



Cool Spring Downtown District, Inc.  
222 Hay Street, Fayetteville, NC 28301  
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QUARTERLY REPORT – THIRD QUARTER  
JANUARY 1 – MARCH 31, 2025  
SUMMARY

Our organizational efforts align with the City of Fayetteville’s 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

## QUARTERLY HIGHLIGHTS:

Economic Development: In the THIRD quarter of the FISCAL YEAR, the district welcomed SIX (6) new businesses. This quarter saw TWO (2) businesses close. Since the beginning of the fiscal year, the DISTRICT had a net gain of EIGHT (8) NEW street-level business, celebrating a positive absorption rate. Additionally, we expect THREE (3) new street-level businesses to open soon. See chart below.

The district celebrates several ongoing expansions and new infill projects, representing over 900,000 GSF of new or adaptive reuse construction. See the chart below.

Policy and Advocacy: No new items to report.

Design and Placemaking: In Q3, CSDD added One (1) new placemaking initiative to the district. The Cool Spring Downtown District created a temporary art installation at 222 Hay Street that invited viewers to write on the wall what love means to them over Valentine’s Day weekend. Additionally, the alley located adjacent to the CSDD office serves as a rotating art and placemaking space. Our staff invests in seasonal décor to welcome residents and visitors alike to take photos in the alley.

Events, Marketing, Visitation: Since the start of the third quarter, the district has welcomed over 879,900 visits and 337,600 unique visitors with an average dwell time of 109 minutes. This is an 8.34% decrease from the last quarter.

Metrics ?			
Property: Cool Spring Municipal Service ...			
Visits	879.9K	Avg. Dwell Time	109 min
Visitors	337.6K	Visits YoY	-4.3%

**Operations:** Given the fluctuations in our business climate, it's certainly a unique time to be downtown. That's why this fiscal year was the perfect time to undergo a Strategic Plan. The district was awarded a technical assistance grant from the Arts Council of Fayetteville-Cumberland County. We used the funding to hire "Keys to Your Brand," a local marketing and consulting firm with deep roots in our community. Through this process, we formed a planning committee, designed, released a survey with over 400 respondents, and hosted a "Big Ideas Forum," and completed our Strategic Plan in December 2024.

## 1. ECONOMIC VITALITY & DEVELOPMENT

### NEW BUSINESSES

#### NEW THIS QUARTER

1. Soul Expressions (229 Hay Street) – Therapy Services
2. Jersey Stylz Barber and Beauty (112 Hay Street) – Barbershop and Beauty Salon
3. Croo Studios (102 Person Street, Suite D) – Professional Studio
4. Zoe Noelle's Princess Spa Event Space (159 Maxwell Street) – Event Space
5. Mondrell's Social Lounge (226 Hay Street) – Lounge
6. The Friend's Table Tiffany's Edition (231 Hay Street) – Restaurant

#### NEW THIS FISCAL YEAR

7. Maiden Event Center (421 Maiden Lane) – Event space
8. Samuel's Beauty Lounge (314 Hay Street)- Full-service salon
9. Breakfast with Tiffany's (229 Hay Street) – Restaurant
10. DSF Restaurant and Bar (106 Person Street) – Restaurant
11. North/South Brewing (304 Williams Street) – Brewery and Taproom
12. Trench Nutrition (103 Hay Street) – Beverage bar
13. The Livery Event Space AKA "The Warehouse" (226 Donaldson Street). Event Space
14. Floral Oasis (312 Hay Street) – Retail
15. Old Street Tattoo (116 Old Street) – Service
16. Dad Bod Dive Bar (444 W. Russell Street) - Brewery and Taproom
17. The Warehouse (226 Donaldson Street) – Event Space

### RELOCATED WITHIN THE MSD

1. Johnny Awesome Tattoos (225 Hay Street) – Service
2. Gallery 13 (240 Hay Street) – Service

### CLOSED

#### CLOSED THIS QUARTER

1. Momma's Village of Fayetteville (131 Hay Street, Suite 201) – Health Services
2. Breakfast at Tiffany's (231 Hay Street) – Restaurant

