

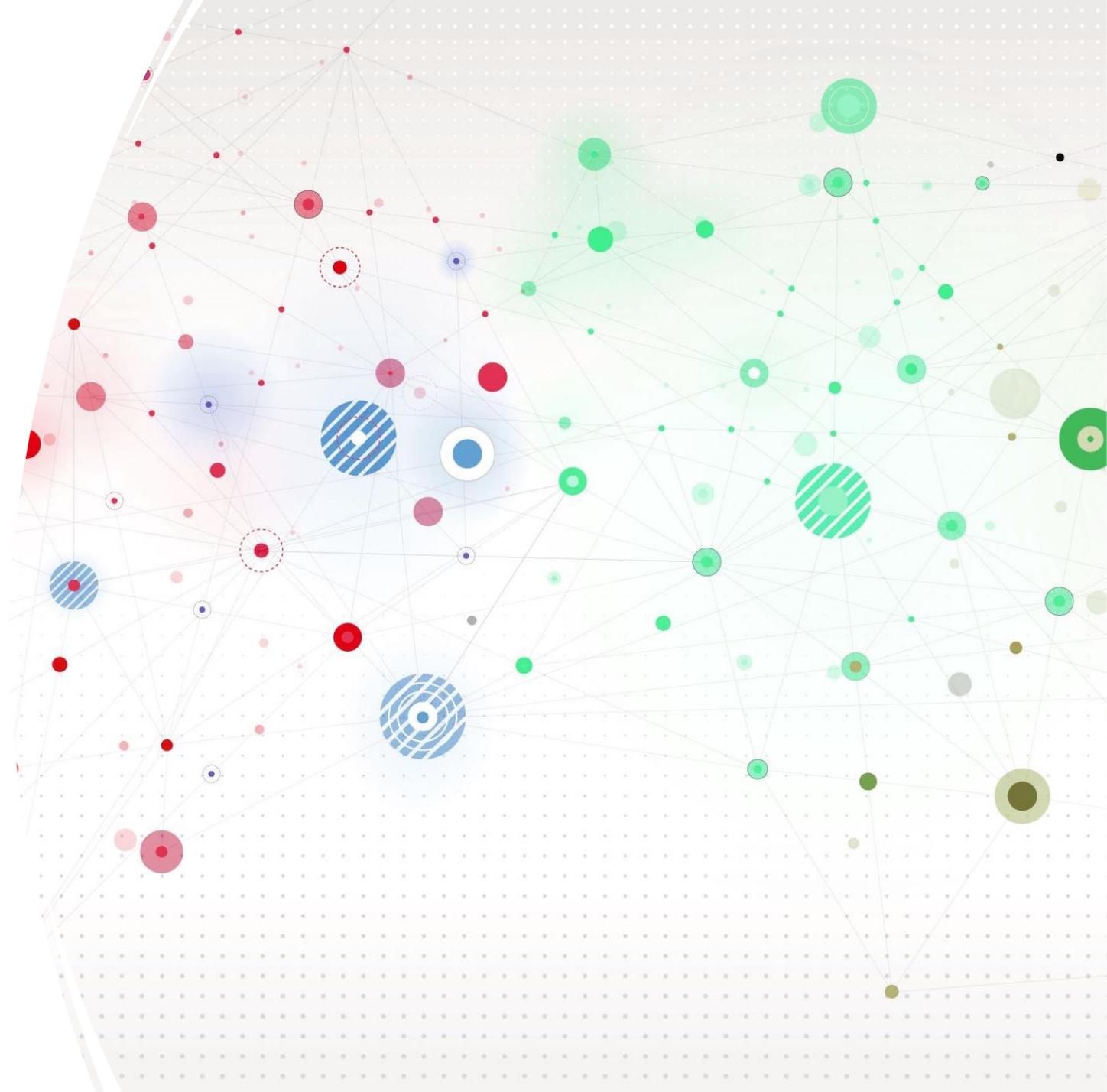


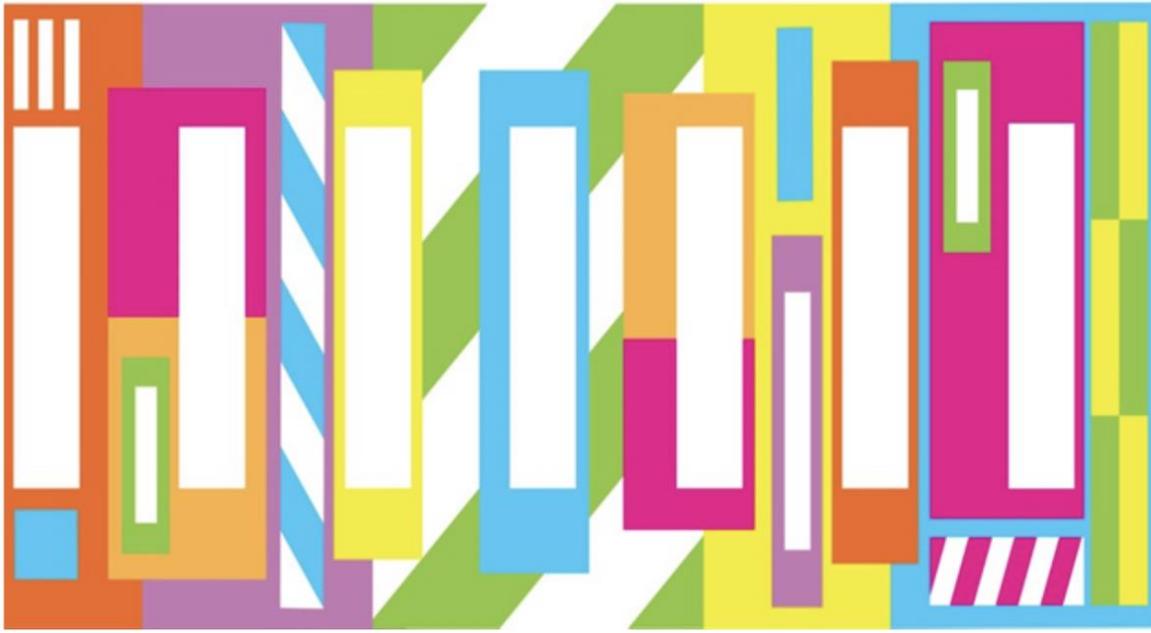
# Cool Spring Downtown District

*March 4, 2024*

