



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

QUARTERLY REPORT – FIRST QUARTER October 1 – December 31, 2024

Our organizational efforts align with the City of Fayetteville’s goals in the following ways:

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 SECOND quarter of the FISCAL YEAR, the district welcomed FOUR (4) new businesses. This quarter saw two (2) businesses close. Since the beginning of the quarter on September 30, 2024, the DISTRICT had a net gain of two (2) NEW street-level businesses, celebrating a positive absorption rate. Additionally, we expect three (3) new street-level businesses to open soon.

The district celebrates several ongoing expansions and new infill projects, representing over 900,000 new or adaptive reuse construction GSF, including completing a new dumpster pad for communal use on Person Street. See the chart below.

Policy and Advocacy: The District is keenly interested in expanding the Flag and Banner Policy. In December 2023, the City’s Parks and Recreation Department requested that CSDD provide suggested edits to the existing policy. Those proposed revisions were submitted to expand the type of banners allowed, explicitly allowing for the placement of branded banners such as ones that say, “Downtown Fayetteville.” Our team was invited to a meeting on 5/13. However, the agenda item was removed from the discussion. We will continue to nudge this policy change forward.

Design and Placemaking: In Q2, CSDD added two (2) new placemaking initiatives to the district. CSDD raised \$40,000 and contributed \$20,000 of its organizational general fund to bring new placemaking initiatives to the district. To its holiday décor armor, the district added three (3) LED reindeers, a six foot LED, and asteroid holiday splatter star. Lastly, we are proud to report that we completed phase one of the Hay Street Light project. The organization is hopeful to work with City officials in the coming weeks to procure a budget allocation for the remainder of the project.

Events, Marketing, Visitation: Since the start of the second quarter, the district has welcomed over 960,000 visits and 373,000 unique visitors with an average dwell time of 109 minutes. This is a 4% decrease from the last quarter. Nevertheless, on behalf of the City of Fayetteville, the district was pleased to organize the Night Circus: A District New Year’s Eve Spectacular. They welcomed two Grammy award-winning headliners, Digable Planets and Arrested Development, and it was a fantastic show for all to enjoy. An estimated 20,000 people attended the event.

Metrics ?

Property:
Cool Spring Municipal Service...

| | | | |
|----------|--------|-----------------|---------|
| Visits | 962.9K | Avg. Dwell Time | 109 min |
| Visitors | 373K | Visits YoY | -0.4% |

Operations: Given the fluctuations in our business climate, it’s certainly a unique time to be downtown. That’s why it’s 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. Floral Oasis (312 Hay Street) – Retail
2. Old Street Tattoo (116 Old Street) – Service
3. Dad Bod Dive Bar (444 W. Russell Street) - Brewery and Taproom
4. The Warehouse (226 Donaldson Street) – Event Space

RELOCATED WITHIN THE MSD

1. Gallery 13 (240 Hay Street) – Service

CLOSED

CLOSED THIS QUARTER

1. Bright Light Brewing Company (444 W. Russell Street) - Brewery and Taproom
2. 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 – (106 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 |
| System 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 |
| Total Investment | \$292,800,000 | 986,400 | |

COSTAR REAL ESTATE ANALYTICS SPECIFIC TO THE MUNICIPAL SERVICE DISTRICT from October 1 – December 31, 2024.

Search Analytics

| | | | | | | |
|---|---|---|---|--|---|--|
| INVENTORY SF 2M +0.1% Prior Period 2M | UNDER CONSTRUCTION SF 0 -100.0% Prior Period 2.9K | 12 MO NET ABSORPTION SF 23.9K -70.5% Prior Period 81.1K | VACANCY RATE 4.1% -1.1% Prior Period 5.2% | MARKET ASKING RENT/SF \$18.84 +2.1% Prior Period \$18.45 | MARKET SALE PRICE/SF \$143 +0.4% Prior Period \$142 | MARKET CAP RATE 8.9% +0.1% Prior Period 8.8% |
|---|---|---|---|--|---|--|

Over the last 12 months, our absorption rate has reduced by 45%. 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%, which has improved from 4.6% since the previous period.