#### CLOSED THIS YEAR

3. Huske Hardware (405 Hay Street) – Full-Service Restaurant
4. Taproom at Huske (405 Hay Street) – Beverage service

5. The Cave (321 Hay Street) – Wellness Center
6. Day and Night Heating and Air Conditioning (552 Russell Street) – Service
7. Protein Lab (103 Hay Street) – Beverage bar
8. Bright Light Brewing Company (444 W. Russell Street) - Brewery and Taproom
9. Lodestone Antiques (223 W Russell St, Fayetteville, NC 2830) - Retail

#### OPENING SOON

1. Southern Pines Brewery – (123 Hay Street) Taproom and music venue
2. Our Place – (114 Hay Street) – Restaurant
3. Sol's Arcade and Taproom – (421 Maiden Lane) Bar

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	Underway
Festival Park Plaza	\$7,100,000	43,000	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	Underway
AIT Building	\$1,000,000	68,000	Underway
Kress Building Condos	\$2,000,000	20,000	Underway
<b>Total Investment</b>	<b>\$292,800,000</b>	<b>986,400</b>	

COSTAR REAL ESTATE ANALYTICS SPECIFIC TO THE MUNICIPAL SERVICE DISTRICT from January 1 – March 31, 2025.

#### Search Analytics

INVENTORY SF <b>2M</b> <span>+0.1%</span> <small>Prior Period 2M</small>	UNDER CONSTRUCTION SF <b>0</b> <span>-100.0%</span> <small>Prior Period 2.9K</small>	12 MO NET ABSORPTION SF <b>23.9K</b> <span>-70.5%</span> <small>Prior Period 81.1K</small>	VACANCY RATE <b>4.1%</b> <span>-1.1%</span> <small>Prior Period 5.2%</small>	MARKET ASKING RENT/SF <b>\$18.84</b> <span>+2.1%</span> <small>Prior Period \$18.45</small>	MARKET SALE PRICE/SF <b>\$143</b> <span>+0.4%</span> <small>Prior Period \$142</small>	MARKET CAP RATE <b>8.9%</b> <span>+0.1%</span> <small>Prior Period 8.8%</small>
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Over the last 12 months, our absorption rate has reduced by 70.5%. This indicates a slowing of real estate transactions and a shift from a seller's market to a buyer's market. We are confident that once critical vacancies are absorbed, such as the Huske Hardware Restaurant and Taproom building, investment risks will be mitigated. One positive trend has been the continuous reduction of our vacancy rate, now 4.1%, has not changed since the previous period.

### Key Metrics

Availability		Inventory	
Vacant SF	80.2K ↓	Existing Buildings	230 ↓
Sublet SF	0 ↓	Under Construction Avg SF	-
Availability Rate	11.7% ↑	12 Mo Demolished SF	0 ↓
Available SF Total	234K ↑	12 Mo Occupancy % at Delivery	100.0% ↓
Available Asking Rent/SF	\$15.96 ↓	12 Mo Construction Starts SF	0 ↓
Occupancy Rate	96.0% ↑	12 Mo Delivered SF	2.7K ↓
Percent Leased Rate	96.1% ↑	12 Mo Avg Delivered SF	2.9K ↓

Sales Past Year		Demand	
Asking Price Per SF	\$232 ↑	12 Mo Net Absorp % of Inventory	0.5% ↓
Sale to Asking Price Differential	-0.5% ↑	12 Mo Leased SF	34.1K ↑
Sales Volume	\$3M ↓	Months on Market	11.0 ↓
Properties Sold	4 ↑	Months to Lease	-
Months to Sale	31.5 ↑	Months Vacant	-
For Sale Listings	10 ↓	24 Mo Lease Renewal Rate	71.6%
Total For Sale SF	172K ↓	Population Growth 5 Yrs	2.2%

*Note: This information was generated with the Fayetteville-Cumberland Economic Development Corporation (FCEDC) COSTAR Subscription.*

### Development and Redevelopment.

- **Collaborations.** Staff actively collaborates with fellow economic development intermediaries, including The Fayetteville-Cumberland County EDC, the Greater Fayetteville Chamber of Commerce, and DistiNctly Fayetteville. Staff have forged a strong partnership with the office of Community and Economic Development Department and partners with the Downtown Alliance, a business-to-business organization, on bringing the business and residential communities together.
- **Resident's Social:** On May 28, we will organize a Residents' Social by renting a booth at Segra Stadium. At our previous gathering, over 40 residents attended.

