



Cool Spring Downtown District, Inc.  
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## QUARTERLY REPORT – FOURTH QUARTER APRIL 1 – JUNE 30, 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 FOURTH quarter of the FISCAL YEAR, the district welcomed TWELVE (12) new businesses. This quarter saw SIX (6) businesses close. Since the beginning of the fiscal year, the DISTRICT had a net gain of TWENTY (20) 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: Interim President/CEO is currently participating in the newly-formed committee being led by city manager, Dr. Hewett, regarding safety logistics for downtown events, ongoing.

Design and Placemaking: In Q4, CSDD added One (1) new placemaking initiative to the district. The Cool Spring Downtown has updated our District Alley for the summer.

Events, Marketing, Visitation: Since the start of the third quarter, the district has welcomed over 1,200,000 visits and 468,500 unique visitors with an average dwell time of 105 minutes. This is an 36.44% increase from the last quarter.



YOY Change:  
1 Year Ago ▾



Out-of-Market Visitors ⓘ	468.5K (+1.5% YOY)	Avg. Daily Time Spent in Market ⓘ	105 min
Visits ⓘ	1.2M (+3.2% YOY)	Median Daily Time Spent in Market ⓘ	64 min
Avg. Days in Market ⓘ	2.6		

Operations: Since January in Q3, CSDD has been undergoing an executive search for the President/CEO position. We engaged with a highly specialized search agency, Developmental Associates, to manage this process, along with a transition committee of dedicated board members and a staff liaison. That extensive process is wrapping up now, and we expect to have a new President/CEO in place before the end of Q1 of FY25-26.

## 1. ECONOMIC VITALITY & DEVELOPMENT

### NEW BUSINESSES

#### NEW THIS QUARTER

1. The Precise Process (131 Donaldson Street) – Professional Services
2. Flaminoo Holl'r (450 W. Russell Street, Suite 101) – Events and Expo
3. Bound & Vine (134 Person Street) – Book Store
4. Chapter Book Store (225 Franklin Street) – Book Store
5. House of Jewels (450 W. Russell Street, Suite 102) – Event Space
6. Miracles Barber Training Institute (228 Franklin Street) - Salon School
7. Sandhills Property Solutions (113 Donaldson Street) - Real Estate/Construction
8. Trinity Tattoo (125 Person Street, Suite B) – Tattoo Studio
9. The Traveler (123 Hay Street) - Taproom
10. Simons & Hill Legal Group, PLLC (117 Person Street) – Law Office
11. Sol's Arcade + Taproom (421 Maiden Lane) – 421 Maiden Lane

#### NEW THIS FISCAL YEAR

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

24. Jersey Stylz Barber and Beauty (112 Hay Street) – Barbershop and Beauty Salon
25. Croo Studios (102 Person Street, Suite D) – Professional Studio
26. Zoe Noelle’s Princess Spa Event Space (159 Maxwell Street) – Event Space
27. Mondrell’s Social Lounge (226 Hay Street) – Lounge
28. The Friend’s Table Tiffany’s Edition (231 Hay Street) – Restaurant

#### EXPANDED WITHIN THE MSD

1. LATCH Breastfeeding and Postpartum Wellness Center (131 Person Street) – Health Service

#### CLOSED

##### CLOSED THIS QUARTER

1. Down South Family (105 Person Street) - Restaurant
2. Floral Oasis (312 Hay Street) – Flower Shop
3. Lila E Washinton, PLLC (117 Person Street) – Law Office
4. Wells Fargo (200 Green Street) – Bank
5. Excel Service Plus: General Contractor (232 Hay Street) – Contractor

##### CLOSED THIS YEAR

6. Huske Hardware (405 Hay Street) – Full-Service Restaurant
7. Taproom at Huske (405 Hay Street) – Beverage service
8. The Cave (321 Hay Street) – Wellness Center
9. Day and Night Heating and Air Conditioning (552 Russell Street) – Service
10. Protein Lab (103 Hay Street) – Beverage bar
11. Bright Light Brewing Company (444 W. Russell Street) - Brewery and Taproom
12. Lodestone Antiques (223 W Russell St, Fayetteville, NC 2830) – Retail
13. Momma’s Village of Fayetteville (131 Hay Street, Suite 201) – Health Services
14. Breakfast at Tiffany’s (231 Hay Street) – Restaurant