Key Metrics

| Availability | | Inventory | |
|--------------------------|-----------|-------------------------------|--------|
| Vacant SF | 81.2K ↓ | Existing Buildings | 230 ↑ |
| Sublet SF | 0 ↓ | Under Construction Avg SF | - |
| Availability Rate | 10.8% ↓ | 12 Mo Demolished SF | 0 ↓ |
| Available SF Total | 214K ↓ | 12 Mo Occupancy % at Delivery | 100.0% |
| Available Asking Rent/SF | \$16.79 ↓ | 12 Mo Construction Starts SF | 0 ↓ |
| Occupancy Rate | 95.9% ↑ | 12 Mo Delivered SF | 2.9K ↑ |
| Percent Leased Rate | 95.9% ↑ | 12 Mo Avg Delivered SF | 2.9K |

| Sales Past Year | | Demand | |
|-----------------------------------|---------|---------------------------------|---------|
| Asking Price Per SF | \$278 ↑ | 12 Mo Net Absorp % of Inventory | 1.2% ↓ |
| Sale to Asking Price Differential | -0.5% ↑ | 12 Mo Leased SF | 38.1K ↓ |
| Sales Volume | \$3M ↓ | Months on Market | 11.2 ↓ |
| Properties Sold | 3 ↓ | Months to Lease | - |
| Months to Sale | 41.1 ↑ | Months Vacant | - |
| For Sale Listings | 9 ↓ | 24 Mo Lease Renewal Rate | 75.4% |
| Total For Sale SF | 153K ↓ | 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: In July we organized a residence social, renting a booth at Segra Stadium. Over 40 residences attended the gathering.

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 700 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

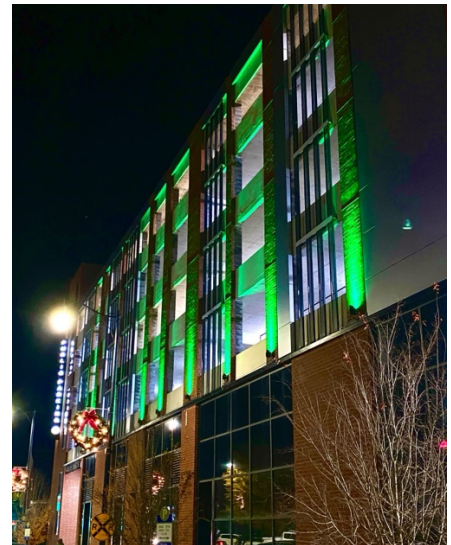
| Vitality Quarterly Overview | Q1 | Q2 | YTD |
|--|----|----|-----|
| Total new Businesses | 4 | 4 | 8 |
| Total Business closures | 1 | 2 | 3 |
| Total Expansions or relocations within MSD | 1 | 1 | 2 |
| Expected new businesses | 3 | 3 | 6 |

2. ART AND DESIGN ENHANCEMENTS

In addition to the expanding the holiday decor, we updated the alley into the "Holiday Alley." The Cool Spring Downtown District received a donation of ten(10) spruce trees from the Fayetteville Woodpeckers to enhance our alley and cross promote Segra Stadium's annual Holiday Lights event. The Holiday Alley serves to bring joy and photo activation to Downtown Fayetteville. Families can enjoy the Holiday Alley, with the decorations, trees, and Santa Mailbox. This December, the Cool Spring Downtown District, with help from the Downtown Alliance and our friends at the North Pole, penned sixty "Letters from Santa" to children in Cumberland County.



Cool Spring Downtown District presented the project, Lunasee, to the Corridor Revitalization Committee, where it received support to move forward. With the support of the City, Arts Council, and CSDD’s general fund, this project will move forward in two phases. Phase One added 19 floodlights to the façade of the Hay Street deck which have been installed in December (pictured right). Phase Two, once funded, will add an “art-deco” style splatter to the corner of the deck (pictured left).



Metrics.

