



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

QUARTERLY REPORT – FIRST QUARTER
July 1 – September 30, 2024
SUMMARY

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

CSDDD 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 FIRST quarter of the FISCAL YEAR, the district welcomed SIX (6) new businesses. This quarter saw five (5) businesses close. Since the beginning of the fiscal year on July 1, 2024, the DISTRICT had a net gain of one (1) NEW street-level business, celebrating a positive absorption rate. Additionally, we expect four (4) new street-level businesses to open soon.

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.

Additionally, the organization partnered with the City of Fayetteville Office of Community and Economic Development, Distinctly Fayetteville, and the Fayetteville-Cumberland County Economic Development Corporation to engage REVPAR International to complete a hotel feasibility study in downtown Fayetteville. The team was excited to welcome a hotelier from Greenville, SC to the community where a full day walking tour and community leaders meeting was held.

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 Q1, CSDD added two new placemaking initiatives to the district. CSDD raised \$45,000 to bring a temporary art exhibit, e/motion, to the district. The eight (8) LED Seesaws are scattered in four (4) locations downtown and will remain in place until November 4, 2024.



Eric Lindstrom & Kennon Jackson, Jr.



Events, Marketing, Visitation: Since the start of the fiscal year, the district has welcomed one million visits and 350,000 unique visitors with an average dwell time of 123 minutes. This is a 0.2% increase from the same quarter last year. Please note the chart below, generated from our PLACER.AI software.

Metrics ?			
Property: Cool Spring Municipal Service... 📄 📌			
Visits	1M	Avg. Dwell Time	123 min
Visitors	397.4K	Visits YoY	+0.2%

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 and released a survey with over 400 respondents, and hosted a "Big Ideas Forum." We aim to complete the strategic planning process in November 2024.

1. ECONOMIC VITALITY & DEVELOPMENT

NEW BUSINESSES

NEW THIS QUARTER

1. Maiden Event Center (421 Maiden Lane) – Event space
2. Samuel's Beauty Lounge (314 Hay Street)- Full-service salon
3. Breakfast with Tiffany's (229 Hay Street) – Restaurant
4. DSF Restaurant and Bar (106 Person Street) – Restaurant
5. North/South Brewing (304 Williams Street) – Brewery and Taproom
6. Trench Nutrition (103 Hay Street) – Beverage bar

RELOCATED WITHIN THE MSD

1. Johnny Awesome Tattoos (225 Hay Street) – Service

CLOSED

CLOSED THIS QUARTER

1. Huske Hardware (405 Hay Street) – Full-Service Restaurant
2. Taproom at Huske (405 Hay Street) – Beverage service
3. The Cave (321 Hay Street) – Wellness Center
4. Day and Night Heating and Air Conditioning (552 Russell Street) – Service
5. Protein Lab (103 Hay Street) – Beverage bar

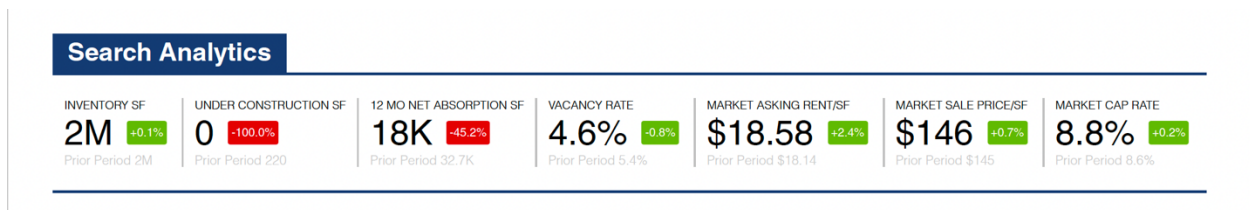
OPENING SOON

1. Southern Pines Brewery – (123 Hay Street) Taproom and music venue
2. Our Place – (106 Hay Street) – Restaurant
3. The Livery Event Space AKA "The Warehouse" (226 Donaldson Street). Event Space
4. 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	Planned
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	Planned
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 July 1 – September 30, 2024.