#### OPENING SOON

1. Dad Bod District (229 Hay Street) – Restaurant and Event Space
2. Our Place/The Gathering Place – (114 Hay Street) – Restaurant

#### 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
<del>Grown Complex</del>	<del>\$145,000,000</del>	<del>123,000</del>	<del>Underway</del>
Festival Park Plaza	\$7,100,000	43000	Underway

Ammons Infill Development	\$2,000,000	9,000	Underway
Capitol Encore Academy	\$7,500,000	32,000	Underway
Southern Pines Brewery	\$2,100,000	13,400	Underway
Adams Street Condominiums	\$5,000,000	50,000	Underway
County Parking Deck	\$33,000,000	50,000	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 April 1 – June 30, 2025.

INVENTORY SF <b>1.9M</b> <span>+0%</span> Prior Period 1.9M	UNDER CONSTRUCTION SF <b>0</b> <span>-</span> Prior Period 0	12 MO NET ABSORPTION SF <b>(14.4K)</b> <span>-115.4%</span> Prior Period 93.1K	VACANCY RATE <b>5.4%</b> <span>+0.7%</span> Prior Period 4.7%	MARKET ASKING RENT/SF <b>\$19.10</b> <span>+2.4%</span> Prior Period \$18.64	MARKET SALE PRICE/SF <b>\$142</b> <span>-1.1%</span> Prior Period \$143	MARKET CAP RATE <b>9.4%</b> <span>+0.4%</span> Prior Period 9.0%
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Over the last 12 months, our absorption rate has reduced by -115.4%. 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 5.4%, which is a 31.07% increase from last quarter.

## Key Metrics

Availability		Inventory	
Vacant SF	106K ↑	Existing Buildings	229 ↓
Sublet SF	5.4K ↑	Under Construction Avg SF	-
Availability Rate	12.2% ↑	12 Mo Demolished SF	0 ↓
Available SF Total	239K ↑	12 Mo Occupancy % at Delivery	-
Available Asking Rent/SF	\$18.85 ↑	12 Mo Construction Starts SF	0 ↓
Occupancy Rate	94.6% ↓	12 Mo Delivered SF	0 ↓
Percent Leased Rate	94.6% ↓	12 Mo Avg Delivered SF	-

Sales Past Year		Demand	
Asking Price Per SF	\$139 ↓	12 Mo Net Absorp % of Inventory	-0.7% ↓
Sale to Asking Price Differential	1.0% ↑	12 Mo Leased SF	39.4K ↑
Sales Volume	\$3M ↑	Months on Market	5.6 ↓
Properties Sold	5 ↑	Months to Lease	1.4 ↓
Months to Sale	31.2 ↑	Months Vacant	1.4 ↓
For Sale Listings	10 ↓	24 Mo Lease Renewal Rate	-
Total For Sale SF	177K ↑	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 the new fiscal year, 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 724 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	Q4	YTD
Total new Businesses	4	7	6	12	29
Total Business closures	1	6	2	6	15
Total Expansions or relocations within MSD	1	1	0	1	3
Expected new businesses	3	3	3	2	2

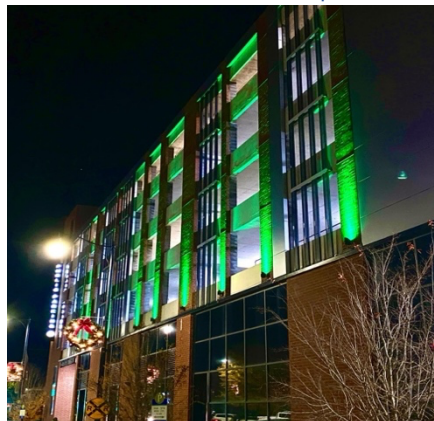
## 2. ART AND DESIGN ENHANCEMENTS

During this quarter, Cool Spring Downtown District's Ambassador updated the District Alley for the Summer season.