1. PLACEMAKING Overview

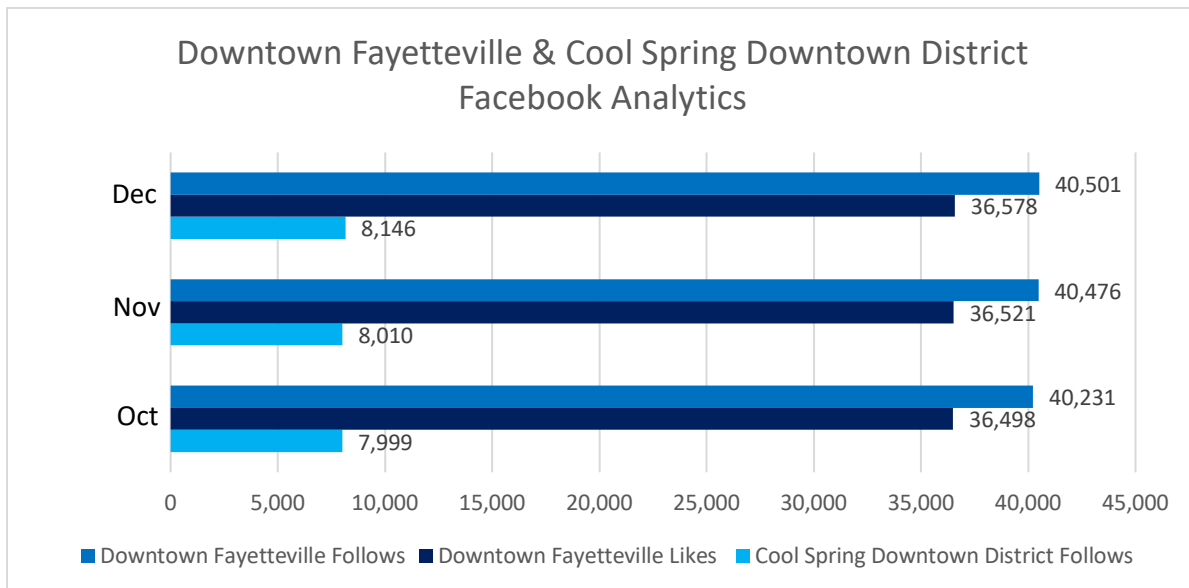
| Vitality Quarterly Overview | Q1 | Q2 | TYD |
|---|----|----|-----|
| Total PERMANENT Placemaking Initiatives | 1 | 1 | 2 |
| Total TEMPORARY Placemaking Initiatives | 4 | 1 | 5 |

3. MARKETING AND EVENTS

Number of monthly social media followers and likes (Facebook, Twitter, and Instagram) at the end of the quarter December 31, 2024.

Facebook:

- Downtown Fayetteville
 - Like: 36,578, an increase of .40% from 36,431 last quarter
 - Followers: 40,501, an increase. 1.02% from 40,089, last quarter
- Cool Spring Downtown District
 - Likes: N/A
 - Followers: 8,146, an increase of 2.68% from 7,933 last quarter

