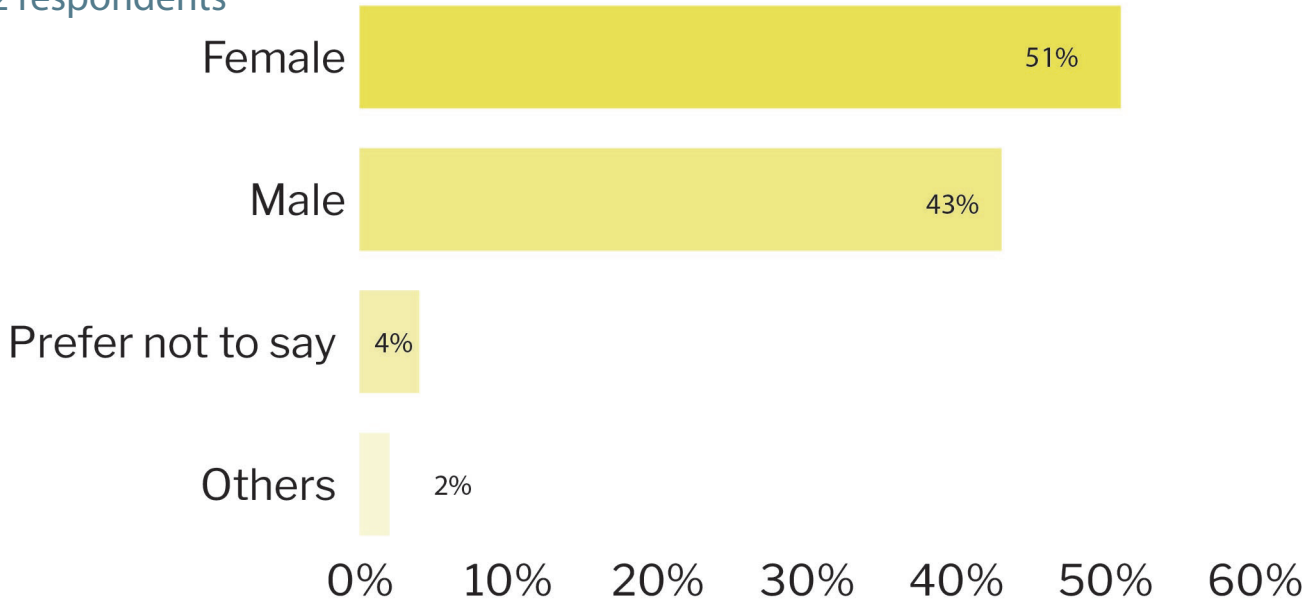
Total Responses: 210



Total Population: 64,610

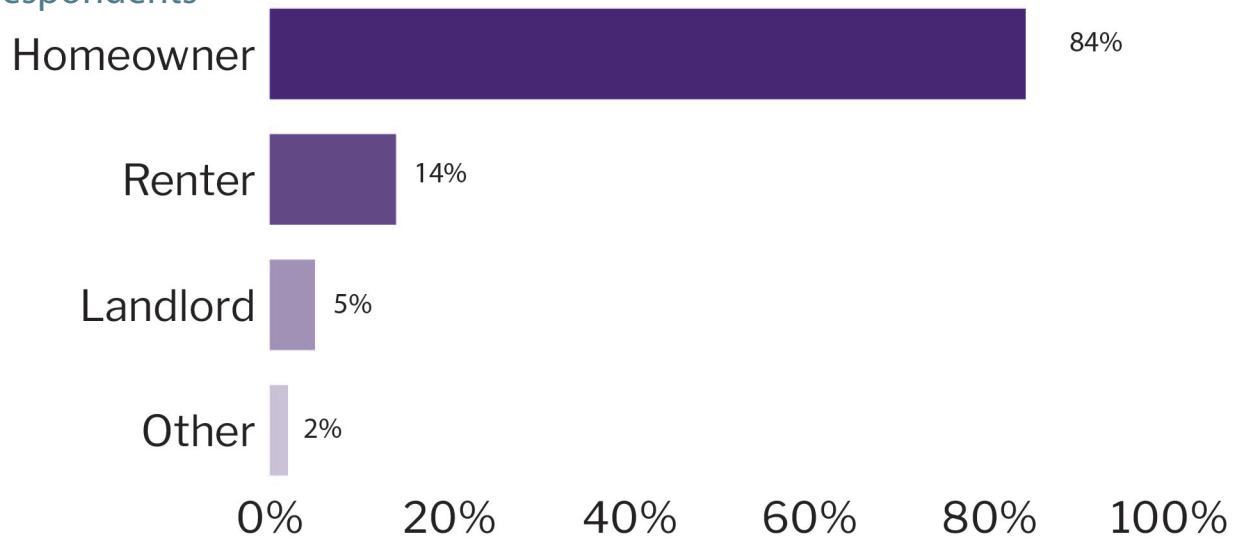
WHAT IS YOUR GENDER?

