



Cool Spring Downtown District, Inc.
222 Hay Street, Fayetteville, NC 28301
Info@CoolSpringfay.org

Quarterly Report – Fourth Quarter April 1- June 30, 2021

SUMMARY

Our Goals align with the City of Fayetteville Goals in the following way:

CSDD Goals

1. Economic Vitality and Development
2. Art and Design Enhancements
3. Promotion and Marketing
4. Special Events and Programming
5. Partnership & Conflict Resolution

City of Fayetteville Goals

- Goal II – Diverse and Viable Economy
- Goal III – High Quality Built Environment
- Goal IV - Desirable Place to Live, Work & Recreate
- Goal IV – Desirable Place to Live, Work & Recreate
- Goal V – Sustainable Organizational Capacity
- Goal VI – Citizen Engagement & Partnerships

1. ECONOMIC VITALITY & DEVELOPMENT

At the Cool Spring Downtown District, we say that great cities do not happen by accident. They are built with intentionality, one street, one building, one art installation, and one new business at a time. And the District has been at the center of all of that since 2017. We emphasize that resilient cities will always be the most successful cities and resiliency is achieved in many ways: public policy, infrastructure, business growth, and by being clean and safe. But, most importantly, resiliency is achieved through strong and connected leadership that comes from every sector of our community: business leaders, non-profit leaders, neighborhoods, developers, civic leaders, and everyone in between. As such, it was with great pleasure that we announce the launch of our first ever District-wide snapshot – The State of the District. Find a link to the report here: <https://www.dropbox.com/s/fejicifoic8nu7b/2020%20online%20FINAL.pdf?dl=0>



The report was unveiled at leadership lunch hosted, in partnership, with CityView Magazine in June of 2021.

The report highlights the significant investments in construction, new businesses, public art, the growth of the Municipal Service District, and probably most importantly – the resiliency of the downtown district and its leadership.

New Businesses. In total **32-new businesses** opened in the district in FY21. The fourth quarter reported a slight increase in the number of new business openings from previous quarters, adding nine (9) new businesses in Q4, up from six in Q3. This fiscal year there's been a **net gain of 17 new businesses** in the Municipal Service District. A total of fifteen businesses exited the district this fiscal year.

OPENED BUSINESSES FY 20/21			
Business Name	Address	Date	Type
Meraki Designs	300 Block Hay	Sep-20	Retail
KACK Enterprise	Person Street	July -20	Office
LATCH	154 Bow Street	July-20	Service
Years Gone By Antiques	231 Franklin Street	July-20	Retail
P3 Yoga	106 Hay Street, Suite 123	Oct-20	Service
Tru Perfections	125 Person Street	Oct-20	Service
Stachia's Fully Loaded Grill & Mart	200 Roberson Street	Nov-20	Food
Stevie's on Hay	318 Hay Street	Dec-20	Retail
Next Home	300 Hay Street	Nov-20	Service
Washington Apparel	100 Hay Street Suite 708.	Oct-20	Retail
Justice for our Neighbors	100 Hay Street Suit305	Dec-20	Nonprofit
McRaven McKnight Legal	107 Gillespie Street	Dec-20	Service
Critical Path Solutions	109 Gillespie Street	Nov-20	Service
United Professional Real	107 Gillespie Street	Dec-20	Service
Mcknight Construction and Repair	107 Gillespie Street	Dec-20	Service
3 BC's Cleaning Service LLC	107 Gillespie Street	Dec-20	Service
Dual Forces	444 Russell Street	Jan-21	Service
Minx Diva	308 Hay Street, Suite B	Jan-21	Retail
Kallies Kloset	314 -A Hay Street	Jan-21	Retail
Tress Connoisseurs	314 -A Hay Street	Mar-21	Service
The Coffee Scene	450 Hay Street	Feb-21	Food
Keem Jones Consultation	100 Hay Street	Feb-21	Service
Rose Nation Yoga	229 Hay Street, Suite 200	June-21	Service
Ravens Nest Tattoo and Cranium	131 Donaldson Street	May-21	Service
Reverie Goods and Gifts	103 Hay Street	Apr-21	Retail
Livery Cigar and Whiskey	Maxwell Street	May-21	Bar/Private Club
The Bourbon Orleans	114 Gillespie St	June-21	Restaurant
American Barber Shop	118 Hay Street	June-21	Service
Debbie Best Edwards Jones	Winslow Street	Apr-21	Professional
Market Roots & Skin Savvy Aesthetic	25 Market Square	June-21	Service
Awesome Tattoos	7 Market Square	June-21	Service
	<i>Others?</i>		