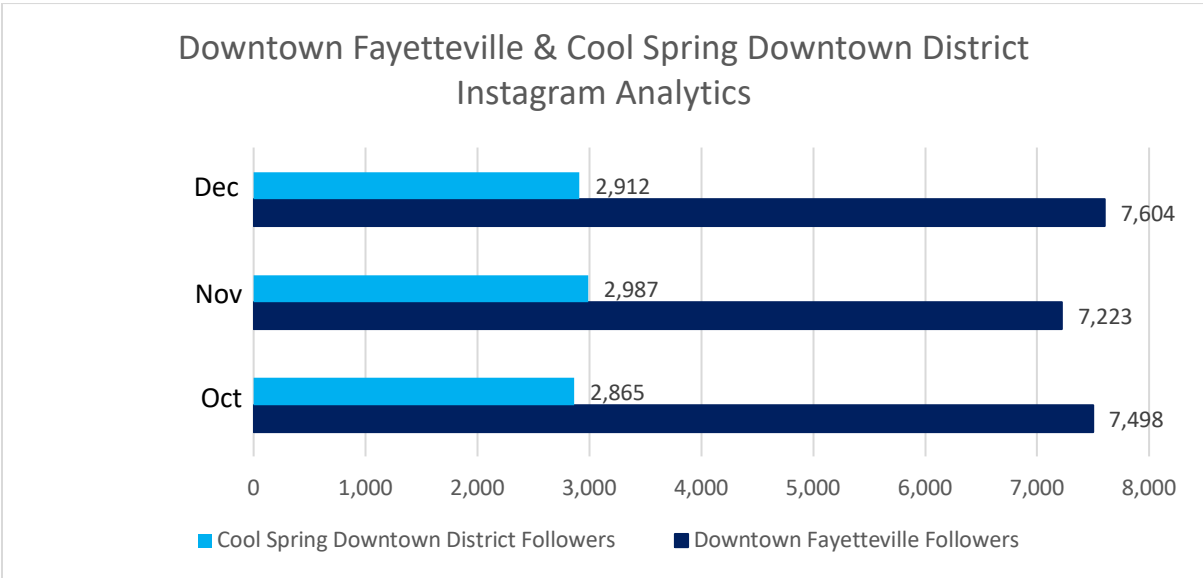


Tiktok

- Downtown Fayetteville
 - Followers: 1,031, an increase of 69.29%, from 609 last quarter
- Cool Spring Downtown District
 - No TikTok Information

Instagram:

- Downtown Fayetteville
 - Followers: 7,604, an increase of 2.45% from 7,422 last quarter
- Cool Spring Downtown District
 - Followers: 2,912, an increase of 3.74% from 2,807 last quarter



Email Newsletter:

- Subscribers:
 - 5,956 Subscribers, an increase of 2.84% from the 5,791 last quarter.
- Open Rate:
 - 42% open rate average, an increase of 16.66% from 36% last quarter

Google:

- 2,725 people found Downtown Fayetteville/Cool Spring Downtown District through Google Business, an increase of 69.04% from 1,612 people last quarter
- 130 people visited the website through Google, a decrease of -4.41% from 136 last quarter.

Website:

- 20,330 users visited the Cool Spring Downtown District website, a decrease of 30.83% from 29,395 users last quarter.
- 19,597 new users visited the Cool Spring Downtown District website, a decrease of 31.86% from 28,761 last quarter.

Cool Spring Downtown District's Events

| Date | Event | People Attended (Average) |
|----------|---|---------------------------|
| 10/6/24 | The District Trolley | 46 |
| 10/12/24 | The District Trolley | 67 |
| 10/13/24 | The District Trolley | 28 |
| 10/19/24 | The District Trolley | 38 |
| 10/20/24 | The District Trolley | 41 |
| 10/25/24 | Zombie Walk 4th Friday | 18.6 |
| 10/26/24 | The District Trolley | 23 |
| 10/27/24 | The District Trolley | 56 |
| 10/31/24 | Trick-or-Treat | 2,000 |
| | | |
| 11/2/24 | The District Trolley | 25 |
| 11/3/24 | The District Trolley | 38 |
| 11/9/24 | The District Trolley | 29 |
| 11/10/24 | The District Trolley | 38 |
| 11/16/24 | The District Trolley | 37 |
| 11/17/24 | The District Trolley | 27 |
| 11/23/24 | The District Trolley | 49 |
| 11/24/24 | The District Trolley | 23 |
| 11/29/24 | Holiday Carriage Rides | 85 |
| 11/30/24 | The District Trolley | 24 |
| | | |
| 12/1/24 | Letters to Santa | 60 |
| 12/1/24 | Holiday Alley | 2,000 |
| 12/1/24 | Light Up the City | 5,000 |
| 12/1/24 | The District Trolley | 49 |
| 12/6/24 | Tree Lighting Ceremony | 50 |
| 12/6/24 | Holly Jolly Singalong Trolley | 60 |
| 12/6/24 | Roast & Toast w/Old St. Mitch Bar Trolley | 30 |
| 12/7/24 | The District Trolley | 55 |