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 4.6%, which has improved from 5.4% since the previous period.

Key Metrics

Availability		Inventory	
Vacant SF	91K ↓	Existing Buildings	230 ↑
Sublet SF	0 ↓	Under Construction Avg SF	-
Availability Rate	10.7% ↓	12 Mo Demolished SF	0 ↓
Available SF Total	212K ↓	12 Mo Occupancy % at Delivery	100.0%
Available Asking Rent/SF	\$16.57 ↓	12 Mo Construction Starts SF	2.6K ↓
Occupancy Rate	95.4% ↑	12 Mo Delivered SF	2.9K ↑
Percent Leased Rate	96.1% ↑	12 Mo Avg Delivered SF	2.9K
Sales Past Year		Demand	
Asking Price Per SF	\$155 ↑	12 Mo Net Absorp % of Inventory	0.9% ↓
Sale to Asking Price Differential	-3.0% ↑	12 Mo Leased SF	39.1K ↓
Sales Volume	\$3.1M ↓	Months on Market	8.4 ↓
Properties Sold	3 ↓	Months to Lease	6.1 ↑
Months to Sale	18.5 ↑	Months Vacant	6.1 ↑
For Sale Listings	9 ↓	24 Mo Lease Renewal Rate	68.0%
Total For Sale SF	150K ↓	Population Growth 5 Yrs	2.2%

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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 450 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	TYD
Total new Businesses	6	6
Total Business closures	5	5
Total Expansions or relocations within MSD	1	1
Expected new businesses	4	4

2. ART AND DESIGN ENHANCEMENTS

In addition to the e/motion, we launched an "Esqueletos Creativos" or Creative Skeletons initiative in honor of National Hispanic Heritage Month. CSDD invited the local creative community to participate in the call for art. 12 local artists and organizations responded. Seven artists were selected to transform prefabricated, 8-foot-tall animatronic skeletons into imaginative artworks inspired by *Dia de Muertos*. This traditional Mexican holiday honors the reunion of families with their deceased relatives through food, drink, and celebration. Selected artworks will be publicly displayed in the 222 Hay Street alley until November 3rd, 2024, bringing cultural vibrancy to the heart of Downtown Fayetteville. Additionally, our board of directors recommended we "sell" the skeletons for \$750/each as a fundraiser to support disaster relief efforts in Western NC.



A third-placemaking initiative is also underway but has not yet been completed. In Q3 FY24, the DISTRICT successfully submitted and was awarded a grant to the Arts Council to repaint the crosswalks at Hay/Robeson Street and Green/Grove Streets. However, as the project evolved, we learned that the proposed streets abut to NCDOT managed streets, requiring us to follow the Manual on Uniform Traffic Control Devices. The manual, updated to stricter design standards, severely limited color choices for "painted crosswalks." While I love the idea of refreshing the crosswalk designs, I do not think the project, designed to MUTCD standards, met the goal of the placemaking grant's intent so we proposed a second idea. The intent is now to enhance the Hay Street Deck with Decorative Lighting.

CSDD 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. Phase Two, once funded, will add an "art-deco" style splatter to the corner of the deck.



Lastly, aiming to take advantage of sale pricing, CSDD purchased new holiday décor items, including two LED Reindeer, an LED Star and more. These will be added to the district as the holiday displays around November 4th.

Metrics.

