

QUARTERLY REPORT

January 1 – March 31 2026



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



	Cool Spring Downtown District	Aligned Goals	City of Fayetteville
GROW	Economic Vitality and Development	 GOAL II	Responsive City Government Supporting a Diverse and Viable Economy
AMPLIFY	Art and Design Enhancements	 GOAL III	City Investment in Today and Tomorrow
ATTRACT	Promotion and Marketing	 GOAL IV	Desirable Place to Live, Work & Recreate
WELCOME	Special Events and Programming	 GOAL V	Sustainable Organizational Capacity
MOBILIZE	Partnership & Conflict Resolution	 GOAL VI	Citizen Engagement & Partnerships

ECONOMIC VITALITY & DEVELOPMENT



BUSINESS SNAPSHOTS



THREE (3)
OPENED



TWO (2)
MOVED



ONE (1)
CLOSED



TWO (2)
OPENING
SOON



OPENED

1. Zippy Post - 107 Gillespie Street
2. ArtsXL - 214 Burgess Street
3. W.co Wings Express - 132 Person Street



MOVED

1. Juniper and Fern - 107 1/2 Gillespie Street to 2nd Floor
2. ERA Strother Real Estate - 229A Hay Street



CLOSED

1. The Coffee Scene - 450 Hay Street



OPENING SOON

1. City Center Gallery and Books - 210 Hay Street (expanded space)
2. Vibe Gastropub (re-opening)



VITALITY

Downtown welcomed 3 new businesses this quarter, with additional openings expected in Q4.

GROW

Economic Development

Stimulate investment in downtown real estate and business ventures to expand the tax base and nurture a dynamic and sustainable local economy. By attracting new businesses, supporting existing enterprises, and creating robust job opportunities, we will foster innovation and entrepreneurship while enhancing infrastructure.

This approach will create a vibrant downtown where arts, culture, and commerce intersect, benefiting the entire community and driving long-term economic growth.



AMPLIFY

Placemaking & Activation

Transform downtown Fayetteville into an energetic, inclusive, and attractive destination for guests, business owners, and residents by creating meaningful experiences that reflect the unique culture, history, and identities of Fayetteville. By fostering a connected community, we will create a vibrant, engaging, and collaborative downtown where people want to be.



ATTRACT

Promotion & Marketing

Showcase downtown Fayetteville as a premier arts and entertainment destination by promoting and advertising it as a dynamic, inclusive, and attractive place for guests, businesses, and residents. Through the development and sustainment of a strong, unique brand identity and an active marketing presence, we aim to attract an engaged and aligned audience.

MOBILIZE

Advocacy

Champion downtown priorities by collaborating with public and private partners to drive positive change and foster a community that meets its other goals of Grow, Welcome, Energize & Connect. This involves creating platforms for community input, representing diverse interests, and promoting policies that support economic development, social equity, and cultural vibrancy.



STRATEGIC PLAN



The strategic planning process began in January 2024 and concluded in October 2024. It involved work sessions with Cool Spring downtown District Board of Directors and staff, as well as extensive community stakeholder engagement.



View plan here:

WELCOME

Public Realm Enhancement

Create a vibrant and well-maintained environment and community spaces that define the downtown experience by embodying quality and positive energy. Strengthening community partnerships, being vigilant to address any barriers to a welcoming atmosphere, and enhancing safety for visitors, property owners, and businesses will ensure that downtown is a space where everyone feels included and secure.



AMPLIFY

CSDD President/CEO amplified our message in radio interviews with @FAYNCMAG and WFNC , sharing shop local, upcoming events, and the importance of how meaningful collaboration helps Downtown thrive in February.

ATTRACT

Downtown Fayetteville currently has approximately \$114.8 million in new investment and 813,400 gross square feet of physical improvements either completed or underway.

GROW

- Our events such as 4th Friday series has grown under CSDD from 3,000 average attendees pre-2019 to 5,000–20,000 per event, with 400% vendor growth.
- Residents Socials have been revitalized.



MOBILIZE

Our ambassadors attended the Community Feedback Session led by the Office of Community Safety in partnership with the National Institute of Criminal Justice Reform and gathered insight from residents to help shape OCS' Strategic Plan.



WELCOME

Since the start of the third quarter in 2025, the District has welcomed over 1,200,000 visits and 412,700 unique visitors with an average dwell time of 105 minutes. This is an 6.01% decrease from the last quarter, as is typical for the start of the year.