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

- **Recruitment and Retention:** CSDD works to build momentum to further strengthen the commercial core through assisting in business recruitment and retention efforts. Our efforts include leasing assistance (connecting property owners to potential tenants), conducting surveys, and disseminating downtown research and information, promoting available local, state and federal resources, and working in tandem with our partners to drive pro-urban policy.

Some businesses CSDD has recruited include: A Friends Table, Vagabond Coffee, and Pan Sandwiches.

- Downtown Gift Card Program: Since its inception, CSDD has sold over 714 gift cards valued at \$35,000. Over 35 businesses participate in the districtwide, all digital gift card.
- Social Districts: HB890 is a bill lobbied for by the NC Retail Merchants Association in the spirit of driving business to retailers in urban cores and expanding a community's the sense of livability. The bill, adopted into law in the fall of 2021, allows Cities and Counties to create "Social Districts" and enable them to ease open-container laws. CSDD manages the social district, distributing free cups to participating businesses. To date, we've given away 50,000 cups, which we estimate has generated nearly \$350,000 in sales.

#### Metrics.

##### 1. Vitality Overview

Vitality Quarterly Overview	Q1	Q2	Q3	YTD
Total new Businesses	4	7	6	17
Total Business closures	1	6	2	9
Total Expansions or relocations within MSD	1	1	0	2
Expected new businesses	3	3	3	3

## 2. ART AND DESIGN ENHANCEMENTS

During Valentine's Day weekend, the Cool Spring Downtown District created a temporary art installation and asked viewers to write "What does love mean to you" on the wall. We received several hundred entries as well as passed out over one hundred carnations.

In addition to the Valentine's Day wall, we updated the alley into the "Holiday Alley." The Holiday Alley serves to bring joy and photo activation in Downtown Fayetteville. Families and enjoy the Holiday Alley.



Cool Spring Downtown District presented the project, Lunasee, to the Corridor Revitalization Committee, where it received support to move forward. Our team firmly believes that lighting the Hay Street Deck, especially given the MUTCD's limited design standards, is the preferable project and would enhance the district's attractiveness while simultaneously improving safety in downtown Fayetteville. With the support of the City, Arts Council, and CSDD's general fund, this project will move forward in two phases. Phase One will add 19 floodlights to the façade of the Hay Street deck, which was installed in December (pictured right). Phase Two, once funded, will add an “art-deco” style splatter to the corner of the deck (pictured left).



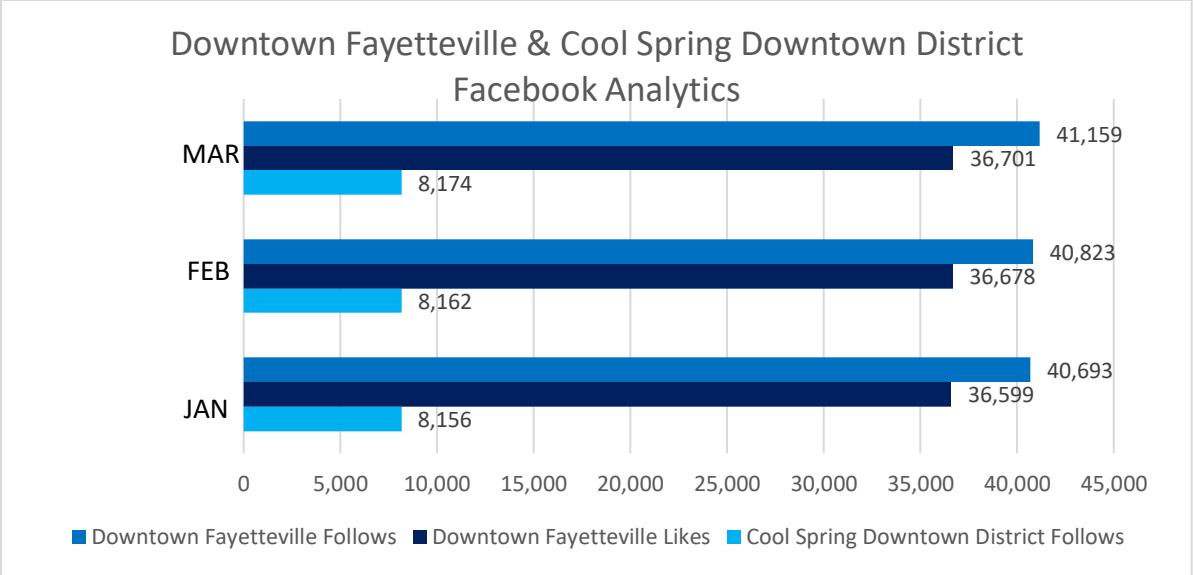
Vitality Quarterly Overview	Q1	Q2	Q3	TYD
Total PERMANENT Placemaking Initiatives	1	1	0	2
Total TEMPORARY Placemaking Initiatives	4	1	1	6

