



# Cool Spring Downtown District 3rd Quarter Report

*City Council Work Session  
May 4, 2026*

- Municipal Service District (MSD) reauthorized in 2023, and tax rate is set annually.
- NCGS 160A-536 authorizes private agency to provide enhanced services, facilities, functions and promotional or developmental activities within the District. Requires certain procedures.
- July 1, 2023, City entered a 5-year management agreement to manage an arts and entertainment – focused downtown district.
- CSDD must provide quarterly reports and an annual report to the City.
- Deliverables, records, audit, and insurance provisions are built into the contract.



- The City contracts with Cool Spring Downtown District to manage and activate the Downtown MSD as an Arts and Entertainment-focused district.
- In FY26, the City also entered into a separate agreement for Downtown ambassadors.
- These investments support business growth, cleaner and safer public spaces, stronger visitor experience, downtown events, and better coordination between downtown stakeholders and City operations.

City Funded Activity	Amount
FY26 MSD Contract	\$233,398
Ambassador Program	\$60,000
<b>Total:</b>	<b>\$293,398</b>

Note: The City contracts with Cool Spring Downtown District to put on New Year's Eve and Juneteenth through the Parks, Recreation, and Maintenance Department and is not part of this Quarterly report.



## Cool Spring Downtown District

- Economic Vitality and Development
- Art and Design Enhancements
- Promotion and Marketing
- Special Events and Programming
- Organizational Support and Conflict Resolution

## City of Fayetteville

- Support Diverse and Viable Economy
- City Investment– Today and Tomorrow
- Desirable Place to Live, Work and Recreate
- Sustainable Organizational Capacity
- Citizen Engagement and Partnerships



- Grow downtown arts, entertainment, culinary, and retail activity.
- Recruit and retain compatible downtown businesses.
- Support downtown reinvestment, redevelopment, and business retention/expansion.
- Build relationships with property owners, residents, businesses, and developers.
- Track and report business growth, loss, and investment.
- Manage, expand, and improve the sanitation program.
- Support construction of the Crown Event Space.

## GROW



- Introduce more public art downtown.
- Coordinate installation of holiday decorations and displays.
- Improve downtown appearance and entertainment impact.
- Support art and cultural organizations in downtown activation.



## AMPLIFY

Amplified message in radio interviews with @FAYNCMAG and WFNC , sharing shop local, upcoming events, and the importance of how meaningful collaboration helps Downtown thrive.



- Promote downtown retail, dining, and entertainment opportunities.
- Advertise events, campaigns, openings, and collaborative activities.
- Maintain a professional and up-to-date website.
- Promote conventions, meetings, entertainment, and downtown venues.
- Position downtown as an arts, entertainment, culinary, and cultural destination.
- Maintain strong media presence and messaging.
- Market downtown to military, veterans, and families.

## Attract

### SOCIAL MEDIA ANALYTICS

#### Facebook Followers

Downtown - 45, 104

CSDD - 8, 728

#### Instagram Followers

Downtown - 8, 390

Instagram - 3, 341

#### TikTok Followers

Downtown - 1, 917

- Grow established annual events and festivals.
- Develop opportunities for artists, displays, and performances.
- Create engaging activities for residents, visitors, and property owners.
- Add more recreational activity downtown.
- Support the development of annual signature events.
- Build place-based identity through recognizable branding.

## Welcome

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

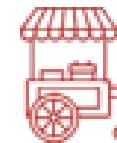
## HIGHLIGHTS



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)

- Coordinate downtown partners.
- Advocate for downtown businesses.
- Help resolve property and tenant issues.
- Serve as City liaison for downtown matters.
- Share information with downtown stakeholders.
- Welcome new businesses and residents.
- Assist with complex downtown concerns.
- Identify ordinance or policy needs.
- Report safety and maintenance concerns.
- Support cleanliness, lighting, parking, signage, and wayfinding.



- **Bi-monthly Community Watch**
- **Quarterly Meeting - Volta Space**
- **Resident Social**
- **4<sup>th</sup> Friday event support**
- **Office of Community Safety (OCS) Public Feedback**

**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.**

- **New Year's Eve Celebration Night Circus**
- **Social District**
- **Safety Engagement Ambassador Program**
- **Person Street Dumpster Pad**
- **Lighting and Christmas Décor**
- **CREOS e/motion See-Saws**

- **Events and Programming** → Visitor foot traffic
- **Social District coordination** → Support for Dining, Entertainment, and Nightlife
- **Ambassador program** → Safety, Hospitality, and Cleanliness Presence and Support
- **Sanitation infrastructure** → Cleaner Downtown Conditions
- **Business Support Activities** → Business/Property-owner Support
- **Lighting and Décor investments** → Enhanced Safety and Visitor Experience
- **Arts /Branding work** → Arts/Entertainment Promotion



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