1. PLACEMAKING Overview

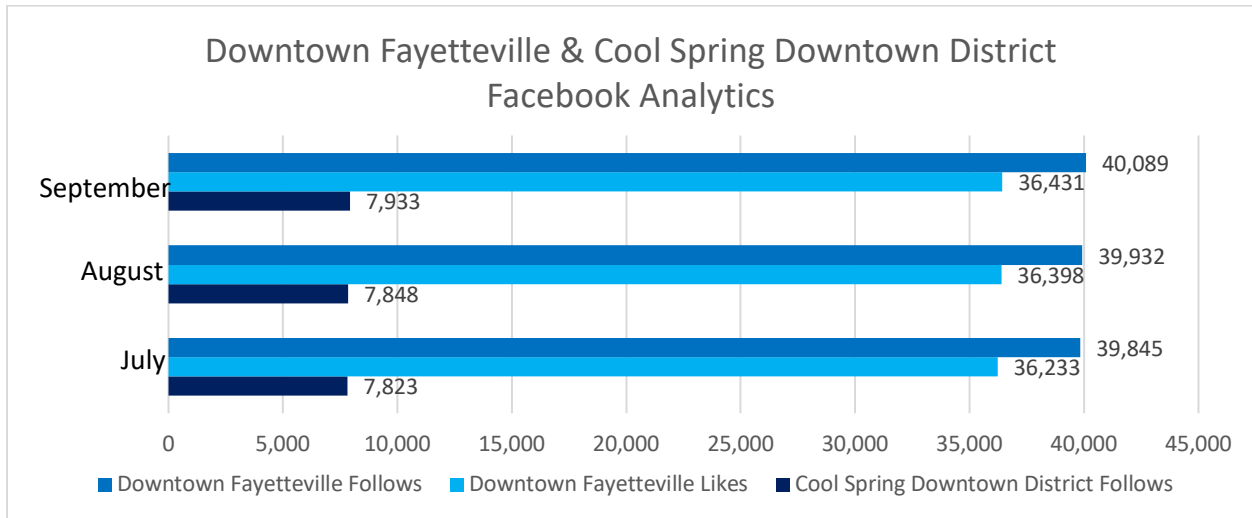
Validity Quarterly Overview	Q1	TYD
Total PERMANENT Placemaking Initiatives	1	1
Total TEMPORARY Placemaking Initiatives	3	3

3. MARKETING AND EVENTS

Number of monthly social media followers and likes (Facebook, Twitter, and Instagram) at the end of the quarter, September 30, 2024.

Facebook:

- Downtown Fayetteville
 - Like: 36,431, an increase of .64% from 36,199 last quarter
 - Followers: 40,089, an increase. 1.32% from 39,564 last quarter
- Cool Spring Downtown District
 - Likes: N/A
 - Followers: 7,933, a rise of 1.87% from 7,787 last quarter

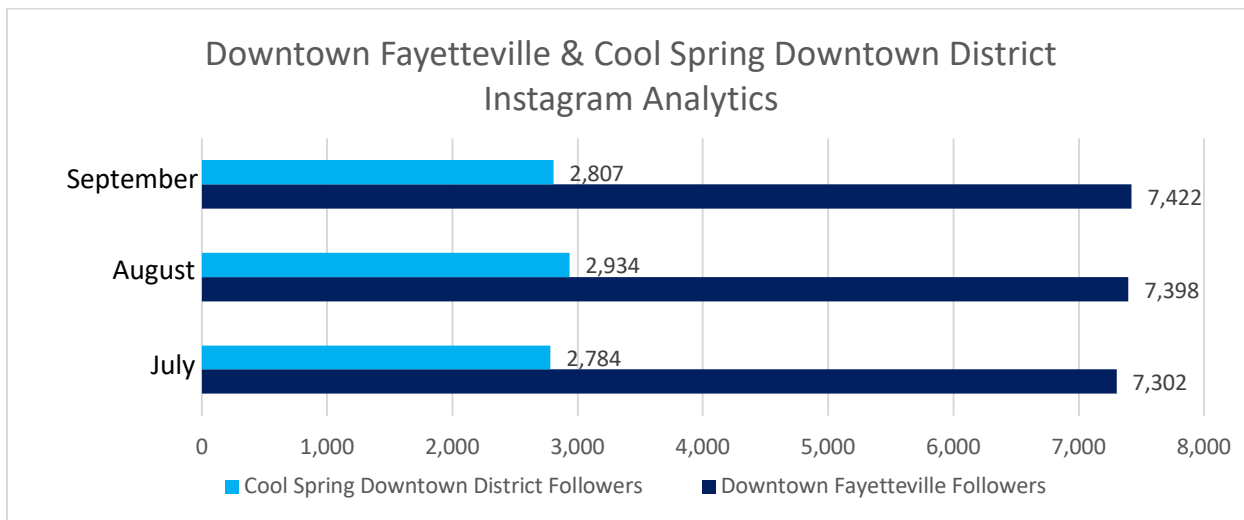


TikTok

- Downtown Fayetteville
 - Followers: 609, an increase of 10.92%, from 549 last quarter