# Design and Placemaking

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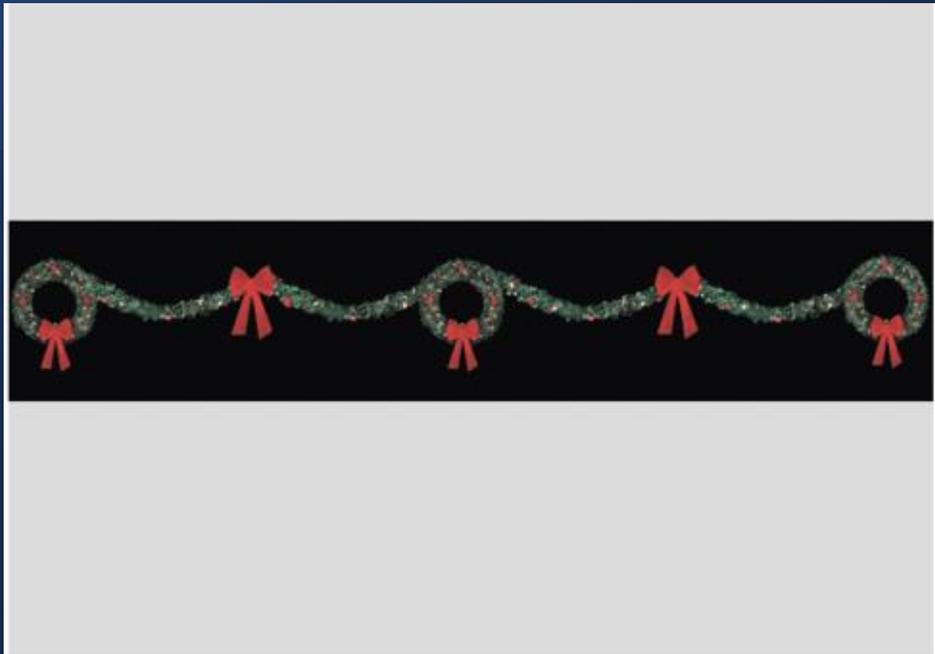