Also, during this quarter, above the entrance of the District Alley we placed a banner that said Fayetteville PRIDE in honor of PRIDE month and encourage visitors to take photos under the entrance and tag our social media using #FayPRIDE.



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).



## Metrics.

### 1. PLACEMAKING Overview

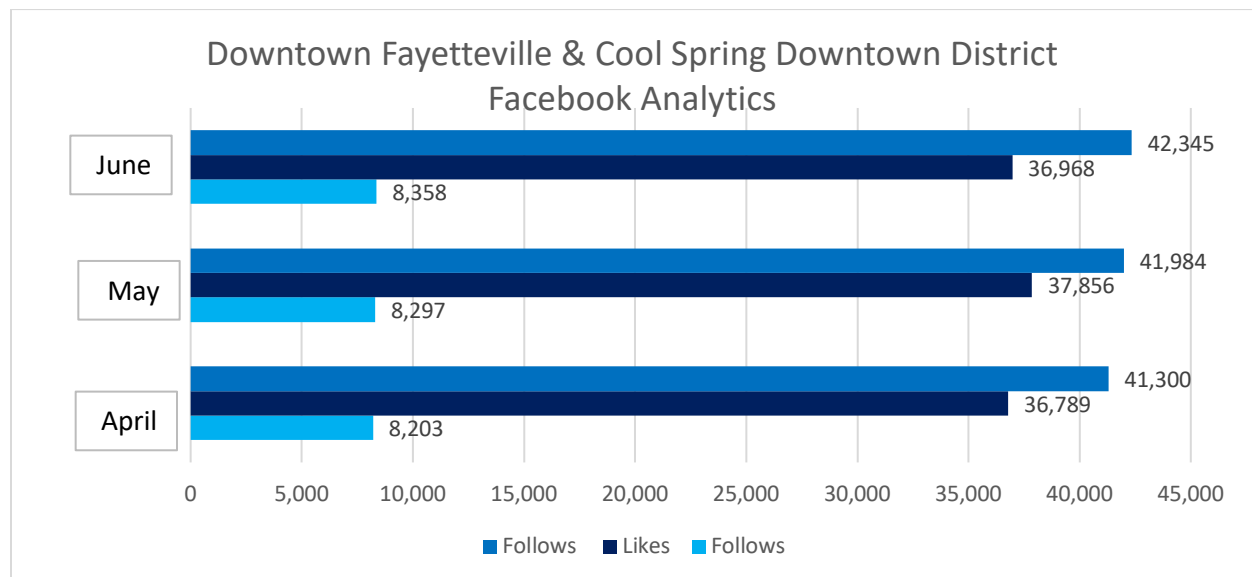
Vitality Quarterly Overview	Q1	Q2	Q3	Q4	TYD
Total PERMANENT Placemaking Initiatives	1	1	0	1	3
Total TEMPORARY Placemaking Initiatives	4	1	1	0	6

### 3. MARKETING AND EVENTS

Number of monthly social media followers and likes (Facebook, Twitter, and Instagram) at the end of the quarter June 30, 2025.

#### Facebook:

- Downtown Fayetteville
  - Like: 36,968, an increase of .72% from 36,701 last quarter
  - Followers: 42,345, an increase. 2.88% from 41,159 last quarter
- Cool Spring Downtown District
  - Likes: N/A
  - Followers: 8,358, an increase of 2.25% from 8,174 last quarter