242 respondents



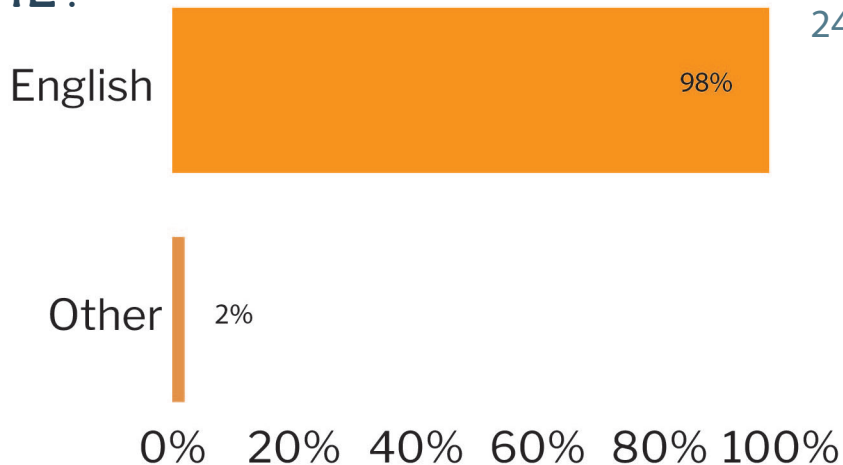
WHAT IS YOUR HOUSING STATUS?

219 respondents

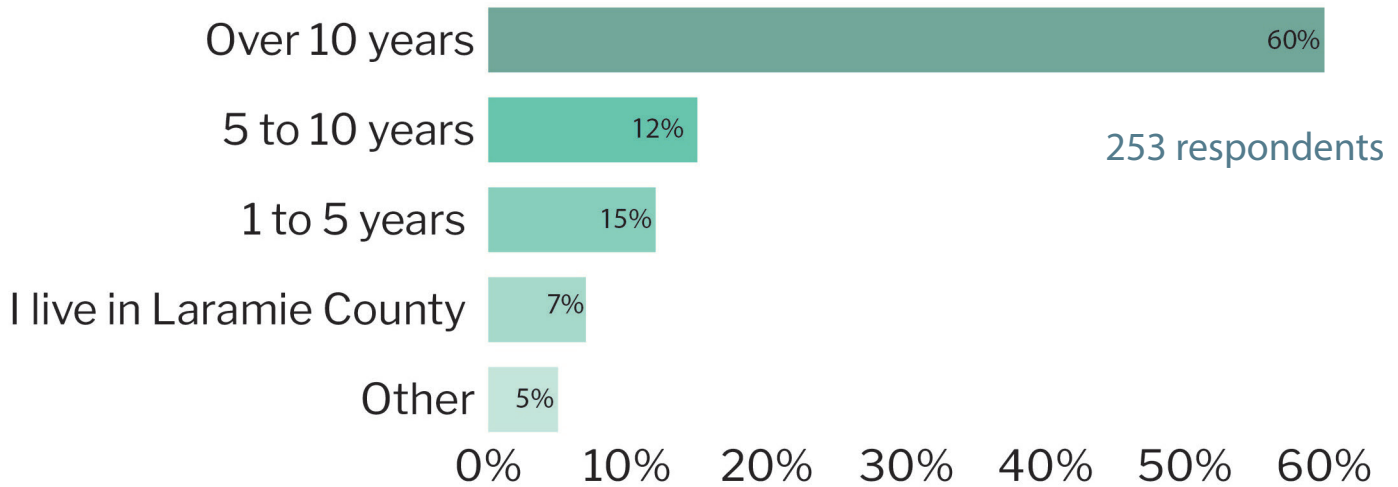


WHAT IS THE PRIMARY LANGUAGE SPOKEN IN YOUR HOME?