# PLACEMAKING GRANT INITIATIVE

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Improving Crosswalks at Hay/Robeson Street

# Budget Request: Holiday Decor





Hay Street Deck

Estimate: \$30,000



**Estimate:  
\$30,000**

Events AND  
MARKETING



# ANALYTICS (LAST QUARTER)

## DOWNTOWN FAYETTEVILLE

### Facebook

Followers: 38,605

Reach: 228,121

Page Views: 23,997

### Instagram

Followers: 7,000

Reach: 15,128

Page Views: 2,976

### TikTok

Followers; 333

Views: 4,049

## COOL SPRING DOWNTOWN DISTRICT

### Facebook

Followers: 7,408

Reach: 111,213

Page Views: 9,638

### Instagram

Followers: 2,666

Reach: 3,265

Page Views: 562

## Website

Users: 70,701

New Users: 72,067- 450%  
INCREASE!

Sessions: 52,643

## E-News

Subscribers: 5,628

Open Rate: 41%

# 4TH FRIDAY 2024

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- **MARCH - OCTOBER**
- **March 22** - Art Market
- **April 26** - Book Market/Cyper
- **May 24** - Nerd Market
- **June 28** - CommUNITY PRIDE/Health and Wellness Market
- **July 26** - Art Market
- **August 23** - Nerd Market
- **September 27** - Fiesta Latina
- **October 25** - Zombie Walk



# Coming soon....



Sassy Lassie! – COMEDY TROLLEY TOUR, March 22  
Downtown Pub Crawl, March 16 – 17<sup>th</sup>



Juneteenth jubilee 2024:  
Their wildest dreams

**4** **FRIDAY**  
**DOWNTOWN**  
**FAYETTEVILLE**

# Ambassador Update

**Trash Collection** and Streets and Railroad clean up

**Reporting Fay Fix it** (Lights improved, graffiti, damage to public property)

**Dumpster maintenance**

**Business Relations:** Address issues with leaves mentioned by business owners, working relationships...Adam can escort them to cars at night.

**Concierges Services:** passing out Visitors Guide and helping folks navigate parking and wayfinding

**Homeless Relations:** personalities; locations, connecting with City Homeless Coordinator someone was successfully to their family.

- o Mrs. Coco – connected to resources.
- o Medical Emergencies; calling 911 X 2

TDM	729.89	915.51	185.62	▲25.43%	FLR	660.27	745.28	85.01	▲12.88%
HUM	749.73	924.29	174.56	▲23.28%	UVD	155.59	181.57	25.98	▲16.70%
DMW	833.72	1004.01	170.29	▲20.43%	QUV	440.55	540.21	99.66	▲22.62%
YZJ	903.49	1127.46	223.97	▲24.79%	HZT	285.51	344.98	59.47	▲20.83%
GLY	982.07	1219.39	237.32	▲24.17%	PCW	811.44	1029.66	218.22	▲26.89%
VDA	113.74	143.41	29.67	▲26.09%	AIK	361.77	451.39	89.62	▲24.77%
UVV	468.08	535.41	67.33	▲14.38%	ZJJ	858.36	994.57	136.21	▲15.87%
HJS	545.49	659.05	113.56	▲20.82%	RHJ	894.79	1046.68	151.89	▲16.97%
EBC	566.96	664.69	97.73	▲17.24%	VGV	425.08	509.95	84.87	▲19.97%

PPI	912.63	1038.36	125.73	▲13.78%	ZBK	391.59	491.48	99.89	▲25.51%
UAQ	1309.55	1655.62	346.07	▲26.43%	BNY	969.21	1130.65	161.44	▲16.66%
DAQ	1295.17	1641.66	346.49	▲26.75%	SDM	735.44	913.39	177.95	▲24.20%
PNH	654.33	775.84	121.51	▲18.57%	TQQ	1323.91	1646.42	322.51	▲24.36%