Expansions or Relocations within MSD	Address	Date	Type
Chamber of Commerce	Festival Park Building	Sept-20	Nonprofit
Livery Antiques merged with Cotton Exchange	311 Hay Street	Jan-20	Retail
Olde Town Apothecary (changing name and expanding)	Point News Building	Sept-20	Retail
<i>Others?</i>			
New Businesses Coming Soon	Address	Date	Type
The Bay Doe	109 Person Street	TBD	Restaurant
A Taste of West Africa	Person Street	TBD	Restaurant
Healthy Hippie Nutrition	103 Hay Street	Aug-21	Restaurant/Smoothie
Froze-a-Holic	131 Hay Street	Aug-21	Bar/Private Club
Flower MYY Blossoms	225 Franklin Street	TBD	Retail
<i>Others?</i>			
Improvements During COVID & Adaptive Reuse	Investment type		
Rude Awakening	New Counter		
Circa 1800	New flooring, fixtures, paint, new countertop, New kitchen		
Pierro's	New flooring, fixtures, paint		
Cornerstone – Hummingbird Candle	Changes name, improves layout, updates focus		
Gaston Brewing	New front of house, new façade		
Systel Building	New café, office improvements		
Fayetteville Breastfeeding Center	Rebrands to Mama's Village - Fayetteville		
<i>Others?</i>			

Closed Businesses. Eleven (15) closed businesses closed in FY20/21

Business Name	Address	Type
Cotton River Outfitters	101 Hay Street	Retail
Cool Spring Clubhouse	100 Block Hay	Daycare
Coldwell Banker	300 Block Hay	Service
Donum African Store	105 Person Street	Retail
Hair Connections Barber Shop	5 Market Square	Service
HITS	129 Hay Street	Retail
The Lion's Den	118 Hay Street	Service
Service Shoe Shop	130 Person Street	Service
Walter Guys Jewelry	220 Hay Street	Retail
Kack Enterprise	Person Street	Office
Street Level Media	Russell Street	Service
Blue Cross Blue Shield	235 Ray Avenue	Professional
McKee Homes	101 Hay Street	Professional
219 Group	102 Person Street	Professional
<i>Others?</i>		

Retention and Support. Cool Spring Downtown District continues to work creating resources for new and existing businesses.

- **New Business/District Overview Folder:** CSDD worked to create an easy to access, ready for distribution folder highlighting resources for downtown's existing and new businesses. The folder highlights resources and grants from the City's Economic and Community Development Department, Parking information, a welcome letter from our Chair and a copy of our annual report. Please stop by the office for free copy.

- **Ambassador Program:** As Downtown Fayetteville continues to grow into a dynamic 21st century city with new developments emerging, an increasing residential population, and a continual flow of visitors, the NOW APPROVED "Cool Spring Concierges" Program is designed to ensure a memorable and welcoming experience for those in our city center. The program is in the early stages of planning but when implemented, the pilot program "Cool Spring Concierges" will proactively engage the community by providing the following services:
 - Direction and way-finding assistance
 - Homelessness and vulnerable population assistance and resource connectivity
 - Aggressive panhandling and suspicious activity observation and reporting
 - Dining recommendations
 - Cultural and tourist attractions
 - Motorist assistance
 - Safety escorts to and from any location in downtown
 - Business check-ins and resident assistance
 - Special event safety and information
 - Quality of life assistance and outreach

The City's Community and Economic Development Department asked us to prepare a proposal to pilot the "Cool Spring Concierges" program and we are pleased to report that the proposal was executed in early April 2021. The Concierge committee has been formed and selection for the position is underway. The Concierge Program will launch in August of 2021.

- **Downtown Gift Card Program:** Since its inception during the height of the pandemic, CSDD has sold over 400 gift cards valued at \$20,000 (Note – up from \$9,000 in Q3). CSDD’s Economic Vitality committee replenished the BOGO Incentive program (a dollar-for-dollar match on all cards purchased) this quarter. The goal was to infuse money directly in the hands of small businesses as quickly as possible. We consider the investment a huge success, in that the BOGO incentive was exhausted in less than three months.
- **Parking:** In an effort to support the small business comeback in downtown Fayetteville, City officials postponed the implementation of paid parking until the end of fiscal year. In March, the parking resumed its monthly meetings. Staff looks forward to collaborating with City officials and the parking company on the launch of this service.

Development and Redevelopment.

- **Collaborations.** District board members actively collaborate with fellow economic development intermediaries including The Fayetteville-Cumberland County EDC, the Greater Fayetteville Chamber of Commerce and the Convention and Visitors Bureau. Staff has forged a strong partnership with the office of Community and Economic Development.
- **Fayetteville Cumberland Collaborative Branding Committee.** Cool Spring continues to participate in this collaboration involving the City, County, Chamber, Arts Council, Convention and Visitor’s Bureau, and Tourism Development Authority under the leadership of the Economic Development Corporation. This project is moving forward with the process of seeking a shared brand identity for the entire community. Our collaboration has also had the added benefit of sparking closer cooperation between these organizations for economic vitality purposes. We launched the new brand in in Q2, FY 20/21 and to date feel that the program has been received favorably by the community.

Metrics.