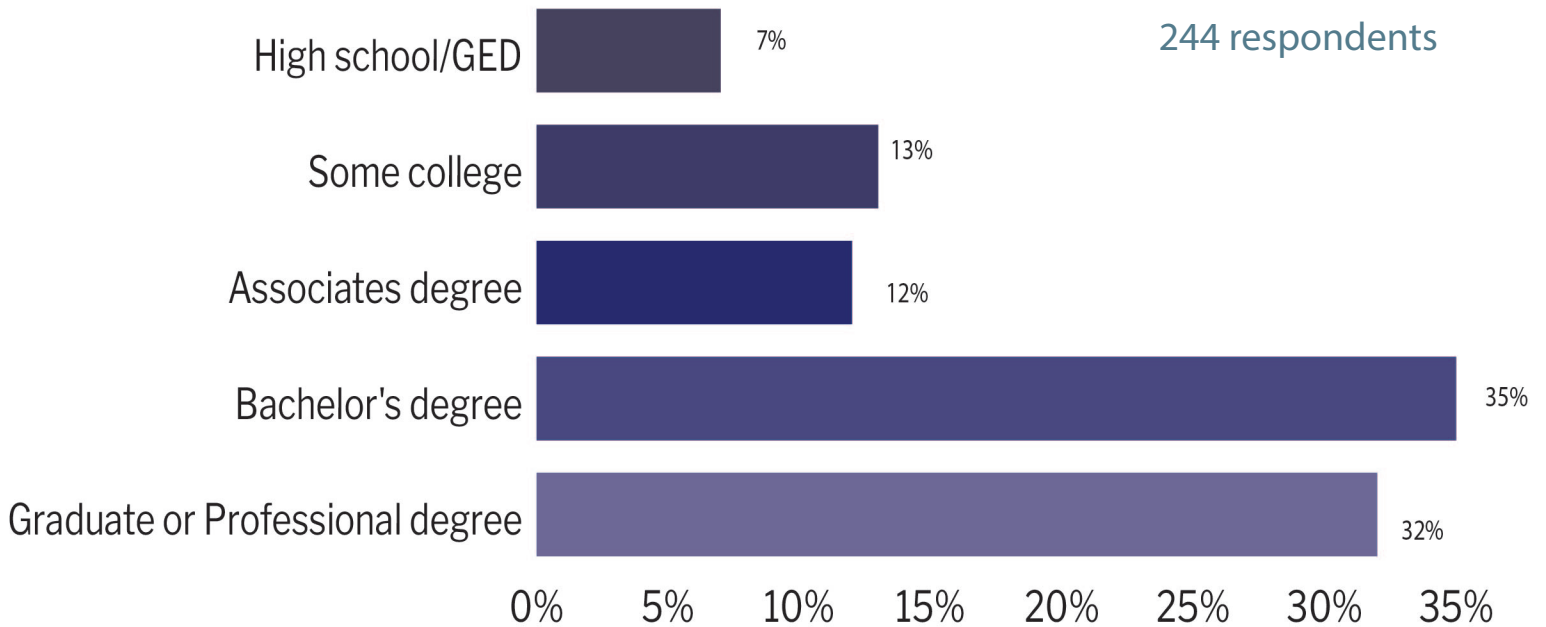
241 respondents



HOW LONG HAVE YOU LIVED OR WORKED IN CHEYENNE?



WHAT IS YOUR HIGHEST FORMAL EDUCATION LEVEL?



WHICH OF THE FOLLOWING STATEMENTS APPLY TO YOU?

