

Proposal for City of Fayetteville Support

Fayetteville Fridays: Downtown Street Dance

Submitted to: City of Fayetteville

Requested Support: In-Kind and Financial

Purpose: Music, Movement, Local Business & Community Engagement



Fayetteville Fridays: Downtown Street Dance is a proposed monthly micro-event series designed to activate downtown Fayetteville through music, movement, and community connection. Hosted in partnership with the Fayetteville Dogwood Festival, this series will highlight downtown Fayetteville while intentionally supporting Fayetteville and Cumberland County businesses *only*.

These events are designed to be smaller-scale, high-impact, and community-focused, creating a consistent reason for residents and visitors to return downtown on the first Friday of the month.

Event Purpose & Goals

The goal of Fayetteville Fridays is to:

- Activate downtown Fayetteville during off-festival months
- Increase foot traffic to downtown businesses
- Create a safe, welcoming, and energetic street-level experience
- Support local musicians, DJs, and entertainers
- Strengthen the City of Fayetteville's commitment to arts, culture, and community engagement

This series also serves as a bridge between major festivals, maintaining momentum and visibility for downtown Fayetteville throughout the summer.

Event Format

- **Event Name:** Fayetteville Fridays: Downtown Street Dance
- **Frequency:** First Friday of the month
- **Proposed Months:** May–July *or* July–September
- **Duration:** Evening event (5PM–9PM, setup from 11AM-4PM)
- **Cost to Attend:** Free and open to the public

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Each event will feature:

- Live music or DJ-led street dance
- Local entertainment
- Downtown Fayetteville business participation
- Open dance space and community gathering areas for all ages

City of Fayetteville Support Request

To successfully host Fayetteville Fridays, we respectfully request the following City of Fayetteville support:

In-Kind Equipment Support

- **One (1) large mobile stage**
- **One (1) generator**
- **One (1) 20x20 tent** (operations, sound, or city use)

Public Safety Support

- **Police coverage and coordination** during event hours
 - Traffic flow and pedestrian safety
 - Crowd management and visibility
 - Emergency response readiness

Police presence is essential to ensuring a safe, family-friendly environment, supporting both attendees and surrounding downtown businesses.

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Financial Support

- **\$30,000 in financial support** to cover:
 - Professional production
 - Sound and lighting
 - Entertainment and talent
 - Technical staffing and safety support

This investment ensures a high-quality experience while keeping the event accessible and free to the public. And this financial support covers all three events needs.

Role of the Fayetteville Dogwood Festival

The Fayetteville Dogwood Festival will serve as the event producer and community partner, responsible for:

- Event coordination and logistics
- Vendor and business outreach
- Entertainment booking and scheduling
- Marketing and promotion
- Volunteer coordination
- On-site event management
- Insurance listing the city as a COI

Dogwood's existing infrastructure and experience allow for efficient execution while minimizing cost and operational risk.

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Community & Economic Impact

Fayetteville Fridays will:

- Drive consistent foot traffic to downtown businesses
- Encourage local spending and small business visibility
- Provide safe, family-friendly evening entertainment
- Strengthen Fayetteville's cultural identity
- Reinforce downtown as a vibrant gathering place

By focusing on micro-events, the City can maximize impact while maintaining manageable costs and staffing needs.

Alignment With City Goals

This event series aligns with the City of Fayetteville's goals related to:

- Downtown revitalization
- Arts and cultural programming
- Economic development
- Public safety and community wellness
- Public-private partnerships

Fayetteville Fridays: Downtown Street Dance offers a sustainable, scalable, and community-driven approach to downtown activation. With the City of Fayetteville's partnership including equipment, police coverage, and financial support... this series can become a signature monthly experience that celebrates local businesses, music, and Fayetteville pride.

We appreciate the City's continued commitment to community engagement and look forward to collaborating on this exciting initiative.

Sincerely,

Kaylynn Suarez, Executive Director

The Fayetteville Dogwood Festival

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