1. *Vitality Overview FY21:*

Vitality Overview FY20/21	
Total new Businesses FY20/21	32
Total Business closures FY20/21	15
Total Expansions or relocations within MSD FY20/21	Three (3)
Expected new businesses Q1 FY20/21	Five (5)

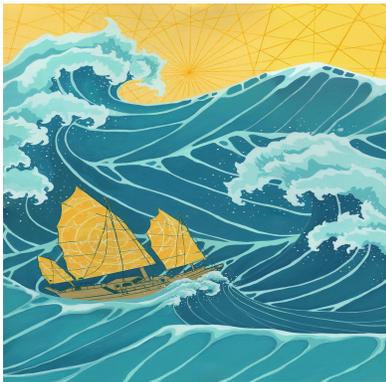
2. Annual percentage increase of Local, Small, and Disadvantaged Business Enterprises (LSDBE) within the district:

- In honor of Black History Month, Cool Spring cataloged all [Black Owned](#) Businesses in the District. Of the estimated 200 businesses in the district, 49 are black-owned, or 24.5%. A map is under construction of all Black Owned Businesses.

3. Real Estate Overview (Note: Metrics obtained by CoStar with assistance from the FCEDC:

	Building Inventory	Vacancy Rate	Market Rent	Market Sale Price/SF	Market Cap Rate
Q1	2.8 M	9.2%	\$15.74	\$139	8.0%
Change	(3.6%)	(1.6%)	+1.1%	+4.4%	0.0%
Q2	2.8M	8.1 %	\$10.64	\$97	8.3%
Change	(0%)	0.9%	(\$5.10)	30%	0.3%
Q3	2.8 M	7.6	\$14.00	97%	8.4
Change	(0%)	0.5%	(\$3.36)	0%	0.1%
Q4	2.8 M	16.9%	\$17.95	\$149	8.3%
Change	(0%)	9.3	\$3.95	\$10	0.1%

2. ART AND DESIGN ENHANCEMENTS



Art Alley: Located at 222 Hay Street, this connector alley has been transformed into an outdoor Art Alley. The newest installation features artwork by Fayetteville's Ayada Rose.



Prismatica: In partnership with PWC, Cool Spring secured over \$35,000 in cash sponsors and \$10,000 in media trades to bring this globe-trotting public art exhibit to the district for the Month of October.



Pandemonium is a piece the Cool Spring Downtown District's Design and Placemaking committee sponsored as part of ArtScape 5, an initiative of the Fayetteville-Cumberland County Arts Council. This lovely piece was installed in June of 2021 and will be in the district for the next year.

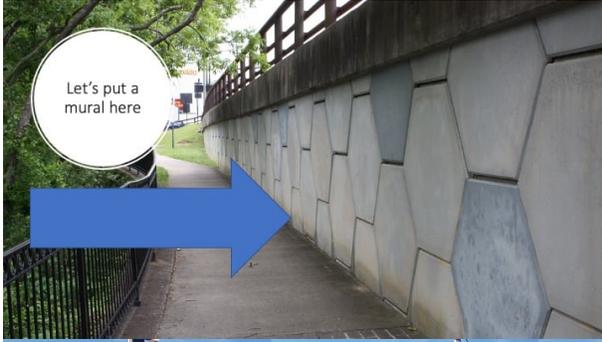
Hurley Pot Update: Working in partnership with the Cool Spring Bloom Garden Club, the district served as the fiscal agent to a grant awarded to the garden club from the Cumberland Community Foundation. This effort added 20-giant arborvitae to Hurley pots throughout the district.



Community Tree: In partnership with the Parks and Recreation Department, the organization purchased a 14-ft holiday tree. Moving forward, the tree will be used by the Arts Council as the "official city tree"

Additionally, the organization mobilized a multi-day effort to remove old bows and holly berries from 200+ municipal wreaths. Volunteers spent two days fluffing the wreaths for the shopping season.

With the help of many, we were able to deploy the holiday décor in early November.



Giving Tuesday: As a partner of the Cumberland Community Foundation, the district raised \$2,500 to place a mural on the retaining wall at Linear Park. CSDD partnered with the Cumberland County Youth Council and Millennial Commission to implement a mural in April of 2021.



Call for Artists: Traffic Boxes. Aspiring to take everyday items and add art, the district issued an "Request for Proposals" from designers and artists in the community to wrap four (4) traffic signal boxes at downtowns major intersections. The four intersections of downtown will be updated in the coming weeks with new designs...stay tuned!



The Unity Bell: This temporary piece was designed by Bianca's Father-in-Law John Shoneman. Made from over 10 repurposed and salvaged materials, the Unity Bell is an interactive "gong" designed "not make a political or spiritual statement" and to be shared by the downtown community. In his artist statement John says, "Above all, bells are majestic, an instrument to access the 'Sacred' and the 'Divine' in whatever form one chooses. The bell was removed in March, 2021 and will likely make an appearance in the fall of 2021 at the Field of Honor.