# Downtown Development



# Metrics

## Cool Spring Municipal Service D...

222 Hay St, Fayetteville, NC 28301

Visits	4.1M	Avg. Dwell Time
Visits / sq ft	N/A	Panel Visits
Size - sq ft	N/A	Visits YoY
Visitors	819.3K	Visits Yo2Y
Visit Frequency	5.08	Visits Yo3Y

Dec 1st, 2022 - Nov 30th, 2023

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

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INVENTORY SF

**2M** +0%

Prior Period 2M

UNDER CONSTRUCTION SF

**0** -

Prior Period 0

12 MO NET ABSORPTION SF

**94.9K** +1,749.5%

Prior Period 5.1K

VACANCY RATE

**5.2%** -4.8%

Prior Period 10.0%

MARKET ASKING RENT/SF

**\$18.44** +1.2%

Prior Period \$18.21

MARKET SALE PRICE/SF

**\$149** +1.8%

Prior Period \$146

MARKET CAP RATE

**8.3%** +0.1%

Prior Period 8.2%

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Opened FY23/24	Opened Q2	Coming Soon	Relocated/ing in district	Closed
Hay Street Kitchen	The Salad Box	Salt Cave	Garnett Skull	PRESSED
Cru	Harm's Way Ink	Samel's Salon	Johnny Awesome Tattoos	Hay Street Kitchen
Bees and Boards	Veteran's Lending	Salon on Anderson	219 Group	Jet Mortgage (moved remote)
Blanc Coffee Roasters	Juniper and Fern	Southern Pines Brewery		United Way (sold building)
Stadium Event Center	The Office	North South Brewery		Array
Dreams Made Reality		Awesome Vintiques		Bragg Mutual Credit Union
		Anime Merchandise Shop		
		The Warehouse		
		Taste of West Africa		
<b>Net gain:</b> Four New Businesses Nine New Businesses in pipeline				

# Investment tracker

**½ Billion Dollars** between 2017-now

**1 Million GSF** of new or adaptive reuse construction

NEW INVESTMENTS AND PHYSICAL IMPROVEMENTS CURRENTLY UNDERWAY/COMPLETE			
Project Name	Investment	GSF	Status
Segra Stadium	\$43,000,000	55,000	Complete
The Residence at Prince Charles	\$18,500,000	75,000	Complete
Hay Street Parking Deck	\$19,000,000	200,000	Complete
Kress Open Spaces LLC	\$2,400,000	10,000	Complete
Downtown Redevelopment Pad	\$2,100,000	10,000	Complete
Systel Building Improvements	\$600,000	110,000	Complete
100 -block Tyson Investment	\$500,000	79,000	Complete
Capitol Encore Academy	\$2,000,000	39,000	Complete
Crown Complex	\$145,000,000	123,000	Planned
Phase Two, Above Garage	\$167,000,000	80,000	Planned
Festival Park Plaza	\$7,100,000	43000	Underway
Ammons Infill Development	\$2,000,000	9,000	Underway
Capitol Encore Academy	\$7,500,000	32,000	Underway
Southern Pines Brewery	\$2,100,000	13,400	Underway
Adams Street Condominiums	\$5,000,000	50,000	Underway
County Parking Deck	\$33,000,000	50,000	Planned
AIT Building	\$1,000,000	68,000	Underway
Kress Building Condos	\$2,000,000	20,000	Underway
Total Investment	\$459,800,000	1,066,400	

Hotel Feasibility



# Lighting Feasibility Study





THIS IS NOT LEGAL TENDER

5



FIVE  
DOLLARS



5

5

5

*Good for \$5 at participating Downtown Fayetteville businesses • Dollars expire on May 1, 2024.  
Participation is at the discretion of the business. Any business may reserve the right to decline use.*



 **FAYETTEVILLE** <sup>NC</sup>  
AMERICA'S CAN DO CITY

[FayettevilleNC.gov](http://FayettevilleNC.gov)