| | | |
|----------|---|--------|
| 12/8/24 | The District Trolley | 34 |
| 12/14/24 | The District Trolley | 42 |
| 12/15/24 | The District Trolley | 49 |
| 12/21/24 | The District Trolley | 48 |
| 12/22/24 | The District Trolley | 34 |
| 12/28/24 | The District Trolley | 23 |
| 12/29/24 | The District Trolley | 31 |
| 12/31/24 | Night Circus: A District New Year's Eve Spectacular | 20,000 |
| | TOTAL ATTENDEES TO CSDD EVENTS THIS Quarter | 30,257 |

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

| DAY | EVENT |
|----------|--|
| 10/5/24 | Private Trolley: Pennink Wedding |
| 10/12/24 | Private Trolley: Birthday Party |
| 10/25/24 | Fort Liberty Trolley to Zombie Walk |
| | |
| 11/16/24 | PRIVATE TROLLEY: Wedding Pantelakos |
| 11/29/24 | Private Trolley: A Dickens Holiday |
| | |
| 12/7/24 | Private Trolley: Fayetteville Symphony Orchestra |
| 12/17/24 | Private Trolley: Kim Vest: SOM Methodist |

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

| Date | Event | Organizer | People Attended (Average) |
|-------------|--|--|----------------------------------|
| 10/4/24 | Fantastic Fish Fridays | Taste of West Africa | 17 |
| 10/4/24 | Art Meets Life: October Edition featuring Langston Kelly | Poetry N Motion | 77 |
| 10/5/24 | The District Trolley | Cool Spring Downtown District | 20 |
| 10/6/24 | The District Trolley | Cool Spring Downtown District | 46 |
| 10/7/24 | Yoga with Afrobeats & HipHop | Therapeutic Solutions and Wellness | 22 |
| 10/8/24 | Disney Halloween Trivia @ Gaston Brewing Co | Gaston Brewing Company | 20 |
| 10/9/24 | A Christmas Story Auditions | Gilbert Theater | 23 |
| 10/9/24 | Libra Birthday Celebration | Shop Cursive | 3 |
| 10/10/24 | Climbing Meet up | LATCH Breastfeeding and Postpartum Wellness Center | 2 |
| 10/11/24 | Indigo Moon Film Festival | Indigo Moon Film Festival | 1,000 |
| 10/12/24 | The District Trolley | Cool Spring Downtown District | 67 |
| 10/13/24 | Reiki Level 1 Training | Prima Elements Holistic Wellness Center | 8 |
| 10/13/24 | The District Trolley | Cool Spring Downtown District | 28 |
| 10/15/24 | Full Moon Meditation Class | Prima Elements Holistic Wellness Center | 10 |
| 10/16/24 | Quarterly Downtown Business Meeting | Cool Spring Downtown District & Downtown Alliance | 20 |
| 10/17/24 | Guided Meditation Class | Prima Elements Holistic Wellness Center | 12 |
| 10/17/24 | Mystics Night Out | Therapeutic Solutions and Wellness | 5 |
| 10/17/24 | Artist Information Mixer | Arts Council of Fayetteville/Cumberland County | 143 |
| 10/17/24 | Witches Night Out | Downtown Alliance | 194 |
| 10/17/24 | Withes Night out at A Bit of Carolina | A Bit of Carolina | 40 |