The Yellow Movement: After complaints about its removal on January 11, the Council contracted CSDD to repaint the “Black Lives Do Matter” and “End Racism Now” murals at the Market House. The mural was installed on February 4th and will remain for six-months. Timeline:

- June 8 – Council discusses the Yellow Movement
- June 22 – Council authorizes mural installation
- June 30 – Mural installed
- July 26 – Mural vandalized
- July 28 – Mural restored
- January 11 – Mural removed
- February 4- Mural reinstalled
- August 2021: Potential for removal



InnerWoven: A temporary fabric art installation along downtown’s greenway, Cross Creek at Linear Park. The project was designed, fabricated and installed by Fayetteville’s own Kia (Jones) Love.

CSDD partnered with Kia to write a successful grant application to the Arts Council’s Mini Grant program to offset the cost of the project.



Blashfield Sign Company, Inc.
 303 Williams St., Fayetteville, NC 28301
 ph 910-485-7200
 www.blashsign.com

Customer Address:
 Pick Up
 Installation Required
 Shipping Required

If the proof is approved, it MUST be signed, scanned (in color) and emailed back to us before we can begin production. This is policy with any job. If this cannot be done, please call our office to discuss an alternate method to get us the signed proof. WE WILL NOT BEGIN ANY JOB WITHOUT PROPER APPROVAL.

Monolith: Blashfield Signs constructed and donated a 6' tall aluminum monolith that is now installed near the door of the parking garage.

CSDD obtained the COA and facilitated the installation for Mr. Blashfield as he adds public art downtown.

COVID Bells: In February 2021 the nation reached a grim Milestone when 500,000 lives were lost to COVID. CSDD Partnered with 11 area churches to ring Church bells in honor of those that had lost their lives.



Informational kiosk: Lauren has been designing new kiosk posters each month to highlight key events and the downtown business map.

Metrics

There was an Increase public art and design enhancements within the district by 9 new installations, with several more in the works for the coming months.



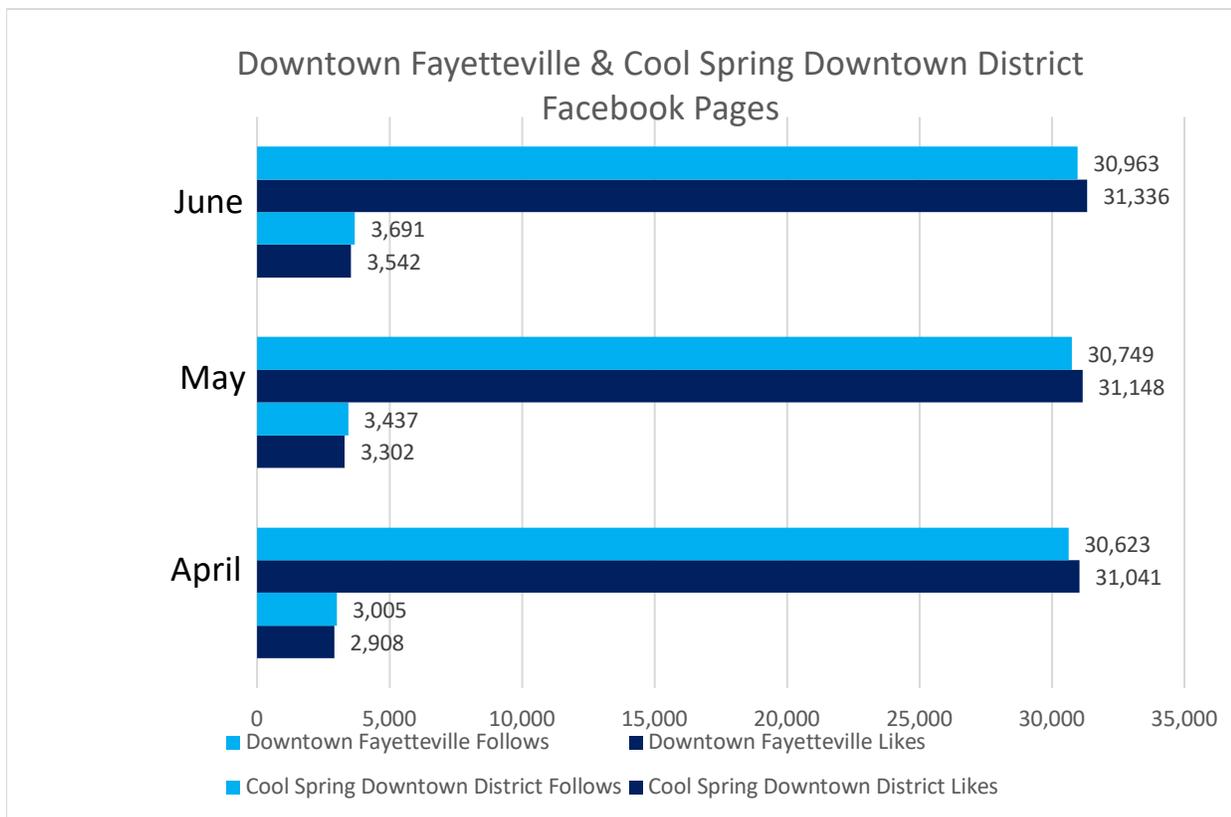
1. Black Lives do Matter and End Racism Now painted around the Market House's No Drive Zone
2. The Arts Council Installed 18 new temporary Public Art pieces as part of their "Works in Progress" efforts.
3. Prismatic brought 25 pivoting prisms to the district
4. Art Alley was created to rotate large format murals in the alley of 222 Hay Street
5. InnerWoven added
6. The Unity Bell, added
7. Community Holiday Tree was added
8. The monolith was approved by the Public Arts Commission and installed
9. The retaining wall at Linear Park was painted in festive, on brand colors.

