



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

QUARTERLY REPORT – THIRD QUARTER

October 1, 2023 – December 31, 2023

SUMMARY

Our Goals align with the City of Fayetteville 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 THIRD quarter, the district welcomed **five (5) new businesses** for a total of 11 new businesses this fiscal year. Additionally, we expect a total of 10 new street level businesses to open before year end.

The district celebrates several ongoing expansions and new infill projects representing over 1,000,000 GSF of new or adaptive reuse construction, 245 planned new residential units and nearly **½ Billion Dollars in public and private investment** as highlighted in this development tracking form below.

CSDD continues to liaison between private property owners and potential investors. Often, we link investors to little known available properties and help future business owners navigate the permitting/grant process.

Additionally, the organization partnered the City of Fayetteville Office of Community and Economic Development and the Fayetteville-Cumberland County Economic Development Corporation to engage REVPAR International to complete a **hotel feasibility study** for downtown Fayetteville.

Policy and Advocacy: The District has a keen interest in seeing the Banner policy expanded. Recently, the City's Parks and Recreation Department requested that CSDD provide suggested edits to the existing policy. Our team will provide a thorough review of policies throughout the state with the aim of diversifying the use of banners and flags in the district. Also, the City approached CSDD to garner quotes for a **Safety and Architectural Lighting Initiative**. We are excited to see these proposals be presented to council in the coming weeks.

Design and Placemaking: CSDD added a few Placemaking initiatives this quarter. They include the following:

- New Holiday Décor:
 - o JOY SIGN- Franklin Street
 - o Holiday Ball Stack – Market Square
- Architectural Mapping Self Help Building (November – December)
- Augmented Reality (November – December)

Events and Marketing: In the THIRD quarter of the FY23/24 fiscal year, the Cool Spring Downtown District hosted **35 events that welcomed over 45,000 people**. We had the distinct pleasure of hosting the 3rd annual Night Circus: A District New Year's Eve Spectacular. Despite the cold, the event drew an estimated 20,000 people, ten vendors and hired nearly 50 artists to perform. Additionally, our **website welcomed 70,000+ visitors, a 450%** this quarter.

1. ECONOMIC VITALITY & DEVELOPMENT

NEW BUSINESSES

1. Hay Street Kitchen and Grill – Kress Building (Restaurant)
2. Cru –114 Gillespie Street, (Restaurant)
3. Bees and Boards -325 Green Street (Restaurant)
4. Blanc Coffee Roasters- 103 Person Street (Coffee Bar)
5. Stadium Events- 421 Maiden Lane (Event Center)
6. Dream Made Reality - Anderson Street (Professional Services)

NEW THIS QUARTER

7. The Salad Box – 132 Person Street (Restaurant)
8. Harm's Way Ink – 7 Market Square (Tattoo Parlor)
9. Veteran's Lending – 159 Maxwell Street (Lender)
10. Juniper and Fern – 107 Gillespie Street (Tattoo Parlor)
11. The Office – 110 Gillespie Street (Coworking Space)

RELOCATED WITHIN THE MSD

1. 219 Group- 219 Hay St (Creative Services)

CLOSED

1. Array Magazine – 219 Hay Street (Creative Services)
2. Southern Alternative – 417 Hay Street (Retailer)
3. Bragg Mutual Federal Credit Union -200 Hay Street (Financial Services)

OPENING SOON

1. Taste of West Africa – 116 Person Street (Restaurant)
2. Southern Pines Brewery – 123 Hay Street (Taproom and music venue)
3. Our Place – 106 Hay Street – (Restaurant)
4. Samel’s Boutique – Former Yellow Crayons Location (Full Service Salon)
5. The Livery Event Space AKA “The Warehouse” – 226 Donaldson Street (Event Space)
6. Sol’s Arcade and Taproom – 421 Maiden Lane (Bar)
7. J. Co Salon – (Expanding next door, 417 Hay Street) – Full Service Salon