Instagram:

- Downtown Fayetteville
 - Followers: 7,422, an increase of 1.90% from 7,283 last quarter
- Cool Spring Downtown District
 - Followers: 2,807, a rise of 1.44% from 2,767 last quarter



Email Newsletter:

- Subscribers:
 - 5,791 Subscribers, an increase of 2.67% from the 5,640 last quarter.
- Open Rate:
 - 36% open rate average, an increase of 2.85% from 35% last quarter

Google:

- 1,612 people found Downtown Fayetteville/Cool Spring Downtown District through Google Business, a decrease of -38% from 2,600 people last quarter
- 136 people visited the website through Google, a decrease of -6.84 % from 146 last quarter.

Website:

- 29,395 users visited the Cool Spring Downtown District website, an increase of 38.65% from 21,200 users' last quarter.
- 28,761 new users visited the Cool Spring Downtown District website, an increase of 35.12% from 21,285 last quarter.

Cool Spring Downtown District's Events

Date	Event	People Attended (Average)
7/6/24	The District Trolley	20
7/7/24	The District Trolley	20
7/13/24	The District Trolley	20

7/14/24	The District Trolley	20
7/20/24	The District Trolley	20
7/21/24	The District Trolley	20
7/26/24	July 4th Friday (Canceled due to inclement weather)	
7/27/24	The District Trolley	20
7/28/24	The District Trolley	20
8/3/24	The District Trolley	20
8/4/24	The District Trolley	20
8/10/24	The District Trolley	20
8/11/24	The District Trolley	20
8/17/24	The District Trolley	20
8/18/24	The District Trolley	20
8/23/2024	August 4th Friday Featuring the Nerd Market	19,100
8/24/2024	The District Trolley	20
8/25/2024	The District Trolley	20
8/31/2024	The District Trolley	20
9/1/24	The District Trolley	20
9/7/24	The District Trolley	20
9/8/24	The District Trolley	20
9/14/24	The District Trolley	20
9/15/24	The District Trolley	20
9/21/24	The District Trolley	20
9/22/24	The District Trolley	20
9/27/24	September 4th Friday/Fiesta Latina	10,500
9/28/24	The District Trolley	20
9/29/24	The District Trolley	20

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

DAY	EVENT
7/5/24	Trolley History Tour
8/3/24	Private Trolley Rental: Lockamy
9/1/24	Private Trolley: Grace Avenue Community Cookout
9/7/24	Lafayette's Birthday: Trolley Rental

9/7/24	Poulos Wedding- Two Trolleys
9/12/24	Private Trolley: Coldwell Banker
9/18/24	Broadwell Trolley Rental
9/21/24	TROLLEY: FSO
9/28/24	Private Trolley Wedding Rental: Both Trolleys, Broadwell Wedding

Events Hosted in the Cool Spring Downtown District Stats

Date	Event	Organizer	Average Attendance
7/1/24	Writer's Roundtable 22	City Center Gallery and Books	10
7/2/24	General Knowledge Trivia	Gaston Brewing Company	5
7/4/24	Firecracker Four Miler	Fayetteville Running Club	200
7/4/24	Independence Day Concert	City of Fayetteville	23,300
7/5/24	Art Meets Life	Poetry N Motion	64
7/5/24	New Moon Meditation Class	Prima Elements Holistic Wellness Center	22
7/6/24	Fayetteville Latin Dance Social	Fayetteville Latin Dance and Arts Council of Fayetteville/Cumberland County	163
7/6/24	Storytime with Miss Ally	City Center Gallery and Books	5
7/6/24	The District Trolley	Cool Spring Downtown District	
7/7/24	The District Trolley	Cool Spring Downtown District	
7/10/24	Cancer Birthday Celebration	Shop Cursive	16
7/11/24	Sweet Bitch Wine Sale	The Sip Room	3
7/12/24	Midsummer Crawl	Downtown Alliance	1,000
7/12/24	A Bit of Carolina at Midsummer Magic	A Bit of Carolina	34
7/12/24-7/13/24	9th Annual Midsummer Magic	Downtown Alliance	2,000
7/12/24-7/14/24	Summer Playfest	Gilbert Theater	129
7/13/24	Auditions	Sweet Tea Shakespeare	20
7/13/24	Free Seminar with Alpha Jones	Bell's Seed Store	60