### 3. MARKETING AND EVENTS

Number of monthly social media followers and likes (Facebook, Twitter, and Instagram) at the end of the quarter March 31, 2025.

#### Facebook:

- Downtown Fayetteville
  - Like: 36,701, an increase of .74% from 36,431 last quarter
  - Followers: 41,159, an increase. 1.62% from 40,501 last quarter
- Cool Spring Downtown District
  - Likes: N/A
  - Followers: 8,174, an increase of .34% from 8,146 last quarter

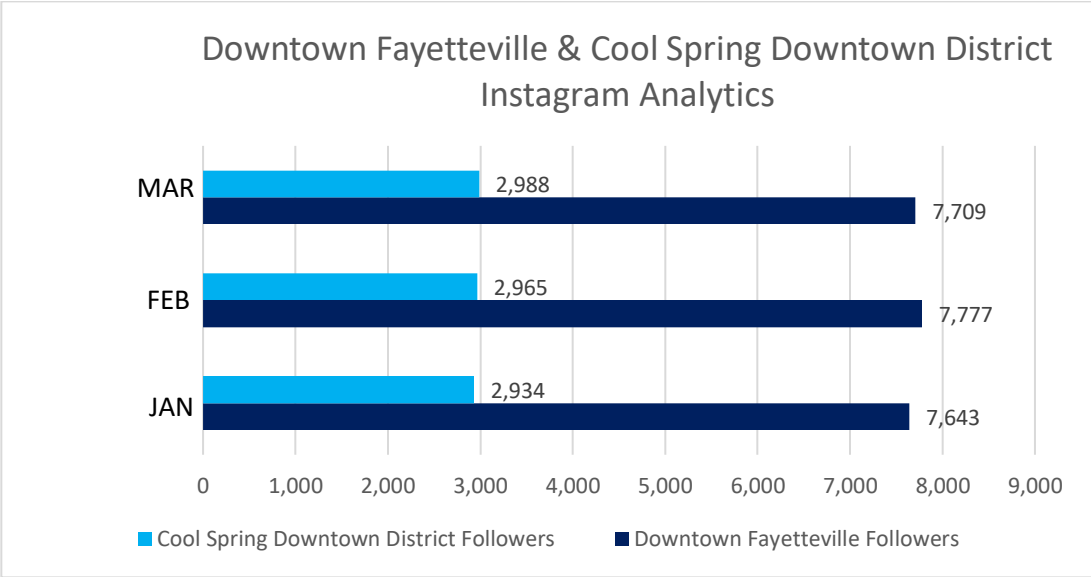


**Tiktok**

- Downtown Fayetteville
  - Followers: 1,050, an increase of 1.84%, from 1,031 last quarter
- Cool Spring Downtown District
  - N/A

**Instagram:**

- Downtown Fayetteville
  - Followers: 7,709, an increase of 1.38% from 7,604 last quarter
- Cool Spring Downtown District
  - Followers: 2,988, an increase of 2.60% from 2,912 last quarter



**Email Newsletter:**

- **Subscribers:**
  - 5,923 Subscribers, a decrease of -.55% from the 5,956 last quarter.
- **Open Rate:**
  - 38% open rate average, a decrease of -9.52% from 42% last quarter

**Google:**

- 4,525 people found Downtown Fayetteville/Cool Spring Downtown District through Google Business, an increase of 66.05% from 2,725 people last quarter
- 169 people visited the website through Google, an increase of 30% from 130 last quarter.