PROMOTIONS AND MARKETING

Number of monthly social media followers and likes (Facebook, Twitter, and Instagram) at the end of quarter, June 30, 2021.

Facebook:

- Downtown Fayetteville
 - Likes: 31,336 Increase of .10% from 31,304 last quarter
 - Followers: 30,963, Increase of 1.05% from 30,640 last quarter
- Cool Spring Downtown District
 - Likes: 3,542, Increase of 25.07% from 2,832 last quarter
 - Followers: 3,691, Increase of 25.84% from 2,933 last quarter



Twitter:

- Downtown Fayetteville
 - Followers: 4,754, Decrease of -0.53% from 4,779 last quarter
- Cool Spring Downtown District
 - No Twitter information

Instagram:

- Downtown Fayetteville
 - Followers: 4,689, an increase of 7.34% from 4,368 last quarter

- Cool Spring Downtown District
 - Followers: 1,692, an increase of 7.56% from 1,573 last quarter

Email Newsletter:

- Subscribers:
 - 3,438 Subscribers, an increase of 2.07% from the 3,368 last quarter.
- Open Rate:
 - 21.69% open rate average, decrease of -3.85% from 22.56% last quarter

Google:

- 15,116 people found Downtown Fayetteville/Cool Spring Downtown District through Google business, an increase of 9.54% from 13,799 people last quarter
- 289 people visited website through Google, an increase of 95.27% from 148 last quarter.

Website:

- 8,305 users visited the Cool Spring Downtown District website, an increase of 31.05% from 6,337 users last quarter
- 8,114 new users visited the Cool Spring Downtown District website, an increase of 30.74% from 6,206 last quarter

Moving into the new year staff negotiated several media contracts. They were as follows:

- Internal Billboards; Bragg Blvd and Skibo Road, February – May
- City View: Entered into a 12-month contract to place monthly advertisements in this local publication. Circulation: 15K/month.
- The Fayetteville Observer: Entered in a 12-month contract that includes one full page ad a month, plus a weekly ad in the popular "Weekender". Circulation: 29,000
- Fayetteville Press: Entered into a quarterly agreement
- Pine Straw (Moore County Publication): Entered in a quarterly agreement for the next 12-months
- Business NC: Special full-page ad in a paid section highlighting downtown development. Circulation: 15,000

Other advertising efforts:

- Radio Advertisements on both Beasley and Cumulus Media Stations throughout the holiday season. Ran a Valentine's Day campaign across 5-radio stations in partnership with Beasley Media Group.
- Influencer Campaign: "Caribbean Cowgirl" posting on our behalf. She has a large following:
- Our State Magazine: Looking to partner with the City to place a few ads in this publication. Circulation: 120K/month, print.

Branding: Fayetteville Cumberland Collaborative Branding Committee launched the multi-agency brand in collaboration with City, County, Chamber, Arts Council, Convention and Visitor's Bureau, and Tourism Development Authority under the leadership of the Economic Development Corporation. The project brings together a shared brand identity for the entire community. Our collaboration has also had the added benefit of sparking closer cooperation between these organizations for economic vitality purposes



In the coming months, we look forward to implementing a year-long billboard campaign and issuing free buttons to our business owners and their employees.



Branding Campaign: Entered into a 4-month contract with The Mox Collective to release our new logo in a cohesive campaign included outdoor advertising, print media, digital media, and new tag lines.

Additional efforts

Enhanced Services

Downtown Transportation Circulator: With the gracious support of Ralph and Linda Huff and Coldwell Banker, the District purchase two 2004 Molly Trolleys. The trolleys have been a long-standing goal of our downtown leadership circle and we are honored to put them into circulation in the coming months.



Military-related marketing promotions and outreach:

Staff organized an urban pop-up market to support the Veterans Farmers of North Carolina. The agrotourism effort drew an estimated 200 people the urban core and raised \$2,000 for veteran farmers across NC.

Additionally, staff will partner with the Airborne Special Operations Museum to bring the 14th Annual Field of Honor back to Fayetteville.