| | | | |
|-------------------|--|--|-------|
| 10/18/24 | Halloween Boo Bash | Fascinate-U Children's Museum | 265 |
| 10/18/24 | Comedy Couch 0 Best of 2024 Finals | Cameo Art House Theatre | 20 |
| 10/18/24 | Learn to Cook: Zuppa Toscana | Prima Elements Holistic Wellness Center | 52 |
| 10/18/24 | Booville | Downtown Alliance | 112 |
| 10/19/24 | The District Trolley | Cool Spring Downtown District | 38 |
| 10/20/24 | The District Trolley | Cool Spring Downtown District | 41 |
| 10/24/24 | Climbing Meet up | LATCH Breastfeeding and Postpartum Wellness Center | 3 |
| 10/25/24 | Zombie Walk at A Bit of Carolina | A Bit of Carolina | 41 |
| 10/25/24 | TCEA October Pop-Up Market | The Capitol Encore Academy | 31 |
| 10/25/24 | Zombie Walk 4th Friday | Cool Spring Downtown District | 18.6 |
| 10/25/24-10/31/24 | Pumpkin Trail | Downtown Alliance | 371 |
| 10/26/24 | Author Event: Paranormal Savannah- Haints, Haunts, and History | City Center Gallery Books | 14 |
| 10/26/24 | The District Trolley | Cool Spring Downtown District | 23 |
| 10/27/24 | The District Trolley | Cool Spring Downtown District | 56 |
| 10/29/24 | Lunch and Learn: Business Insurance Protection | Women's Business Center of Fayetteville at CEED | 3 |
| 10/31/24 | Trick-or-Treat | Cool Spring Downtown District | 2,000 |
| | | | |
| 11/1/24 | Redefining Indigenous Opening Reception | Arts Council of Fayetteville/Cumberland County | 266 |
| 11/1/24 | Private Event at the Sip Room | The Sip Room | 10 |
| 11/1/24 | Art Meets Life: 10 Year Anniversary feat. Neil Ray | Poetry N Motion | 66 |
| 11/2/24 | The District Trolley | Cool Spring Downtown District | 25 |
| 11/2/24 | Planting and English Bulb Garden w/ Gwen Bell | Bell's Seed Store | 77 |
| 11/3/24 | The District Trolley | Cool Spring Downtown District | 38 |
| 11/5/24 | Dish of the Week | Taste of West Africa | 11 |
| 11/5/24 | Election Night Watch Party | Cameo Art House Theatre | 20 |

| | | | |
|------------------|--|--|-------|
| 11/6/24 | Meditate and Paint Class | Prima Elements Holistic Wellness Center | 32 |
| 11/6/24 | Lunch and Learn: Maximize Your Business Deductions for taxes | Women's Business Center of Fayetteville at CEED | 5 |
| 11/7/24 | Climbing Meet Up | LATCH Breastfeeding and Postpartum Wellness Center | 2 |
| 11/7/24-11/10/24 | Holiday Open House | Downtown Alliance | 110 |
| 11/7/24-11/10/24 | Holiday Open House at A Bit of Carolina | A Bit of Carolina | 34 |
| 11/8/24 | Paint Ornaments with Santa | Greg's Pottery | 30 |
| 11/9/24 | Yoga with Afrobeats & Hip Hop | Therapuetic Solutions and Wellness | 35 |
| 11/9/24 | Open House | Bell's Seed Store | 434 |
| 11/9/24 | The District Trolley | Cool Spring Downtown District | 29 |
| 11/10/24 | Fayetteville NEXT Adult Field Day | Fayetteville NEXT | 1,000 |
| 11/10/24 | The District Trolley | Cool Spring Downtown District | 38 |
| 11/13/24 | Scorpio Birthday Celebration | Shop Cursive | 4 |
| 11/15/24 | Learn how to cook your holiday dishes VEGAN STYLE - LIVE Cooking Class | Prima Elements Holistic Wellness Center | 17 |
| 11/15/24 | Dad Bod Dive Bar Grand Opening | Dad Bod Dive Bar | 953 |
| 11/16/24 | Live Band November 16th 7th ANNIVERSARY | Bruces Sportsbloc | 14 |
| 11/16/24 | The District Trolley | Cool Spring Downtown District | 37 |
| 11/17/24 | The District Trolley | Cool Spring Downtown District | 27 |
| 11/21/24 | Redefining Indigenous: Pop-Up Shop | Arts Council of Fayetteville/Cumberland County | 171 |
| 11/21/24 | Dish of the Week: Khebabs | Taste of West Africa | 13 |
| 11/22/24 | Hot Cocoa Trail | Downtown Alliance | 67 |
| 11/22/24 | Hot Cocoa Trail at A Bit of Carolina | A Bit of Carolina | 85 |
| 11/23/24 | Paint your own Light up Tree | Greg's Pottery | 45 |