7/13/24	The District Trolley	Cool Spring Downtown District	
7/14/24	Pride and Coffee	Fayetteville PRIDE	74
7/14/24	The District Trolley	Cool Spring Downtown District	
7/19/24	XXI Wine is ready for ya	The Sip Room	
7/20/24	The District Trolley	Cool Spring Downtown District	
7/20/24	Holistic Hideaway	Therapeutic Solutions and Wellness	76
7/20/24	Black Excellence Reunion	Tiffany Campbell	
7/21/24	Full Moon Meditation Class	Prima Elements Holistic Wellness Center	21
7/21/24	The District Trolley	Cool Spring Downtown District	
7/24/24	Quarterly Downtown Business Meeting	Cool Spring Downtown District and Downtown Alliance	25
7/26/24	Enjoy a vegan cookout	Prima Elements Holistic Wellness Center	93
7/26/24	July 4th Friday (Canceled due to inclement weather)	Cool Spring Downtown District	0
7/26/24	The Capitol Encore Academy Pop Up Market	The Capitol Encore Academy	40
7/26/24	Standup Comedy at the Cameo	Cameo Art House Theatre	10
7/27/24	Comedy in the Club at SEGRA Stadium	Fayetteville Woodpeckers	37
7/27/24	The District Trolley	Cool Spring Downtown District	
7/28/24	The District Trolley	Cool Spring Downtown District	
7/30/24	Residents' Social	Cool Spring Downtown District	33
8/2/24	Art Meets Life	Poetry N Motion	87
8/2/24	Opening Reception to Face-to-Face	Arts Council of Fayetteville/Cumberland County	50
8/3/24	Back to School Bash	Fascinate-U Children's Museum	133
8/3/24	The District Trolley	Cool Spring Downtown District	
8/4/24	Reiki and Meditation	Prima Elements Holistic Wellness Center	23
8/4/24	The District Trolley	Cool Spring Downtown District	

8/10/24	The District Trolley	Cool Spring Downtown District	
8/11/24	August Community Meeting	Fayetteville PRIDE	32
8/11/24	The District Trolley	Cool Spring Downtown District	
8/12/24-8/18/24	Mystery Bag Pokémon Hat Event	Rude Awakening Coffee House	17
8/14/24	Leo Birthday Celebration	Shop Cursive	27
8/16/24-8/17/24	Wands and Wizardry	Downtown Alliance	1,000
8/16/24-8/17/24	Wands & Wizardry at Turner Lane	Turner Lane	15
8/16/24-8/17/24	Wands and Wizardry at A Bit of Carolina	A Bit of Carolina	14
8/17/24	Brunch out of the Blue	The Sip Room	23
8/17/24	Storytime with Miss Ally	City Center Gallery and Books	5
8/17/24	The District Trolley	Cool Spring Downtown District	
8/17/24	August Youth Pride Ice Cream Meet up	Fayetteville PRIDE	42
8/18/24	The District Trolley	Cool Spring Downtown District	
8/19/2024	Group Meditation Class	Prima Elements Holistic Wellness Center	18
8/22/2024	Lunch and Learn: Bookkeeping Tips for Small Businesses	Women's Business Center of Fayetteville at CEED	10
8/23/2024	August 4th Friday Featuring the Nerd Market	Cool Spring Downtown District	19,100
8/23/2024	Fourth Friday at A Bit of Carolina	A Bit of Carolina	35
8/24/2024	The District Trolley	Cool Spring Downtown District	
8/25/2024	Taste & Talent	Vibe Gastropub	13
8/25/2024	The District Trolley	Cool Spring Downtown District	
8/27/2024	The Makers Series	Cameo Art House Theatre	47
8/28/24	Pedestrian Plan Public Workshop	City of Fayetteville	27