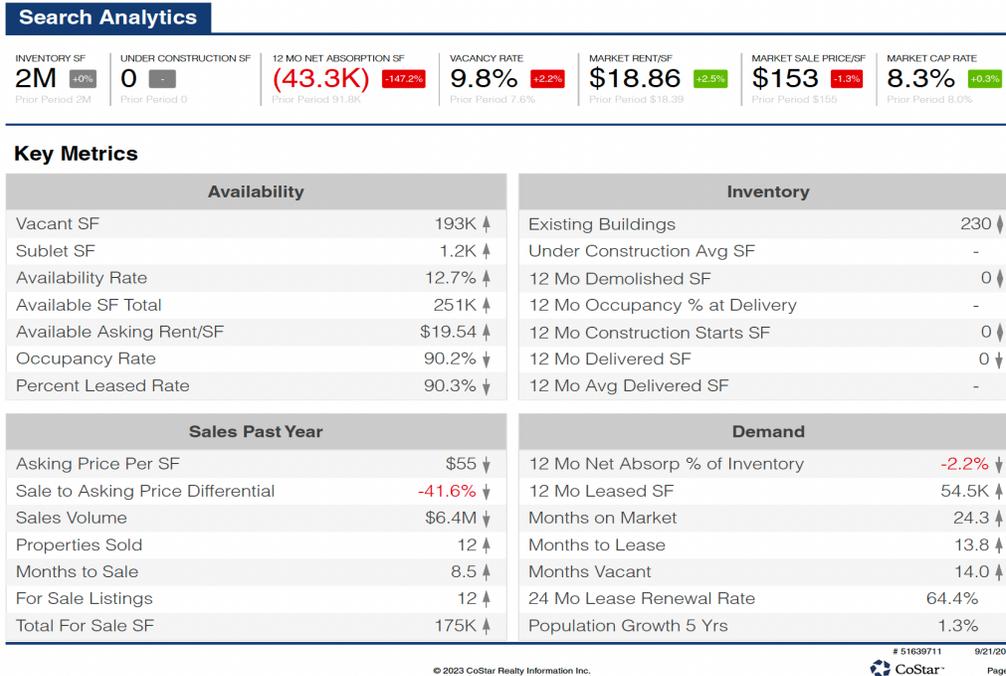
NEW THIS QUARTER

8. Curative Mind Health, PLLC (Dr. Tim Newsome) – Person Street (Behavioral Health)
9. The Salt Cave -311 Hay Street (Wellness Studio)
10. Bloom Community Farm – Gillespie Street (Farmers Market)

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
Crown Complex	\$145,000,000	123,000	Planned
Phase Two, Above Garage	\$167,000,000	80,000	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	\$459,800,000	1,066,400	

COSTAR REAL ESTATE ANALYTICS SPECIFIC TO THE MUNICIPAL SERVICE DISTRICT



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 the Convention and Visitors Bureau. Staff have forged a strong partnership with the office of Community and Economic Development Department and as of recently has partnered with the Downtown Alliance, a business-to-business organization, on bringing the business and residential communities together. Our first joint meeting, held in July, had over 60+ attendees.

Retention and Support. Cool Spring Downtown District continues to work creating resources for new and existing businesses.

- **Recruitment and Retention:** As the district's economy thrives, this organization works to build on the 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 400 gift cards valued at \$32,000. 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 provides them the opportunity to ease open-container laws.

Metrics.

1. Vitality Overview

Vitality Quarterly Overview	Q3	TYD
Total new Businesses	5	11
Total Business closures	0	1
Total Expansions or relocations within MSD	0	3
Expected new businesses	8	10

2. ART AND DESIGN ENHANCEMENTS

CSDD added a few Placemaking initiatives this quarter. They include the following:

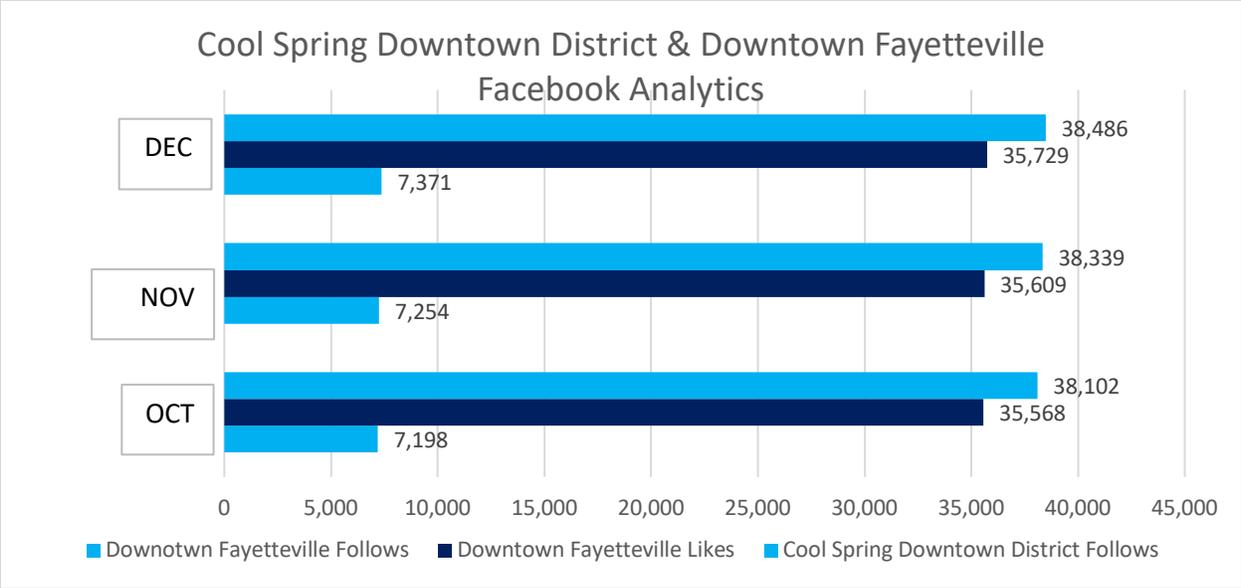
- New Holiday Décor:
 - o JOY SIGN- Franklin Street
 - o Holiday Ball Stack – Market Square
- Architectural Mapping Self Help Building (November – December)
- Augmented Reality (November – December)

3. MARKETING AND EVENTS

Number of monthly social media followers and likes (Facebook, Twitter, and Instagram) at the end of the quarter December 31, 2023.

Facebook:

- Downtown Fayetteville
 - o Like: 35, 729, an increase of 0.80% from 35,442 last quarter
 - o Followers: 38,486, an increase. 1.51% from 37,912, last quarter
- Cool Spring Downtown District
 - o Likes: N/A
 - o Followers: 7,371, an increase of 4.46% from 7,056 last quarter

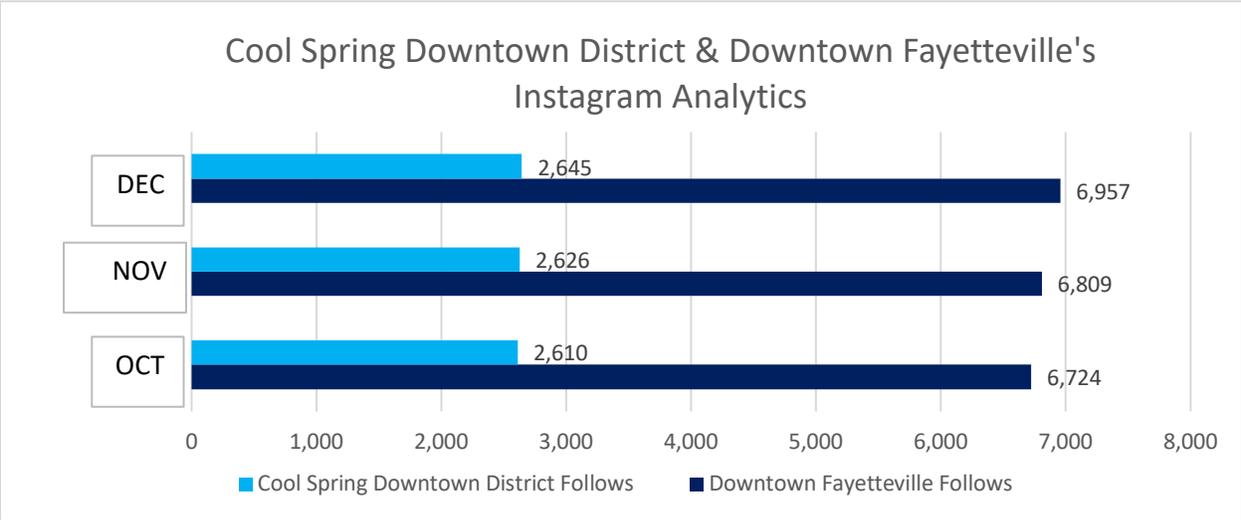


X (Twitter):

- Downtown Fayetteville
 - Followers: 4,732, a decrease of .60% from 4,761 last quarter
- Cool Spring Downtown District
 - No Twitter information

Instagram:

- Downtown Fayetteville
 - Followers: 6,957, an increase of 4.39% from 6,664 last quarter
- Cool Spring Downtown District
 - Followers: 2,645, an increase of 2.47% from 2,581 last quarter



Email Newsletter:

- Subscribers:
 - 5,614 Subscribers, an increase of 2.67% from the 5,468 last quarter.
- Open Rate:
 - 41% open rate average, a decrease of 4.65% from 43% last quarter

Google:

- 1,526 people found Downtown Fayetteville/Cool Spring Downtown District through Google Business, a decrease of 24.26% from 2,015 people last quarter.
- 201 people visited the website through Google, an increase of 27.21% from 158 last quarter.