**Website:**

- 9,185 users visited the Cool Spring Downtown District website, a decrease of -54.82% from 20,330 users last quarter.
- 8,514 new users visited the Cool Spring Downtown District website, a decrease of -56.55% from 19,597 last quarter.

**Cool Spring Downtown District's Events**

Date	Event	People Attended (Average)
1/12/25	The District Trolley	3
1/18/25	The District Trolley	11
1/19/25	The District Trolley	8
1/25/25	The District Trolley	30
1/26/25	The District Trolley	10
2/1/25	The District Trolley	15
2/2/25	The District Trolley	3
2/5/25	Cool Spring Downtown District & Downtown Alliance Quarterly Meeting	30
2/8/25	The District Trolley	9
2/9/25	The District Trolley	18
2/14/25	Love out Loud Wall	1,000
2/15/25	The District Trolley	4



2/16/25	The District Trolley	4
2/22/25	Legacy Loop Trolley Tour	60
2/22/25	The District Trolley	3
2/23/25	The District Trolley	5
3/1/25	The District Trolley	7
3/2/25	The District Trolley	8
3/8/25	The District Trolley	18
3/9/25	The District Trolley	8
3/15/25	Irish You Would	11,900
3/15/25	The District Trolley	10
3/16/25	The District Trolley	3
3/22/25	The District Trolley	32
3/23/25	The District Trolley	21
3/28/25	4th Friday Fayetteville	6,800

**Cool Spring Downtown District  
“Can Do” Coldwell Banker Private Trolley Rentals**

DAY	EVENT
1/10/25	Private Trolley Rental: Kate Smith
1/25/25	Private trolley Rental: Cape fear Valley Gala
2/1/25	Private Trolley Rental: Summer Jones
2/4/25	Private Trolley Rental: Cape Fear Botanical Garden
2/18/25	Private Trolley Rental: Cape Fear Botanical Garden
2/22/25	Private Trolley Rental: Fayetteville Symphony Orchestra
3/4/25	Private Trolley Rental: Lafayette Society
3/4/25	Private Trolley Rental: Lafayette Society
3/28/25	Private Trolley Rental: Fort Bragg Trolley

**Events Hosted in  
the Cool Spring Downtown District Stats**

Date	Event	Organizer	People Attended (Average)
1/4/25	Yoga with Afro Beats & Hip Hop	Therapeutic Solutions and Wellness	38
1/4/25	Ladies Night	Greg's Pottery	20
1/4/25	2025 After Party	Dad Bod Dishes	66
1/4/25	Art Meets Life	Poetry N Motion	108
1/5/25	Journey to Inner Peace and Healing	Prima Elements Holistic Wellness Center	18
1/6/25	New Year's intention Flow	Prima Elements Holistic Wellness Center	3
1/8/25	Capricorn Birthday Celebration	Shop Cursive	5
1/11/25	The District Trolley	Cool Spring Downtown District	4
1/11/25-1/12/25	Reverie's Winter Clearance Sale	Reverie Goods & Gift	5
1/12/25	The District Trolley	Cool Spring Downtown District	3
1/13/25	Full Moon Meditation and Yoga Class	Prima Elements Holistic Wellness Center	4
1/14/25	Misery Loves Company	Gilbert Theater	4
1/15/25	Success Seminar & Lunch and Learn	Greater Fayetteville Chamber	51
1/18/25	Adult Night	Greg's Pottery	9
1/18/25	Greg Fishel at Bell's Seed Store	Bell's Seed Store	373
1/18/25	The District Trolley	Cool Spring Downtown District	11
1/19/25	The District Trolley	Cool Spring Downtown District	8
1/20/25	Gilbert Playhouse Auditions for "Adventures with Young King Arthur"	Gilbert Theater	9
1/24/25	The Seed and the Sower	Arts Council of Fayetteville/Cumberland County	189
1/25/25	Aquarius Birthday Celebration	Dad Bod Dishes	81
1/25/25	The District Trolley	Cool Spring Downtown District	30
1/25/25	Wine Tasting Seminar	Bell's Seed Store	139
1/26/25	The District Trolley	Cool Spring Downtown District	10
1/28/25	Trivia Night	Gaston Brewing Company	4
1/29/25	New Moon Meditation and Yoga Class	Prima Elements Holistic Wellness Center	5
1/29/25	Poetry and Comedy Night	The Sip Room	200