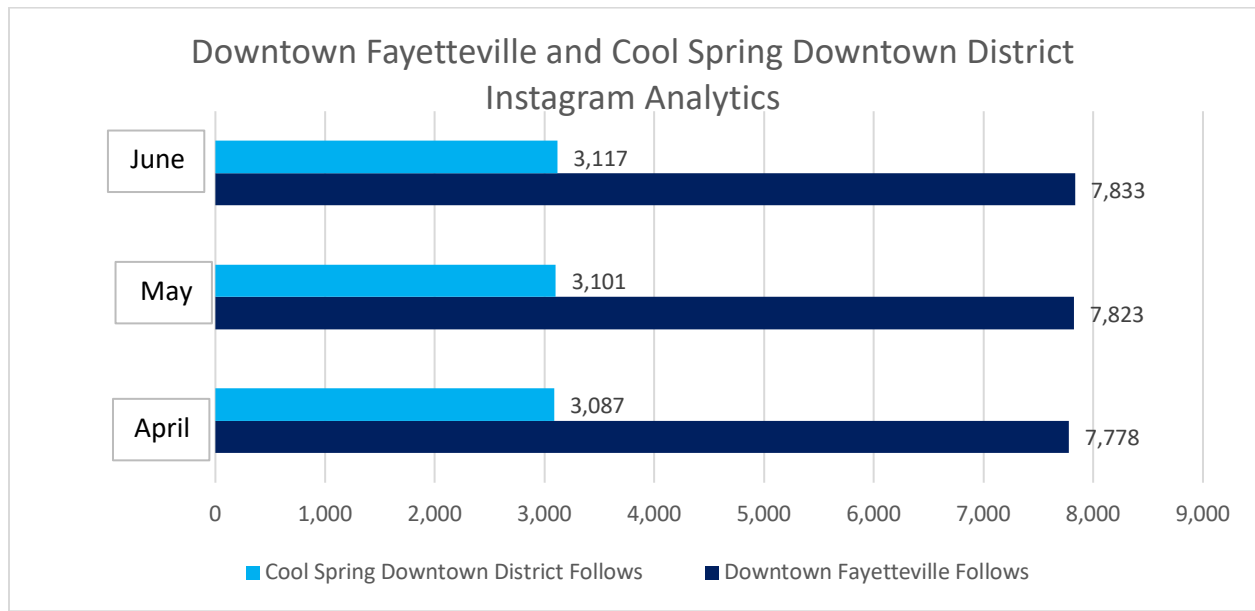


#### Tiktok

- Downtown Fayetteville
  - Followers: 1,060, an increase of .95%, from 1,050 last quarter
- Cool Spring Downtown District
  - N/A

### Instagram:

- Downtown Fayetteville
  - Followers: 7,833, an increase of 1.60% from 7,709 last quarter
- Cool Spring Downtown District
  - Followers: 3,117, an increase of 6.32% from 2,988 last quarter



### Email Newsletter:

- Subscribers:
  - 5,895 Subscribers, a decrease of -.47% from the 5,923 last quarter.
- Open Rate:
  - 43% open rate average, an increase of 13.15% from 38% last quarter

### Google:

- 3,550 people found Downtown Fayetteville/Cool Spring Downtown District through Google Business, a decrease of -21.54% from 4,525 people last quarter
- 195 people visited the website through Google, an increase of 15.38% from 169 last quarter.

### Website:

- 11,149 users visited the Cool Spring Downtown District website, an increase of 21.38% from 9,185 users last quarter.
- 10,674 new users visited the Cool Spring Downtown District website, an increase of 25.37% from 8,514 last quarter.



## Cool Spring Downtown District's Events

Date	Event	People Attended (Average)
4/16/25	Joint Quarterly Meeting with Cool Spring Downtown District & Downtown Alliance	50
4/19/25	Hoppin Around Downtown	200
4/23/25	Verses and Rhymes April 4th Friday	5,800
5/23/25	Nerd Market May 4th Friday	9,500
6/14/25	Juneteenth Jubilee: Sovereign	19,000
6/14/25	Juneteenth Jubilee History Tour	90
6/27/25	Health and Wellness June 4th Friday	2,000

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

DAY	EVENT
4/8/25	Private Trolley Rental: Wake County Committee
4/19/25	Private Trolley Rental: Wedding
4/24/25	Private Trolley Rental: Capitol Encore Academy
4/26/25	Private Trolley Rental: Fayetteville Symphony Orchestra
6/16/25	Private Trolley Rental: Kimberly Carver