AMPLIFY



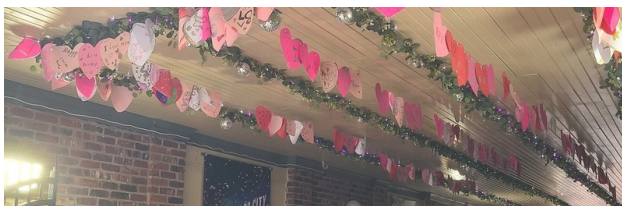
SWEETHEART ALLEY

Cool Spring Downtown District shared the love by passing out over 100 carnations to passerbyers in the District Alley.



BANNERS

The Downtown Fayetteville banners were installed at the main downtown gateways, and key intersections.



HEART DECOR

Cool Spring Downtown District partnered with the Capital Encore Academy students to create hearts to decorate the alley.





SHARING THE LOVE

DISTRICT STYLE

VALENTINE'S CELEBRATIONS

FREE CARNATIONS
One Carnation per person while supplies last.

LOVE WALL
Create a moment worth remembering by writing a love note to someone special.

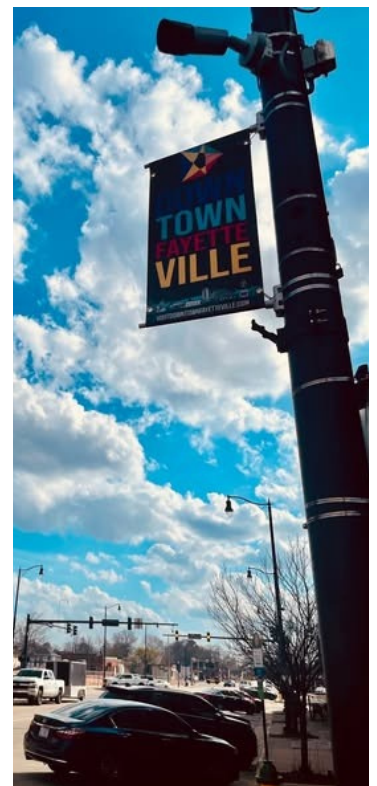
SWEETHEART ALLEY
Take photos in the sweetheart alley. Hearts are created by The Capitol Encore Academy students

All events take place at 222 Hay Street

VISITDOWNTOWNFAYETTEVILLE.COM

KINDNESS WALL

The Kindness Wall invites the community to share and enjoy uplifting affirmations and quotes that brighten downtown for everyone.



OUR EVENTS THIS QUARTER

SPECIAL EVENTS AND PROGRAMMING

COOL SPRING DOWNTOWN DISTRICT

THE NEIGHBORHOOD CONNECTION

Attracting, welcoming, and connecting our District's residential community.

DATE
MAY 5, 2026

LOCATION
WE WILL ANNOUNCE LOCATION SOON

EVENT HIGHLIGHTS

- Meet your Neighbors
- Fun Activities
- Light Refreshments
- Discover what's coming to your neighborhood

Whether you're new to the neighborhood or have been here for years, this gathering is a chance to meet your neighbors, learn about Cool Spring Downtown Sitrict, get to know each other through fun activities, and enjoy camaraderie in a comfortable space designed bring our downtown neighbors together.

COOL SPRING DOWNTOWN DISTRICT

RSVP & MORE INFORMATION:
LARISSA VIA
DEVELOPMENT & ENGAGEMENT DIRECTOR
910.223.1089
LARISSA@COOLSPRINGFAY.ORG

VISITDOWNTOWNFAYETTEVILLE.COM

COOL SPRING DOWNTOWN DISTRICT

DOWNTOWN COMMUNITY WATCH MEETING

TUESDAY, FEBRUARY 10TH, 2026 | 06:00 PM UNTIL 8:00PM

LOCATION:
HOLMES SECURITY
407 RAY AVE, FAYETTEVILLE, NC 20301

ANY QUESTIONS? Phone 772-233-9942
E-MAIL ambassador@coolspringfay.org

COOL SPRING DOWNTOWN DISTRICT

A FACT WALK

SELF-GUIDED WALKING TOUR

In honor of Black History Month, Cool Spring Downtown District is offering A Fact Walk, a self-guided walking tour steeped in history.

Scan QR Code to view the self-guided map

BLACK HERITAGE

DAVID E. CHURCH



COOL SPRING DOWNTOWN DISTRICT

IRISH YOU WOULD

SHAMROCKS, SHOTS & SHENANIGANS

MARCH 17 🍀 6PM-11PM

DOWNTOWN FAYETTEVILLE

GRAB YOUR GREEN AND GATHER YOUR CREW. DOWNTOWN FAYETTEVILLE IS GOING GREEN FOR YOU!