Website:

- 70,701 users visited the Cool Spring Downtown District website, an increase of 452.82% from 12,789 users last quarter.
- 72,067 new users visited the Cool Spring Downtown District website, an increase of 481.09% from 12,402 last quarter.

Cool Spring Downtown District's Events

Date	Event	People Attended (Average)
10/7/23	District Trolley	20
10/8/23	District Trolley	20
10/14/23	District Trolley	20
10/15/23	District Trolley	20
10/21/23	District Trolley	20
10/22/23	District Trolley	20
10/27/23	Zombie Walk	18,000
10/27/23	Rocky Horror Singalong Trolley	60
10/28/23	District Trolley	20
10/29/23	District Trolley	20
10/31/23	Trick or Treat	4,000
11/4/23	District Trolley	20
11/5/23	District Trolley	20
11/11/23	District Trolley	20

11/12/23	District Trolley	20
11/18/23	District Trolley	20
11/19/23	District Trolley	20
11/24/23	Holiday Carriage Rides	68
11/25/23	District Trolley	20
11/26/23	District Trolley	20
12/1/23-12/31/23	Letters to Santa	79
12/1/23-12/31/23	Light Up the City	2,000
12/2/23	District Trolley	20
12/3/23	District Trolley	20
12/7/23-12/8/23	Holly Jolly Singalong Trolley	120
12/9/23	District Trolley	20
12/10/23	District Trolley	20
12/16/23	Sip N Sleigh Downtown Fay	1,000
12/16/23	District Trolley	20
12/17/23	District Trolley	20
11/23/23	District Trolley	20
11/30/23	District Trolley	20
12/31/23	Night Circus: A New Year's Eve Spectacular	20,000
	Quarterly Attendance	45,807

"Can Do" Coldwell Banker Private Trolley Rentals

DAY	EVENT
10/21/23	Wedding
10/28/23	Givens Wedding
10/28/23	FSO Shuttle
11/24/23	A Dickens Holiday/Downtown Alliance
12/2/23	McFadyen Wedding
12/9/23	FSO Shuttle
12/16/23	Hurley Trolley Rental
12/30/23	Schaffer Wedding

Events Hosted in the Cool Spring Downtown District Stats

Date	Event	Organizer	People Attended (Average)
10/1/23	Paint 🍷 and Sip	The Sip Room	7
10/3/23	Dried Floral Pumpkin Workshop	Downtown Market of Fayetteville	72
10/5/23	6th Annual Home Is Where the HeArt Is Art Auction	Kidspace	76
10/6/23	Art Meets Life: Ode to Hip Hop Edition feat Skye Redd	Poetry N Motion & The Sweet Palette	62
10/7/23	Electric Vehicle Car Show	The Downtown Makrket of Fayetteville	193
10/7/23	Meet the Author - Lynn Pryer - THE GILBERT THEATER STORY	City Center Gallery and Books	27
10/7/23	Latin Social at the Arts Council of Fayetteville	Arts Council of Fayetteville/Cumberland County	56
10/7/23	Meet the Author - Lynn Pryer - THE GILBERT THEATER STORY	City Center Gallery and Books	27
10/7/23	NC Birth & Baby Expo 2023	LATCH Breastfeeding and Postpartum Wellness Center	347
10/11/23	Libra Birthday Celebration	Shop Cursive	16
10/11/23	Deep Breathing Meditation	Prima Elements Holistic Wellness Center	6
10/11/23	Mindfulness and Self Worth Meditation	Prima Elements Holistic Wellness Center	5
10/13/23	Vegan Cooking Class- Learn to cook Vegan Hibachi	Prima Elements Holistic Wellness Center	9
10/13/23	Friday the 13th Block Party	A Bit of Carolina	262
10/13/23	Bell's Seed Store Yard Sale - Clearance Event!	Bell's Seed Store	767
10/14/23	Healing Dakota at the Capitol	The Capitol Encore Academy	14
10/14/23	The Red Creek Sessions at the Capitol	The Capitol Encore Academy	10
10/14/23	Indigo Moon Film Festival	Indigo Moon Film Festival	2,000
10/14/23	A Dickens Holiday - Costume Workshop	Downtown Alliance	13
10/14/23	CANCER/EVOLUTION at the Capitol	The Capitol Encore Academy	10
10/14/23	Adult Night	Greg's Pottery	10