## Events Hosted in the Cool Spring Downtown District Stats

Date	Event	Organizer	People Attended (Average)
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4/3/25	Comedy Night Fundraiser	Taste of West Africa	25
4/3/25	Meet the Author	City Center Gallery & Books	
4/4/25	Fayetteville Woodpeckers Opening Night	Fayetteville Woodpeckers	541
4/4/25	Art Meets Life	Poetry N Motion and The Sweet Palette	76
4/4/25	Pectoher Day at Dad Bod Dive Bar	Dad Bod Dive Bar	27
4/5/25	Hip Hop Yoga	Therapeutic Solutions and Wellness	223
4/5/25	Reading with Miss Lily	City Center Gallery & Books	3
4/5/25	Fayetteville Latin Dance Social	Taste of West Africa	111
4/5/25	Adult East Egg Hunt	Fascinate-U Children's Museum	59
4/5/25	Ladies Night	Greg's Pottery	11
4/5/25	90s Throwback Party	Dad Bod Dive Bar	46
4/6/25	Sunday Market at the Dive Bar	Dad Bod Dive Bar	92
4/8/25- 4/21/25	4th Friday Vendors	Flamingo Holl'r	
4/12/25	Super Science Fest	Fascinate-U Children's Museum	771
4/12/25	Earth Day Run	Go Time	185
4/12/25	Fayetteville Beautiful	City of Fayetteville	190
4/12/25	Hip Hop Yoga with Afro Beats	Therapeutic Solutions and Wellness	47
4/12/25	Finklepop's Fairy Hair	Greg's Pottery	6
4/12/25	Plant Based Connections	Prima Elements Holistic Wellness Center	13
4/12/25	Adult Night	Greg's Pottery	29
4/12/25	EDM Rave Party	Dad Bod Dive Bar	170
4/13/25	Singing in the Rain	Cameo Art House Theatre	36
4/16/25	Let's get Eggstravaganze	Shop Cursive	16
4/16/25	Aries Birthday Celebration	Shop Cursive	2

4/16/25	Joint Quarterly Meeting with Cool Spring Downtown District & Downtown Alliance	Cool Spring Downtown District & Downtown Alliance	50
4/17/25	Niel Young: Coastal	Cameo Art House Theatre	5
4/18/24	Woodpecker tailgate Party	Dad Bod Dive Bar	21
4/18/25	Shall We Dance	Fayetteville Latin Dance & 226 Warehouse	76
4/18/25	Good Vibes 4th Friday	Dad Bod Dive Bar	36
4/19/25	Easter Egg-Stravagansa	Fascinate-U Children's Museum	306
4/19/25	Hoppin Around Downtown	Cool Spring Downtown District	200
4/19/25	Woodpecker/Fayetteville Roller Derby	Dad Bod Dive Bar	35
4/23/25	Verses and Rhymes April 4th Friday	Cool Spring Downtown District	5,800
4/25/25	Spring Pop-Up Market	The Capitol Encore Academy	42
4/25/25	Donnie Darko	Cameo Art House Theatre	87
4/25/25	Downtown Rodeo: Dogwood	226 Warehouse	
4/25/25	Dogwood Festival	Dogwood Festival	5,100
4/25/25	4th Friday Ladies Night	Dad Bod Dive Bar	15
4/26/25	Dogwood After Party	Dad Bod Dive Bar	34
4/26/25	Reiki Level Training I	Prima Elements Holistic Wellness Center	7
4/26/25	Downdog for Dogwood	Volta Space & Therapeutic Solutions and Wellness	30
4/27/25	Dad Bod Dive Bar Vendors Market	Dad Bod Dive Bar	75
4/27/25	Set up for the Fall Dogwood Festival	Dogwood Festival	69
5/1/25	Decluttering Sale	Downtown Market of Fayetteville	323
5/1/25-5/14/25	Celebrating 20 Years	Shop Cursive	4
5/2/25	Art Meets Life	Poetry N Motion and The Sweet Palette	64