FREE SWAG WHILE SUPPLIES LAST

VISITDOWNTOWNFAYETTEVILLE.COM

COOL SPRING DOWNTOWN DISTRICT

DOWNTOWN ALLIANCE FAYETTEVILLE, NORTH CAROLINA

QUARTERLY MEETING

Get all the updates on Downtown Fayetteville

EVENT DETAILS

FEBRUARY 18 | 5:30PM - 7:00PM

VOLTA SPACE, 116 PERSON STREET

At this meeting you will receive updates of Downtown Fayetteville initiatives over the last quarter and what both organizations have planned for the new Fiscal Year. Be in the know about Downtown Happenings and meet your Downtown Neighbors.

DOWNTOWN FAYETTEVILLE'S

Social District

MONDAY-SATURDAY: 12PM-10PM
SUNDAY: 10AM-10PM
TIMES ARE SUBJECT TO CHANGE

WHO'S IN WHO'S OUT

LOOK FOR THESE STICKERS ON THE WINDOW

SOLD HERE **WELCOMED HERE** **NOT PERMITTED HERE**

What is the Social District?

The good times don't have to stop when you walk out the door of your favorite restaurant or bar. Stroll with their alcoholic beverages with your designated Social District cup.



Cool Spring Downtown District organized a total of SIX (6) events this quarter.

The total number of attendees who visited downtown as a result was 23,130

WELCOME BACK 4TH FRIDAY



DOWNTOWN FAYETTEVILLE



WELCOME BACK! | MARCH 27 | 6PM-9PM

4th Friday is downtown's signature monthly celebration, featuring live stage performances, family-friendly activities, and seasonal beer gardens.

By encouraging exploration of downtown businesses and creating a safe, engaging environment, 4th Friday strengthens community connections, boosts economic activity, and reinforces downtown Fayetteville as a vibrant destination for arts, culture, and social engagement.

This year 4th Friday is going mobile! As a part of our mission to activate the streets of downtown, this 4th Friday season will be highlighting a different location for each month, shifting and expanding foot traffic, and allowing more opportunities for the small businesses to curate supplemental activations that offer a fuller experience for visitors.

HIGHLIGHTS



8,000+ attendees (residents + regional visitors)



24 vendors (artists nonprofits, commercial arts and crafts, regional businesses, District businesses) + participating merchants on Franklin St



7 food vendors (carts + a food truck)



4 youth activities (Bouncehouse, MM Digging, Skoolie Xpress, U Got Game)



1 music talent (DJ G-Moniy)

ATTRACT

DOWNTOWN EVENTS

In the third quarter the District saw 29,070 attendees at downtown events which is a 64.8% decrease from the previous quarter. This is typical of Q3 as the event landscape slows in January and February, accelerating again in late March into April.



SOCIAL MEDIA ANALYTICS

Facebook Followers

- Downtown Fayetteville- 45,104
- CSDD - 8,728

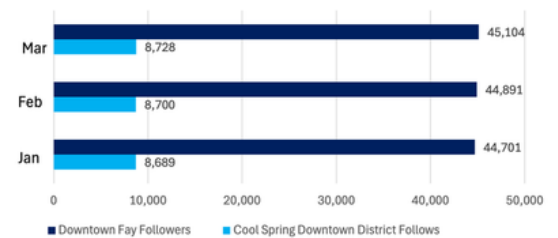
Instagram Followers

- Downtown Fayetteville - 8,390
- Instagram - 3,341

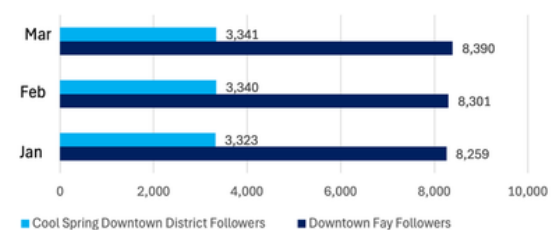
Tiktok Followers

- Downtown Fayetteville - 1,917

Downtown Fayetteville & Cool Spring Downtown District
Facebook Followers



Downtown Fayetteville & Cool Spring Downtown District
Instagram Followers



GOOGLE

Over 3,055 people found the Cool Spring Downtown District using Google — a decrease of 51.8% from last quarter's 6,331 users. This decrease is typical of Q3, post-holiday.

WEBSITE

7,395 users visited the Cool Spring Downtown District website, representing a 55.1% decrease from last quarter.

There were 7,112 website sessions, a 55.1% decrease from last quarter.

E-NEWS

30% open rate representing a 31.8% decrease from last quarter. This is typical of Q3, post-holiday.

6,298 subscribers - a 9.6% increase from last quarter.