10/14/23	The Seven Ages Speakeasy: A One-Night Only Sweet Tea Shakespeare Showcase	Sweet Tea Shakespeare	164
10/18/23	Bilingual Story Time`	Fascinate-U Childrens Museum	2
10/19/23	Witches Night Out	Downtown Alliance	295
10/20/23	Downtown Pumpkin Trail	Downtown Alliance	122
10/20/23	Fayetteville Dogwood Fall Festival - Friday	Fayetteville Dogwood Festival	1,698
10/21/23	Fayetteville Dogwood Fall Festival - Saturday	Fayetteville Dogwood Festival	885
10/21/23	Book Signing at City Market at the Museum	Fayetteville History Museum	37
10/22/23	Green Tea's The Merry Wives of Windsor	The Capitol Encore Academy	16
10/22/23	The Rocky Horror Show!	Gilbert Theater	320
10/22/23	Sensory Friendly Morning	Fascinate-U Childrens Museum	8
10/22/23	Fayetteville Dogwood Fall Festival - Sunday	Fayetteville Dogwood Festival	513
10/22/23	Kids Costume Contest at the Dogwood Fall Festival	Fayetteville Dogwood Festival	22
10/22/23	Pet Costume Parade at the Dogwood Fall Festival	Fayetteville Dogwood Festival	44
10/24/23	Sweet and Spicy Butter Board Workshop	Downtown Market of Fayetteville	24
10/26/23	Fang Tastic Feast Charcuterie Workshop	Downtown Market of Fayetteville	66
10/27/23	Zombie Book Event	City Center Gallery and Books	13
10/27/23	Zombie Walk	Cool Spring Downtown District	15,000
10/27/23	Rocky Horror Singalong Trolley	Cool Spring Downtown District	60
10/27/23	Boo Bash Halloween Party	Fascinate-U Childrens Museum	165
10/28/23	7th Annual Halloween at the Light!!	Bright Light Brewing Company	101
10/29/21	PARANORMAL NORTH CAROLINA BOOK EVENT	City Center Gallery and Books	15
10/29/23	Sunday Brunch!	Huske Hardware Restaurant	67
10/31/23	Trick or Treat	Cool Spring Downtown District	2,500
10/31/23	Tuesday Trivia @ Gaston Brewing Company	Gaston Brewing Company	21
11/2/23	Holiday Open House	Downtown Alliance	82
11/2/23	Holiday Open House	A Bit of Carolina	51

11/3/23	Downtown Holiday Open House	Shop Cursive	15
11/3/23	Art Meets Life: 8th Anniversary Show feat. L.B.	Poetry N Motion & The Sweet Palette	84
11/4/23	Story Time with Miss Ally	City Center Gallery and Books	10
11/4/23	Ladies Night	Greg's Pottery	9
11/8/23	Scorpio Birthday Celebration	Shop Cursive	3
11/9/23	Dickens Costume Workshop	Downtown Alliance	13
11/10/23	Still Here, Still Native Exhibition Opening Reception	Arts Council of Fayetteville/Cumberland County	141
11/11/23	Fall into PEACE with a Sound Bath	Prima Elements Holistic Wellness Center	18
11/11/23	Book Signing at Rude Awakening Coffee House	Rude Awakening Coffee House	26
11/11/23	Adult Night	Greg's Pottery	11
11/11/23	Christmas Open House	Bell's Seed Store	103
11/15/23	Bilingual Story Time	Fascinate-U Childrens Museum	3
11/17/23	Thanksgiving Butter churning for beginners	Downtown Market of Fayetteville	
11/18/23	Let's paint crystal glaze ornaments	Greg's Pottery	27
11/18/23	Christmas Tree Painting	Greg's Pottery	33
11/19/23	Dr. Suzanne Cross Lecture on Residential Schools	Arts Council of Fayetteville/Cumberland County	9
11/19/23	Corn Husk Doll Make and Takes	Arts Council of Fayetteville/Cumberland County	37
11/21/23	Toddler Tuesday	FAscinate-U Childrens Museum	3
11/23/23	7th Annual Hoppy Friendsgiving	Bright Light Brewing Company	35
11/24/23	A Dickens Holiday at Cursive	Shop Cursive	8
11/24/23	Holiday Carriage Rides	Cool Spring Downtown District	68
11/24/23	A Dickens Holiday Gingerbread House Contest • A Dickens Holiday Event	The Capitol Encore Academy	26
11/24/23	Ghost of Christmas Past • A Dickens Holiday Event	Fayetteville History Museum	85
11/24/23	Making Spirits Bright • A Dickens Holiday Event	Skyview on Hay	30
11/24/23	A Royal Tea & Tour - Sandford House, Oval Ballroom & More • A Dickens Holiday Event	Downtown Alliance	42