5/3/25	Downtown Rodeo" Magic Edition	226 Warehouse	71
5/3/25	Fayetteville's Really Free Market	Fayetteville Freedom For All	836
5/3/25	May the 4th Be With You	Fascinate-U Children's Museum	64
5/3/25	Fayetteville Latin Dance Social	Taste of West Africa	225
5/3/25	Cinco De Mayo Party	Dad Bod Dive Bar	38
5/3/25	Black Note Collective Live Music	Mondrell's Social Lounge	12
5/9/25	Woodpeckers Tailgate and afterparty	Dad Bod Dive Bar	12
5/10/25	Smooth Jazz with Reggie Codrington	Mondrell's Social Lounge	20
5/10/25	Once Upon A Mother's Day	226 Warehouse	223
5/10/25	Storytime with Miss Lily	City Center Gallery & Books	4
5/10/25	Mother's Night	Dad Bod Dive Bar	19
5/11/25	Mamma Mia	Cameo Art House Theatre	11
5/11/25	Jazzy Sunday	Taste of West Africa	243
5/16/25	Shall We Dance	Fayetteville Latin Dance & 226 Warehouse	222
5/16/25	Vibing with VBJamz	Mondrell's Social Lounge	16
5/16/25-5/17/25	Clue'ville: A Downtown Mystery	Downtown Alliance	200
5/17/25	DARKRED All White Party	226 Warehouse	24
5/17/25	Blazing Saddles	Cameo Art House Theatre	27
5/17/25	Live Band Jazz Collective	Mondrell's Social Lounge	11
5/23/25	Downtown Rodeo	226 Warehouse	43
5/23/25	Nerd Market May 4th Friday	Cool Spring Downtown District	9,500
5/23/25	Summer Pop-Up Market	The Capitol Encore Academy	25
5/23/25	Videodrone	Cameo Art House Theatre	4

5/23/25	Vibing with VBJamz	Mondrell's Social Lounge	4
5/24/25	Fayetteville PRIDE Prom	Fayetteville PRIDE	200
5/24/25	Live Painting with Art Elle	Mondrell's Social Lounge	6
5/24/25	Glowgasm	Dad Bod Dive Bar	125
5/29/25	Downtown Rodeo: Delta Edition	226 Warehouse	152
5/29/25	Ladies Night	Mondrell's Social Lounge	8
5/29/25- 5/31/25	Celebrating 20 Years	Shop Cursive	4
5/30/25	Geek'd Up	226 Warehouse	138
5/30/25	Smooth Jazz with Reggie Codrington	Mondrell's Social Lounge	8
5/31/25	Live Music with Pete Everett and The Total Package	Mondrell's Social Lounge	20
5/31/25	Night Club Party	Dad Bod Dive Bar	24
6/1/25	Roman Holiday	Cameo Art House Theatre	19
6/1/25- 6/7/25	Pet Appreciation Week	Art-Works & Ink	4
6/4/25	Showtime	Mondrell's Social Lounge	12
6/5/25	King John	Sweet Tea Shakespeare	13
6/6/25	Hasanna Scott's Trivia Night	226 Warehouse	56
6/6/25	Robin Hood	Sweet Tea Shakespeare	13
6/7/25	Detour Slam Team	Poetry N Motion & The Sweet Palette	138
6/7/26	Yoda with Afrobeats a& Hip Hop	Therapeutic Solutions and Wellness	35
6/7/25	King John	Sweet Tea Shakespeare	10
6/7/25	Fayetteville Latin Dance	Taste of West Africa	177
6/7/25	Ladies Night	Gregg's Pottery	17
6/7/25	Live Jazz Band	Mondrell's Social Lounge	6

6/7/25	Fayetteville PRIDE Presents Hedwig and the Angry Inch	Fayetteville PRIDE & Cameo Art House Theatre	134
6/8/25	Ferris Bueller's Day Off	Cameo Art House Theatre	113
6/8/25	Robin Hood	Sweet Tea Shakespeare	42
6/10/25	Safety-Watch Meeting	Downtown Alliance	10
6/11/25	Gemini Birthday Celebration	Shop Cursive	5
6/11/25	Showtime	Mondrell's Social Lounge	21
6/12/25	Adrienne, the Wife of Lafayette	Cumberland County Public Library	31
6/12/25	Robin Hood	Sweet Tea Shakespeare	21
6/13/25	Business Meet and Greet	The Gathering Place	146
6/13/25	King John	Sweet Tea Shakespeare	35
6/13/25	Friday the 13th	Cameo Art House Theatre	31
6/13/25	Vibing with VBJamz	Mondrell's Social Lounge	13
6/13/25	Gothic Glam	Dad Bod Dive Bar	54
6/13/25	Live Music with Pete Everett and The Total Package	Mondrell's Social Lounge	55
6/14/25	Cigar and Rose Afterparty	226 Warehouse	68
6/14/25	R&B Paint Party	226 Warehouse & Black Canvas	149
6/14/25	Holistic Meetup and Tea	Winterbloom Tea	29
6/14/25	Adult Night	Gregg's Pottery	19
6/14/25	Juneteenth Jubilee: Sovereign	Cool Spring Downtown District	19,000
6/14/25	Juneteenth Jubilee History Trolley	Cool Spring Downtown District	90
6/15/25	Field of Dreams	Cameo Art House Theatre	10
6/19/25	Author Event	City Center Gallery & Books	34
6/19/25	Author Event	City Center Gallery & Books	14
6/19/25	King John	Sweet Tea Shakespeare	20