MOBILIZE



THANKS TO THE FUNDING FROM THE CITY OF
FAYETTEVILLE, OUR TWO AMBASSADORS WORK
COLLECTIVELY IN THE MUNICIPAL SERVICE
DISTRICT 80 HOURS A WEEK. THEIR
ACCOMPLISHMENTS INCLUDE THE FOLLOWING:

SAFETY & ENGAGEMENT AMBASSADORS PROGRAM

PHYSICAL ENVIRONMENT

- 300 new plants have been installed and maintained in the Hurley Pots
- Re-strung and re-programmed the lights and maintained the decorations in the District Alley
- Responded to 25+ calls from businesses concerning safety
- Addressed issues related to homelessness, panhandling and other unlawful behavior
- Daily litter street sweeps which include removing 200+ bags of trash from the Downtown District
- Assisted Residents with various tasks from finding downtown business, escorting visitors to their vehicles, and assisting with paid parking
- Weekly dumpster maintenance
- Organized 2 bulk pickups of trash from residential areas and businesses resulting in over 1000lbs of trash removed from the downtown area
- Submitted 25+ Fay-Fix-it reports for downtown maintenance
- Interacted 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 5+ graffiti from the downtown parking decks
- Reported over 50 streetlights out on Fay-Fix-It





JUNK REMOVAL DAY

On **Sat, Mar 28th** downtown residents and businesses can bring their bulk junk to their trash pickup location & CSDD will haul it away!

Pick up will be between **8AM-10AM**

WE WILL REMOVE

- ✓ Furniture
- ✓ Appliances
- ✓ Bulk Trash

COOL SPRING
DOWNTOWN DISTRICT

Visit DowntownFayetteville.com

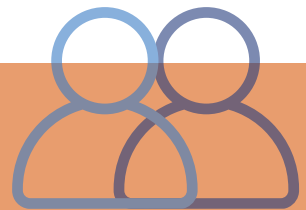
Any Questions? adam@coolspringfay.org

MOBILIZE

HOMELESSNESS ILLEGAL ACTIVITY PANHANDLING

- Regularly engages with homeless population to redirect them to services.
- Works 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 and the Offices of Community Safety to better understand services offered
- Interacts with Downtown Police presence to ensure the public's safety
- Adds to and redistributed the database of persons of interest downtown

MEETINGS & EVENTS



- Attended regular meetings:
 - Bi-monthly Community Watch - February 10th at Holmes Security
 - Quarterly Meeting - February 18th at Volta Space
 - Resident Social - February 12th at The CAMEO Studio
- Provided event support for major events like 4th Friday Fayetteville
- Attended trainings:
 - Office of Community Safety (OCS) Public Feedback
 - Institute For Community Leadership (ICL) Nonprofit Opportunity Fair - January 21st at Kiwanis Recreation Center

CSDD resolves an estimated 30+ direct interactions provided to the downtown district to resolve issues or complaints per week.

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

WHAT IS THE CLEAN STREETS PROGRAM?

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:

1. Franklin Street (across the street from 208 Franklin St), which provides a Verti Pak trash compactor and cardboard recycling
2. 301 Franklin Street, which houses two 8-yard dumpsters and glass and cardboard recycling
3. The newly-completed Otis Jones Parkway located behind 116 Person Street. This project was completed in December 2024 and has continued operations since 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	3x weekly	52	125,000lbs
Dumpster (8 yards)	1600 lbs	3x weekly	52	250,000lbs
Estimated Total Waste Removed FY25 (June-July)				475,000 lbs

LIAISON BETWEEN DOWNTOWN STAKEHOLDERS AND LOCAL GOVERNMENT

President/CEO attended and/or coordinated:

- Market Square Renovation
- 1:1 with CM Ferguson - 3/26
- Parks/Rec - Festival Park Programming Discussion - 3/27
- Chamber Board Meeting- 3/24

CONSTRUCTION



CSDD will continue liaising between the City and downtown stakeholders to mitigate effects of road closures during public and private construction efforts.

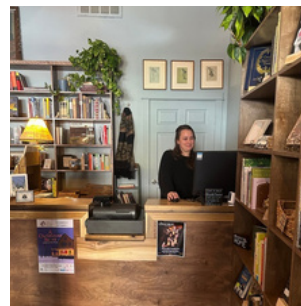
We also work closely with Traffic Engineering, Parks & Recreation, and Construction employees to ensure that stakeholders are made aware of planned activities that may impact them and to help City departments identify the best times to perform these projects with the least impact on businesses.

SMALL BUSINESSES & 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.

CSDD also receives committee updates from the Planning Commission, Zoning Commission, Historic Resource Commission, and the Technical Review Committee.



COOL SPRING DOWNTOWN DISTRICT

Q3 INVESTORS

CORPORATE DONORS



MEDIA PARTNERS



PUBLIC DONORS



GRANTORS