SPECIAL EVENTS AND PROGRAMMING

Cool Spring Downtown District's Event Stats

DATE	EVENT	ATTENDANCE
4/2/21-4/3/21	Hoppin Around Downtown	600
4/23/21	Find Your Zen and Make your Mark 4th Friday	50
5/8/21	Mother's Day Carriage Rides	50
5/15/21	Nerd Market	600
5/28/21	Get Down, Downtown Fayetteville	1000
6/3/21	The District Summer Market	400
6/10/21	The District Summer Market	400
6/17/21	The District Summer Market	400
6/24/21	The District Summer Market	400
6/24/21	PRIDE Community Picnic	1200
6/25/21	Drag Me Downtown	300
6/25/21	Get Down, Downtown Fayetteville (CANCELLED)	0
	Total	5,300

Events Hosted in the Cool Spring Downtown District Stats

DATE	EVENT	ORGANIZER	ATTENDANCE (AVERAGE)
4/1/21	Succulent Wreath Workshop	Turner Lane	1
4/2/21	VEGAN POTLUCK - Raw Edition	Prima Elements Wellness Center	15
4/2/21	Hoppin Around at the Xscape Factor	Xscape Factor	24
4/2/21	Succulent Wreath Workshop	Turner Lane	6
4/2/21-4/3/21	Hoppin Around Downtown	Cool Spring Downtown District	433
4/3/21	Meditate & Paint : Workshop	Prima Elements Wellness Center	21
4/3/21	Fitness Food Feet	Cooking4Fitness	7
4/3/21	Hop into Shape Workshop and Workout	Cooking4Fitness	6
4/3/21	Hoppin History Hunt	Fayetteville Area Local History and Transportation Museum	24
4/4/21	Easter Brunch on Hay	Huske	95
4/6/21	Downtown Salsa & Swing Night	Volta Space	6
4/6/21	Dough Bowl Workshop	Turner Lane	6
4/7/21	Vegan Cooking School	Prima Elements Wellness Center	25
4/8/21	Virtual Book Event with Stephanie Dray	City Center Gallery & Bookstore	30
4/9/21	Live Jazz at The Wine Café	The Wine Cafe	17
4/9/21	(DIY) Make & Take Skincare Class	Prima Elements Wellness Center	10
4/10/21	New Moon Meditation, Intention, & Reflection	Prima Elements Wellness Center	21
4/10/21-4/11/21	Italian Ice at the ASOM	Airborne & Special Operations Museum Foundation	30
4/13/21	Downtown Salsa & Swing Night	Volta Space	13
4/13/21	Succulent/Indoor Plant Kokedama Workshop	Turner Lane	5
4/15/21	Succulent Wreath Workshop	Turner Lane	1
4/17/21	Power Foods for Heart Health	Prima Elements Wellness Center	28
4/17/21	Karaoke Night	Gaston Brewing Company	26

4/17/21	Fayetteville Beautiful Community-Wide Cleanup	City of Fayetteville (460 Hay Street)	135
4/17/21	Fayetteville Technical Community College Horticultural Plant sale	Fayetteville Area Local History and Transportation Museum	39
4/17/21	Spring Open House	Downtown Alliance	72
4/17/21	4th Anniversary Carnival	Bright Light Brewing Company	417
4/17/21	Blush and Beige Boutique Pop Up	Sunshine Beauty and Bliss	25
4/17/21	Power Foods for Heart Health	Prima Elements Wellness Center	28
4/19/21	Succulent/Cacti Terrarium Workshop	Turner Lane	6
4/20/21	Downtown Salsa & Swing Night	Volta Space	9
4/21/21	Succulent Wreath Workshop	Turner Lane	6
4/22/21	Argentina Wine & Tapas Night!	The Wine Cafe	20
4/23/21	Reverie Goods & Gifts Grand Opening!	Reverie Goods & Gifts	35
4/23/21	(DIY) Make & Take Anti-aging Skin Care Class	Prima Elements Wellness Center	7
4/23/21	Find Your Zen and Make your Mark 4th Friday	Cool Spring Downtown District	50
4/23/21	Word on the Street (CANCELLED)	Fayetteville Dogwood Festival, Arts Council of Fayetteville/Cumberland County	0
4/24/21	3:10: A Dramatic Book Reading	Arts Council of Fayetteville/Cumberland County, Create Space Station, Lejuane Bowers	29
4/24/21	Spring Open House	Downtown Alliance	24
4/26/21	Succulent/Cacti Terrarium Workshop	Turner Lane	6
4/27/21	WORM FULL MOON MEDITATION	Prima Elements Wellness Center	21
4/27/21	Downtown Salsa & Swing Night	Volta Space	18
4/28/21	Succulent Wreath Workshop	Turner Lane	6
5/1/21	ROCK 103 BEER COMING OUT PARTY	Rock 103, Gaston Brewing Company	166