1/30/25- 1/31/25	Rude Awakening Birthday Celebration	Rude Awakening Coffee House	23
2/1/25	The District Trolley	Cool Spring Downtown District	15
2/1/25	Ladies Night	Greg's Pottery	23
2/1/25	Bloom Brew's Coffee Trailer	Bell's Seed Store	17
2/1/25	Bloomin Idiot Seminar	Bell's Seed Store	257
2/1/25	Galantine's Day	The Sip Room	119
2/1/25	Fayetteville Latin Dance Pink Affair	Taste of West Africa	184
2/1/25	Yoga with Afro Beats & Hip Hop	Therapeutic Solutions and Wellness	115
2/2/25	The District Trolley	Cool Spring Downtown District	3
2/2/25	Murder on the Orient Express	Sweet Tea Shakespeare	21
2/3/25	Stop Kiss Auditions	Gilbert Theater	15
2/5/25	Cool Spring Downtown District & Downtown Alliance Quarterly Meeting	Cool Spring Downtown District & Downtown Alliance	30
2/7/25	Art Meets Life	Poetry N Motion	39
2/7/25	Valentine's Pop Up	Reverie Goods and Gifts	48
2/7/25	Cocktail Making Class	The Sip Room	150
2/8/25	All About Birds	Bell's Seed Store	257
2/8/25	The District Trolley	Cool Spring Downtown District	9
2/8/25	Storytime with Miss Lily	City Center Gallery and Books	3
2/9/25	The District Trolley	Cool Spring Downtown District	18
2/9/25	Wedding Expo	SkyView on Hay	152
2/12/25	Aquarius Birthday Celebration	Shop Cursive	13
2/13/25	Art After Hours	Arts Council of Fayetteville/Cumberland County	313
2/13/25	Galantine's Day Celebration	Shop Cursive	6
2/13/25	New Moon Meditation and Yoga Class	Prima Elements Holistic Wellness Center	10
2/14/25	Private Chef Valentine's Dinner	The Sip Room	7
2/14/25	Vegan Valentine's Dinner	Prima Elements Holistic Wellness Center	16
2/14/25	Hearts and Hops	Gaston Brewing Company	31
2/14/25	Love out Loud Wall	Cool Spring Downtown District	1,000

2/15/25	Brie Arthur - Enchanted Winter	Bell's Seed Store	310
2/15/25	Singles and Mingles Greet	Dad Bod Dive Bar	56
2/15/25	Monthly Brunch	The Sip Room	200
2/15/25	Adult Night Class	Greg's Pottery	22
2/15/25	Galantine's Soul Retreat	Prima Elements Holistic Wellness Center	31
2/15/25	The District Trolley	Cool Spring Downtown District	4
2/16/25	Sound Bath Saturday	Therapeutic Solutions and Wellness	26
2/16/25	The District Trolley	Cool Spring Downtown District	4
2/21/25	El'Ja Dilla Weekend	Poetry N Motion	40
2/21/25	The Gooley Experience Meditative Musical Flow	Prima Elements Holistic Wellness Center	30
2/21/25	Champagne Pairing	The Sip Room	103
2/21/25-2/23/25	El'Ja Dilla Weekend	Poetry N Motion	142
2/22/25	Children's Potato Planting	Bell's Seed Store	452
2/22/25	El'Ja Dilla Weekend - Book Release	Poetry N Motion	91
2/22/25	February Formal	Taste of West Africa	58
2/22/25	Black History Month Story Time with Starr	City Center Gallery and Books	12
2/22/25	Legacy Loop Trolley Tour	Cool Spring Downtown District	60
2/22/25	The District Trolley	Cool Spring Downtown District	3
2/23/25	Dilla Brunch	The Sip Room & Poetry N Motion	49
2/23/25	The District Trolley	Cool Spring Downtown District	5
2/26/25	Wednesday Night event	The Sip Room	57
2/27/25	New Moon Intention Setting	Prima Elements Holistic Wellness Center	13
3/1/25	Foxfarm Seminar	Bell's Seed Store	146
3/1/25	Ladies Night	Greg's Pottery	17
3/1/25	The District Trolley	Cool Spring Downtown District	7
3/1/25	Yoga with Afro Beats & Hip Hop	Therapeutic Solutions and Wellness	219
3/2/25	The District Trolley	Cool Spring Downtown District	8
3/4/25	Treat Making Class	Cooking 4 Fitness	4