| | | | |
|----------|---|---|-------|
| 11/23/24 | The District Trolley | Cool Spring Downtown District | 49 |
| 11/23/24 | Planting and English Bulb Garden w/ Gwen Bell | Bell's Seed Store | 14 |
| 11/24/24 | The District Trolley | Cool Spring Downtown District | 23 |
| 11/27/24 | Paint Ornaments with Santa | Greg's Pottery | 30 |
| 11/29/24 | Holiday Carriage Rides | Cool Spring Downtown District | 85 |
| 11/29/24 | A Dickens Holdiay | Downtown Alliance | 5,500 |
| 11/29/24 | Gingerbread House Contest | Downtown Alliance & The Volta Space | 221 |
| 11/29/24 | A Dickens Holiday at A Bit of Carolina | A Bit of Carolina | 268 |
| 11/30/24 | Shop Small Downtown | Downtown Alliance | 128 |
| 11/30/24 | Pins and Lights at Fayetteville Holiday Lights | Fayetteville Woodpeckers | 251 |
| 11/30/24 | Shop Small Downtown at A Bit of Carolina | A Bit of Carolina | 50 |
| 11/30/24 | Finklepott's Fairy Hair with Melody | Greg's Pottery | 14 |
| 11/30/24 | She Brews Coffee at Bell's Seed Store | Bell's Seed Store | 38 |
| 11/30/24 | Family Christmas Event at Bell's! Meet Santa, design a Custom Polaroid Ornament, and Duck Donuts! | Bell's Seed Store | 437 |
| 11/30/24 | The District Trolley | Cool Spring Downtown District | 24 |
| | | | |
| 12/1/24 | Letters to Santa | Cool Spring Downtown District | 60 |
| 12/1/24 | Holiday Alley | Cool Spring Downtown District | 2,000 |
| 12/1/24 | Light Up the City | Cool Spring Downtown District | 5,000 |
| 12/1/24 | Moon Meditation and Paint Workshop | Prima Elements Holistic Wellness Center | 9 |
| 12/1/24 | The District Trolley | Cool Spring Downtown District | 49 |
| 12/6/24 | Tree Lighting Ceremony | Cool Spring Downtown District | 50 |
| 12/6/24 | Holly Jolly Singalong Trolley | Cool Spring Downtown District | 60 |
| 12/6/24 | Roast & Toast w/Old St. Mitch Bar Trolley | Cool Spring Downtown District | 30 |

| | | | |
|----------|--|---|-------|
| 12/6/24 | The Whimsical Naturalist Opening Reception | Arts Council of Fayetteville/Cumberland County | 112 |
| 12/6/24 | Art Meets Life: December Edition feat Dennis Vee | Poetry N Motion | 42 |
| 12/7/24 | The Green Grump who stole Fooville at A Bit of Carolina | A Bit of Carolina | 96 |
| 12/7/24 | Fayetteville Latin Dance Social | Fayetteville Latin Dance & Arts Council of Fayetteville/Cumberland County | 240 |
| 12/7/24 | Yoga with Afrobeats & Hip Hop | Therapeutic Solutions and Wellness | 32 |
| 12/7/24 | The green Grump who stole fooville | Downtown Alliance | 1,800 |
| 12/7/24 | Reverie's Christmas Open House & Second Floor Reopening! | Reverie Goods and Gifts | 18 |
| 12/7/24 | The District Trolley | Cool Spring Downtown District | 55 |
| 12/7/24 | The green Grump who stole fooville at Turner Lane | Turner Lane | 10 |
| 12/8/24 | The District Trolley | Cool Spring Downtown District | 34 |
| 12/9/24 | Lunch and Learn: Payroll | Women's Business Center of Fayetteville at CEED | 3 |
| 12/10/24 | Pedestrian Plan Public Workshop | City of Fayetteville | 16 |
| 12/11/24 | Sagitarius Birthday Celebration | Shop Cursive | 4 |
| 12/11/24 | Dish of the week: Egyusi Soup | Taste of West Africa | 13 |
| 12/12/24 | Market Weekend at The Fayettevill holiday Lights | Fayetteville Woodpeckers | 327 |
| 12/13/24 | Taste of West Africa: Amapiano Music Night! | Taste of West Africa | 12 |
| 12/14/24 | Fayetteville Rotary Club Christmas Parade | Fayetteville Rotary Club | 2,000 |
| 12/14/24 | Reading with Miss Lily | City Center Gallery and Books | 5 |
| 12/14/24 | TCEA Christmas Pop-Up Market | The Capitol Encore Academy | 59 |
| 12/14/24 | Breakfast with Santa | Fascinate-U Children's Museum | 241 |