8/30/2024	Live Cooking Class	Prima Elements Holistic Wellness Center	93
8/31/2024	Feel the Vibez	Taste of West Africa	25
8/31/2024	Glee and Glee Jr. Open House	Gilbert Theater	10
8/31/2024	The District Trolley	Cool Spring Downtown District	
9/1/24	The District Trolley	Cool Spring Downtown District	
9/2/24	Meditation and Vision Board Workshop	Prima Elements Holistic Wellness Center	38
9/4/24	Ultimate Happy Hour	The Sip Room	25
9/6/24	Art Meets Life	Poetry N Motion	40
9/7/24	The District Trolley	Cool Spring Downtown District	
9/8/24	The District Trolley	Cool Spring Downtown District	
9/9/24	Virgo Birthday Celebration	Shop Cursive	8
9/10/24	Downtown Business Watch Meeting	Downtown Alliance	5
9/13/24	Friday the 13th A Bit of Carolina	A Bit of Carolina	142
9/14/24	Adult Night	Greg's Pottery	22
9/14/24	The District Trolley	Cool Spring Downtown District	
9/15/24	The District Trolley	Cool Spring Downtown District	
9/17/24	Full Moon Meditation and Yoga Class	Prima Elements Holistic Wellness Center	53
9/20/24	Obras de la Vida: Capturing Culture through Portraits	Arts Council of Fayetteville/Cumberland County	56
9/21/24	Detour Slam Academy	Poetry N Motion	24
9/21/24	Fayetteville Card Show	SEGRA Stadium	759
9/21/24	The District Trolley	Cool Spring Downtown District	
9/22/24	The District Trolley	Cool Spring Downtown District	
9/24/24	General Knowledge Trivia	Gaston Brewing Company	5
9/27/24	The Capitol Encore Academy Fall Pop Up	The Capitol Encore Academy	50

9/27/24	Fantastic Fish Fridays	Taste of West Africa	49
9/27/24	Vegan Cooking Show	Prima Elements Holistic Wellness Center	50
9/27/24	September 4th Friday/Fiesta Latina	Cool Spring Downtown District	10,500
9/27/24	International Folk Festival fun at A Bit of Carolina	A Bit of Carolina	748
9/28/24	12 Annual Southeastern Regional NC Poetry Slam	Poetry N Motion	250
9/28/24	Pecktoberfest	Fayetteville Woodpeckers	1,600
9/28/24	The District Trolley	Cool Spring Downtown District	
9/28/24-9/29/24	International Folk Festival	Arts Council of Fayetteville/Cumberland County	29,000
9/29/24	The District Trolley	Cool Spring Downtown District	

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 23 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 two 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, and 301 Franklin Street, which houses two 8-yard dumpsters and glass and cardboard recycling.

Coming soon, Clean Streets will be expanding to serve the Person Street corridor with a new dumpster pad on Otis Jones Parkway, located behind 116 Person St. A long-term easement has been facilitated between the owner of 116 Person Street and the City of Fayetteville, allowing for a new enclosure with Verti Pak compacting, glass and cardboard recycling that will service businesses on Person and Gillespie Streets. That project is expected to break ground in August 2024 and is anticipated to take 6-8 weeks to complete.

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 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.
- Weekly dumpster maintenance.

Homelessness/Panhandling/Illegal Activity

- Regularly engage with homeless population to redirect them to services.
- We have filed seven police reports for downtown.
- Redirected over 40 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.

Meetings/Events:

- Attended Monthly merchant stakeholder group meeting.
- Attended bi-monthly Community Watch meeting.
- Provided event support for the following events:

- ALL 4th Friday events
- Juneteenth
- Residence Socials
- Quarterly Merchant Meetings
- Installed e/motion

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:

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