3/7/25	Art Meets Life	Poetry N Motion	66
3/7/25	The Big Sale	Greg's Pottery	70
3/7/25	"Embodied" Opening Reception	Arts Council of Fayetteville/Cumberland County	43
3/8/25	The District Trolley	Cool Spring Downtown District	18
3/8/25	Storytime with Miss Lily	City Center Gallery and Books	5
3/8/25	Bees and Beekeeping	Bell's Seed Store	261
3/8/25	Henna Beginners Workshop	Prima Elements Holistic Wellness Center	21
3/8/25-3/9/25	1 Year Anniversary	Dad Bod Dishes	228
3/9/25	The District Trolley	Cool Spring Downtown District	8
3/12/25	Pieces Birthday Celebration	Shop Cursive	2
3/15/25	Irish You Would	Cool Spring Downtown District	11,900
3/15/25	Growing a Beautiful Lawn	Bell's Seed Store	218
3/15/25	St. Patrick's Day Gold Hunt	Downtown Alliance	15
3/15/25	Western Day Party	Taste of West Africa	14
3/15/25	Reiki Level 1 Training	Prima Elements Holistic Wellness Center	8
3/15/25	Yoga & Sound	Therapeutic Solutions and Wellness	7
3/15/25	The District Trolley	Cool Spring Downtown District	10
3/15/25-3/16/25	Saint Patrick Party	Dad Bod Dishes	90
3/16/25	The District Trolley	Cool Spring Downtown District	3
3/22/25	King John and Robin Hood	Sweet Tea Shakespeare	20
3/22/25	The District Trolley	Cool Spring Downtown District	32
3/23/25	Fandango Sundays	The Sip Room	24
3/23/25	The District Trolley	Cool Spring Downtown District	21
3/25/25	Trivia Night	Gaston Brewing Company	4
3/27/25	Wilmington on Fire	Cameo Art House Theatre	70
3/28/25	TCEA Spring Pop Up Market	The Capitol Encore Academy	35
3/28/25	Walk Awhile	Rape Crisis Center	56
3/28/25	4th Friday Fayetteville	Cool Spring Downtown District	6,800
3/28/25	The Thing	Cameo Art House Theatre	47
3/28/25	11th Annual Power and Water Conservation Expo	Fayetteville Public Works Commission	1,000

3/29/25	Yoga & Sciatica	Therapeutic Solutions and Wellness	10
3/29/25	Usui Reiki Level 2	Prima Elements Holistic Wellness Center	5

#### 4. PARTNERSHIPS, ORGANIZATIONAL SUPPORT, AND CONFLICT RESOLUTION



Clean Street is a voluntary, fee-based waste management program serving Cool Spring Downtown District businesses. Billing and maintenance are managed by Cool Spring Downtown District, with quarterly invoicing for participants. To date, Clean Streets provides commercial sanitation services for 25 businesses. As new businesses join the downtown district, they are encouraged to participate in the Clean Streets program, to reduce the number of individual roll carts in the district and keep our sidewalks and alleyways clean and safe.

Currently, we offer three locations for downtown entities to utilize for trash disposal and recycling: Franklin Street (across the street from 208 Franklin St), which provides a Verti Pak trash compactor and cardboard recycling, 301 Franklin Street, which houses two 8-yard dumpsters and glass and cardboard recycling, and newly-completed Otis Jones Parkway located behind 116 Person Street. That project was completed in December 2024 and will began operations in January 2025.

#### ESTIMATED TOTAL TRASH REMOVAL:

Type of Canister	Estimated Waste	Number of Weekly Pickups	Number of Weeks	Estimated Impact of waste removed
Verti Pak (8 yards)	Estimated 80 lbs/yd	3x weekly	52	100,000lbs
Cardboard (8 yards) (x 2 receptacles)	75 lbs/yd	2x weekly	52	125,000lbs
Dumpster (8 yards)	1600 lbs	3x weekly	52	250,000lbs
Estimated Total Waste Removed FY24 (June-July)				475,000 lbs



- **Property Database.** Ongoing - Cool Spring staff maintains a database to provide current listings of available properties and track business and residential populations within the MSD. This database of available properties is provided by CoStar by the Fayetteville-Cumberland County Economic Development Corporation (FCEDC).