5/1/21	North Carolina Regional Group of the Horseless Carriage Club of America meet-up	Fayetteville Area Transportation and Local History Museum	8
5/3/21	Succulent/Cacti Terrarium Workshop	Turner Lane	6
5/4/21	Exclusive Cinco De Mayo Launch Party (CANCELLED)	Downtown Market of Fayetteville	0
5/4/21	Downtown Salsa & Swing Night	Volta Space	7
5/5/21	Virtual Cooking TACOs PARTY (VIRTUAL)	Cooking4Fitness	28
5/5/21	Cinco De Mayo	Bright Light Brewing Company	95
5/5/21	Cinco De Mayo Cardio Workout	Cooking4Fitness	30
5/7/21	Military Spouse Appreciation Weekend	Downtown Alliance, Women's Business Center of Fayetteville at CEED	20
5/7/21	VEGAN CINCO DE MAYO - Potluck Party	Prima Elements Wellness Center	23
5/8/21	City Market Spring Kick-Off	Fayetteville Area Transportation and Local History Museum	52
5/8/21	Mother's Day + Grad Sip and Shop	Fabulous Finds Boutique	49
5/8/21	City Market Spring Kick-Off	Fayetteville Area Transportation and Local History Museum	52
5/8/21	Coia live at Gaston Brewing Co.	Gaston Brewing Company	50
5/8/21	Mother's Day Carriage Rides	Cool Spring Downtown District	40
5/9/21	Mother's Day Brunch	Huske	78
5/11/21	New Moon Meditation, Intention, & Reflection	Prima Elements Wellness Center	18
5/11/21	Downtown Salsa & Swing Night	Volta Space	12
5/12/21	Vegan Cooking School (CANCELLED)	Prima Elements Wellness Center	0
5/15/21	Nerd Market	Cool Spring Downtown District	600
5/15/21	VEGAN BRUNCH - Plant Based Breakfast Buffett	Prima Elements Wellness Center	55
5/15/21	NC Wakanda Gala	Cultural & Heritage Alliance	179
5/15/21	Chalk the Walk	Downtown Alliance	262

5/16/21	Gameday Fundraiser for Fayetteville Police Foundation	Bright Light Brewing Company	113
5/18/21	Downtown Salsa & Swing Night	Volta Space	9
5/19/21	Tasting Party	Prima Elements Wellness Center	29
5/20/21	Learn to Grow A Garden	Prima Elements Wellness Center	28
5/20/21	KidsPeace Art Gallery of Hope	Huske	150
5/22/21	Reverse Type 2 Diabetes	Prima Elements Wellness Center	13
5/25/21	FULL MOON MEDITATION & HEALING	Prima Elements Wellness Center	28
5/25/21	Downtown Salsa & Swing Night	Volta Space	7
5/28/21	4th Friday at the Patio	Bright Light Brewing Company	309
5/28/21	Get Down, Downtown Fayetteville	Cool Spring Downtown District	549
5/28/21	Memorial Day Weekend Downtown	Downtown Alliance	391
5/28/21	Fourth Friday @ The Patio	Bright Light Brewing Company	309
5/28/21-6/26/21	Public Works	Arts Council of Fayetteville/Cumberland County	500
5/29/21	Launch Party & Business Expo	Skyview on Hay	82
5/31/21	Memorial Day at ASOM	Airborne Special Operations Museum Foundation	86
6/1/21	Downtown Salsa & Swing Night	Volta Space	4
6/1/21	Tasty Tuesday	Downtown Market of Fayetteville	36
6/3/21	The District Summer Market	Cool Spring Downtown District	200
6/4/21	Vegan Caribbean Cook Out - Potluck	Prima Elements Wellness Center	40
6/5/21	Youth Health & Hygiene Drive - Pickup	Cultural and Heritage Alliance	30
6/5/21	World Environment Day at the City Market at the Museum	Fayetteville Area Transportation and Local History Museum	46
6/5/21	Youth Health & Hygiene Drive - Pickup	Cultural and Heritage Alliance	30
6/5/21	The Road to Fayetteville Comic Con: Fanboy Faceoff (CANCELLED)	The Sweet Palette	0