| | | | |
|----------|---|--|--------|
| 12/14/24 | The District Trolley | Cool Spring Downtown District | 42 |
| 12/15/24 | Photos with Santa | A Bit of Carolina | 30 |
| 12/15/24 | Night Market at Turner Lane | Turner Lane | 43 |
| 12/15/24 | The District Trolley | Cool Spring Downtown District | 49 |
| 12/19/24 | Ugly Sweater Crawl at A bit of Carolina | A Bit of Carolina | 105 |
| 12/19/24 | Now We Don Our Ugly Sweaters | Shop Cursive | 2 |
| 12/19/24 | Ugly Sweater Crawl | Downtown Alliance | 2,400 |
| 12/19/24 | Ugly Christmas Downtown Crawl | Dad Bod Dive Bar | 141 |
| 12/21/24 | The District Trolley | Cool Spring Downtown District | 48 |
| 12/22/24 | Holiday Pajama Brunch | Blue Moon Cafe | 16 |
| 12/22/24 | The District Trolley | Cool Spring Downtown District | 34 |
| 12/24/24 | A merry And Bright Celebration | Shop Cursive | 17 |
| 12/28/24 | The District Trolley | Cool Spring Downtown District | 23 |
| 12/28/24 | Free Amarnos Tequila Tasting | Dad Bod Dive Bar | 54 |
| 12/29/24 | The District Trolley | Cool Spring Downtown District | 31 |
| 12/31/24 | Night Circus: A District New Year's Eve Spectacular | Cool Spring Downtown District & City of Fayetteville | 20,000 |
| 12/31/24 | New Years at Noon | Fascinate-U Children's Museum | 25 |
| 12/31/24 | Getting Back to you in 2025 | Shop Cursive | 10 |

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 companies 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 begin operation 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 | 96,000lbs |
| Cardboard (8 yards) (x 2 receptacles) | 75 lbs/yd | 2x weekly | 52 | 120,000lbs |
| Dumpster (8 yards) | 1600 lbs | 3x weekly | 52 | 240,000lbs |
| Estimated Total Waste Removed FY 23-24 (June-July) | | | | 456,000 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 the 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. The results of the survey are attached.
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:

- 90 Hurley pots and Street Poles have been repainted.
- 12 New Recycling bins sited and installed.
- Over 2000 LBS of cedar mulch were placed in tree beds and raised planters.
- 200 new plants were planted in the Hurley pots.
- 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
- Daily litter street sweeps.
- Helped Residents
- Weekly dumpster maintenance.
- Submitted 40 FayFixIt reports for Downtown maintenance.

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.
- Creating 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 4th Friday events
 - o Night Circus: A District New Year's Eve Spectacular
 - o Quarterly Merchant Meetings
 - o Installed Holiday Decorations

Cool Spring Downtown District Investors FY23/24

Corporate Donors:

- ABC11/Disney
- Metronet
- Healy Wholesale
- Ray
- Systel
- Callahan and Rice
- Turner Lane
- Lumbee Guaranty
- Blue Ridge Power
- Blashfield Signs
- Truist
- LaFayette Ford
- MoPar Car Club

Media Partners:

- ABC11
- Beasley Broadcasting
- City View
- Fayetteville Business Journal
- 104. 9
- WIDU

Public Donors:

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