6/20/25	Fayetteville After Five:	Dogwood Festival	1,000
6/20/25	Summer Solstice Tattoo Event	Art Work & Ink	16
6/20/25	Robin Hood	Sweet Tea Shakespeare	22
6/21/25	Purple Rain at the Camep	Cameo Art House Theatre	509
6/21/25	PRIDE Tattoo Event	Art-Works & Ink	20
6/21/25	Reading with Miss Lily	City Center Gallery & Books	3
6/21/25	Wuzzy Wonderland	Dad Bod Dive Bar	33
6/22/25	Classical Connections	Fayetteville Symphony Orchestra & Gilbert Theater	50
6/24/25	Fayetteville Woodpeckers	Fayetteville Woodpeckers	75
6/25/25	Showtime	Mondrell's Social Lounge	5
6/26/25	Robin hood	Sweet Tea Shakespeare	10
6/26/25	Love Island Watch Party	Dad Bod Dive Bar	12
6/27/25	4th Friday on the lawn	The Gathering Place	17
6/27/25	Fayetteville Woodpeckers	Fayetteville Woodpeckers	217
6/27/25	Vibing with VBJamz	Mondrell's Social Lounge	6
6/27/25	Health and Wellness June 4th Friday	Cool Spring Downtown District	2,000
6/27/25	Summer Pop-Up Market	The Capitol Encore Academy	26
6/27/25	Bourbons Blush and Bling	Flamingo Holl'r	6
6/27/25	4th Friday at The Sip Room	The Sip Room	57
6/27/25	Downtown Rodeo	226 Warehouse	81
6/27/25	Texas Chainsaw Massacre	Cameo Art House Theatre	12
6/27/25	4th Friday at Taste of West Africa	Taste of West Africa	27
6/27/25	4th Friday at the Dive Bar	Dad Bod Dive Bar	24
6/28/25	Live Music with Pete Everett and The Total Package	Mondrell's Social Lounge	13
6/28/25	Finklepott's Fairy Fair	Gregg's Pottery	10

6/29/25	Fayetteville Woodpeckers	Fayetteville Woodpeckers	69
6/29/25	The Office Trivia	North South Brewing	33

#### 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:

- 40 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.
- re-strung and re-enforced the lights and maintained assets in the District Alley
- 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 which includes removing 120 bags of trash from the Downtown District.
- Assisted Residents with various tasks from finding Downtown Businesses, escorting visitors to their vehicle, and assisting with paid parking.
- Weekly dumpster maintenance.
- Programmed lights monthly on the Hay Street Lighting Deck with themed colors.
- Submitted 15+ 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.
- Removed 20+ graffiti from the downtown parking decks
- Reported over 20+ street lights out on the FayFixIt app.

### 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 Hoppin' Around Downtown
  - o Juneteenth Jubilee: Sovereign
  - 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
- CityView Magazine
- Fayetteville Business Journal
- 104. 9
- WIDU
- Cumulus Media Group

#### Public Donors:

- The City of Fayetteville and contributors to the Municipal Service District
- Fayetteville Public Works Commission
- Arts Council of Fayetteville/Cumberland County
- Cumberland Community Foundation
- The Downtown Alliance

- DistiNCtly Fayetteville
- Fayetteville Technical Community College
- Methodist University
- Fayetteville State University