6/5/21	"Painting Out Loud" a Meditate & Paint : Workshop	Prima Elements Wellness Center	29
6/7/21	Opportunity Night - Lets talk business	Cooking4Fitness	15
6/8/21	The Hemp Farmacy Fayetteville 3 Year Anniversary	Hemp Farmacy Fayetteville	50
6/8/21	Downtown Salsa & Swing Night	Volta Space	8
6/10/21	The District Summer Market	Cool Spring Downtown District	200
6/11/21	Mini Fest Featuring On The Border	Fayetteville Dogwood Festival (Festival Park)	376
6/11/21	Mini Fest Kick-Off	Fayetteville Dogwood Festival (Festival Park)	491
6/12/21	Coia live at Gaston Brewing Co.	Gaston Brewing Company	15
6/12/21	Vegan Brunch Buffett	Prima Elements Wellness Center	88
6/12/21	Dogwood Festival Car and Motorcycle Show	Fayetteville Dogwood Festival (Festival Park)	327
6/12/21	Word on the Street	Dogwood Festival, Arts Council of Fayetteville/Cumberland County	300
6/15/21	Downtown Salsa & Swing Night	Volta Space	12
6/16/21	Vegan Cooking School	Prima Elements Wellness Center	5
6/17/21-6/19/21	Chocolate Stroll	Downtown Alliance	1000
6/17/21	Chocolate Stroll Night	Cooking4Fitness	84
6/17/21	The District Summer Market	Cool Spring Downtown District	200
6/19/21	Chocolate Stroll at the City Market	Fayetteville Area Transportation and Local History Museum	98
6/22/21	Downtown Salsa & Swing Night	Volta Space	5
6/23/21	Intuitive Development Class	Prima Elements Wellness Center	7
6/24/21	The District Summer Market	Cool Spring Downtown District	200
6/24/21	PRIDE Community Picnic	Cool Spring Downtown District	1200
6/25/21	Salad Extravaganza	Cooking4Fitness	5
6/25/21	4th Friday/Saturday Downtown	Bright Light Brewing Company	51
6/25/21	Drag Me Downtown	Cool Spring Downtown District	220
6/25/21	Get Down, Downtown Fayetteville (CANCELLED)	Cool Spring Downtown District	0

6/26/21	15 Year Anniversary Party!!	Fabulous Finds Boutique	75
6/26/21	Author Visit with Melinda Pash	Airborne & Special Operations Museum Foundation	10
6/26/21	15 Year Anniversary Party!!	Fabulous Finds Boutique	75
6/29/21	Downtown Salsa & Swing Night	Volta Space	7

5. PARTNERSHIPS, ORGANIZATIONAL SUPPORT AND CONFLICT RESOLUTION

Advocating and Facilitating Solutions for Property Owners and Tenants

- 200 Block Shared Dumpster program. Ongoing** - Cool Spring is working with businesses, City staff, and waste service providers to bring a collective service to businesses on the 200 block of Hay/Franklin Streets, following the Old Street model we successfully implemented last year. In mid-September a vertipak (compact recycling system) and a cardboard recycling center were installed in the Franklin Street Parking Lot. Over the last few months we've managed, with the help of some dedicated businesses owners, the new system. It had its flaws and some ups and downs (technical difficulties and illegal dumping being our main issues), but the waste management program is running. We will continue to recruit new users to the system to ensure it is revenue neutral in the months to come.

Estimated Total Waste Collected

Type of Canister	Estimated Waste	Number of Weekly pick-ups	Number of weeks	Estimated Impact
Vertipak (8yrd)	Estimated 80Lbs per yard	Pick up = 3 times weekly	12 weeks	23,040 LBS of trash removed
Cardboard Pickup (8yrd)	75 lbs. per yard	Pick up = 2 times weekly	12 weeks	14,400 LBS of cardboard recycled

- Property Database. Ongoing** - Cool Spring staff maintains a database to provide current listings of available properties, as well as tracking business and residential population within the MSD. We have also installed a fact sheet bracket in our front window, showing up to 10 available downtown properties.

Liaison between Downtown stakeholders and local government

- **Construction.** Cool Spring will continue to provide liaison between property owners to mitigate effects of road closures during public and private construction efforts.
- **Small businesses and City service staff.** Cool Spring continues to serve as the liaison and information conduit between downtown stakeholders and City staff to facilitate better relationships, more understanding, and increased effectiveness for both City and businesses. To this end, we participate in Parks and Recreation's Special Events Committee, and the Anti-Panhandling Committee. We also work closely with Traffic Engineering, Parks & Recreation, and Construction employees to ensure that stakeholders are made aware of planned activities which may impact them, and to help City departments identify the best times to perform these projects with the least impact to businesses.

Metrics

1. *Percentage of downtown merchants satisfied with support provided by Cool Springs Downtown District*
 - The organization partnered with the City's Office of Community and Economic Development to develop and release a survey to assess merchant and property owner satisfaction in March 2020. Ultimately, the survey was released by the City and all data was managed internally. CSDD Staff will develop a new survey for 2021.
 - Positive outcomes from Informal feedback at meetings of stakeholders, via visits to individual businesses, and from Downtown Alliance. These relationships have generated input for improved service.
2. *Number of direct interactions provided to downtown district in an effort to resolve issues or complaints*
 - Cool Spring often fields complaints related to parking. Staff is available on a daily basis to hear the concerns of both merchants and visitors. We believe our efforts to mitigate the challenging effects of revitalization are helpful and provide a safe place for the community to express itself.
 - It is clear that board members and staff members alike actively participate in the organizational body of work. From attending public input sessions, to organizing new concert series, as well as serving on an advisory committee, the Cool Spring staff and directors spent the last quarter resolving issues and living up to the mission of "creating and sustaining an Arts and Entertainment District." We are excited for the future of the Cool Spring Downtown District!