#### Liaison between Downtown stakeholders and local government

- **Construction.** Cool Spring will continue liaising between the City and Downtown Stakeholders 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, Parking Committee. We also work closely with Traffic Engineering, Parks & Recreation, and Construction employees to ensure that stakeholders are made aware of planned activities that may impact them and to help City departments identify the

best times to perform these projects with the least impact on businesses. CSDD also receives committee updates from the Planning Commission, Zoning Commission, Historic Resource Commission, and the Technical Review Committee.

#### *Metrics*

1. Percentage of downtown merchants satisfied with the support provided by Cool Spring Downtown District. Over 400 People responded to a survey organized by CSDD.
2. *Number of direct interactions provided to downtown district to resolve issues or complaints: Estimated 30 +*
  - Cool Spring often receives complaints related to parking, construction, road closures, and politics. Staff is available daily to hear the concerns of merchants, property owners, and visitors. Our efforts to mitigate the challenging effects of revitalization are helpful and provide a safe place for the community to express itself

#### AMBASSADOR UPDATE:

Thanks to funding from the City of Fayetteville, our two Ambassadors work collectively in the Municipal Service District, averaging about 60 hours. Additionally, we are pleased to report that we moved one of our Ambassadors to an FTE. Their accomplishments include the following:

#### Physical Environment:

- 30 of the 90 Hurley pots and Street Poles have been treated and repainted.
- 450 New plants have been installed in the Hurley pots and maintained.
- Conducted maintenance and detailing of Trolley interiors.
- Responded to over 40 calls from business owners concerning safety.
- 12 New Recycling bins sited and installed.
- Over 2000 LBS of cedar mulch were placed in tree beds and raised planters.
- Increased plant watering (we purchased a mobile watering device and 200-gallon drum).
- Purchased a golf cart and trailer to improve the ability to water plants and maintain litter patrol.
- Addressed issues related to homelessness, panhandling and unlawful behavior.
- Daily litter street sweeps.
- Helped Residents
- Weekly dumpster maintenance.
- Submitted 100+ FayFixIt reports for Downtown maintenance.
- Interact regularly with the Fayetteville Police Department, liaising between residents, visitors, business owners, our Police Department, and unlawful citizens to maintain safe and clean streets.

#### Homelessness/Panhandling/Illegal Activity

- Regularly engage with homeless population to redirect them to services.
- We have filed twelve police reports for downtown.
- Redirected over 35 people/incidents panhandling this quarter



- Work with downtown merchants to ease concerns about indecent exposure, street preaching, littering, and panhandling.
- Met with Homelessness and Mental Health Officers from Fayetteville Police Department to better understand services offered.
- Interact with Downtown Police presence to ensure the public's safety.
- Created a database of persons of interest with repeat incidents.

#### Meetings/Events:

- Attended Monthly merchant stakeholder group meeting.
- Attended bi-monthly Community Watch meeting.
- Provided event support for the following events:
  - o ALL 4<sup>th</sup> Friday events
  - o Night Circus: A District New Year's Eve Spectacular
  - o Quarterly Merchant Meetings

#### Cool Spring Downtown District Investors FY24

#### Corporate Donors:

- ABC11/Disney
- Metronet
- Healy Wholesale
- Systel
- Callahan and Rice
- Turner Lane
- Lumbee Guaranty
- Blue Ridge Power
- Blashfield Signs
- Truist
- LaFayette Ford
- Village Family Dental
- Crown Complex

#### Media Partners:

- ABC11
- Beasley Broadcasting
- City View
- Fayetteville Business Journal
- 104.9
- WIDU
- Cumulus Media Group

#### Public Donors:

- The City of Fayetteville and contributors to the Municipal Service District
- PWC
- Arts Council of Fayetteville Cumberland County
- Cumberland Community Foundation
- The Downtown Alliance
- Distinctly Fayetteville
- FTCC
- Methodist University
- Fayetteville State University