11/24/23	Candlelight Procession & Tree Lighting • A Dickens Holiday Event	Downtown Alliance	144
11/24/23	Dickens After Dark • A Dickens Holiday Event	Downtown Alliance	134
11/24/23	Vegan Friendsgiving	Prima Elements Holistic Wellness Center	13
11/24/23	Ghost of Christmas Past • A Dickens Holiday Event	Downtown Alliance	85
11/24/23	Christmas Movie Enchantment • A Dickens Holiday Event	Downtown Alliance	30
11/24/23	A Dickens Holiday in Downtown Fayetteville NC	Downtown Alliance	18,000
11/25/23	Make your own Bath soaks workshop	Downtown Market of Fayetteville	138
11/25/23	Finklepott's Fairy Hair with Fairy Melody	Greg's Pottery	17
11/25/23	Planting and English Bulb Garden	Bell's Seed Store	42
11/28/23	Toddler Tuesday	Fascinate-U Childrens Museum	15
11/29/23	Wine & Wordz Poetry Night	The Sip Room	7
12/1/23- 12/31/23	Letters to Santa	Cool Spring Downtown District	79
12/1/23- 12/31/23	Light Up the City	Cool Spring Downtown District	2,000
12/7/23- 12/8/23	Holly Jolly Singalong Trolley	Cool Spring Downtown District	120
12/1/23	Art Meets Life: End of the Year Edition feat. LIFE	Poetry N Motion & The Sweet Palette	66
12/2/23	Story Time with Miss Ally	City Center Gallery and Books	2
12/2/23	Last Ladies Night of 2023	Greg's Pottery	25
12/2/23	Latin/Kizomba Social at the Arts Council Fayetteville	Arts Council of Fayetteville	89
12/8/23	Fayetteville Holiday Lights 2023	Segra Stadium	829
12/8/23	AUDITIONS: In the Blood	Gilbert Theater	14
12/9/23	The Green Grump Who Stole Foo-Ville	Downtown Alliance	578
12/9/23	The Green Grump At Cursive	Shop Cursive	9
12/9/23	Breakfast With Santa	Fascinate-U Childrens Museum	98
12/9/23	The Grinch Stole Our Icing!	The Sweet Palette	45
12/9/23	Breakfast with Santa in Historic Downtown Fayetteville!	Huske	55

12/9/23	Chunky Blanket Workshop	Wine & Design	11
12/10/23	Acrylic Pour Workshop	Wine & Design	10
12/13/23	Sagittarius Birthday Celebration	Shop Cursive	44
12/13/23	Holiday Lights Mixer	Fayetteville Woodpeckers	95
12/13/23	Downtown Alliance Social Cookies & Cocoa	Downtown Alliance	17
12/15/23	Ugly Sweater Crawl Downtown Fayetteville	Downtown Alliance	113
12/15/23	Cultural Fusion: Teen Jewelry Multicultural Workshop	Fascinate-U Childrens Museum	3
12/15/23	Ugly Sweater Contest At Cursive	Shop Cursive	8
12/15/23	TCEA Christmas Pop-up Market	The Capitol Encore Academy	32
12/15/23	Fayetteville Holiday Lights - Movie Night featuring "The Santa Clause"	Segra Stadium	1,129
12/15/23	Night Market at Turner Lane	Turner Lane	43
12/16/23	Sandra Whittemore's Indigenous Dress Tour	Arts Council of Fayetteville	83
12/16/23	Holiday Open House	Reverie Goods and Gifts	9
12/16/23	Sip N Sleigh Downtown Fay	Cool Spring Downtown District	1,000
12/17/23	Black Light Paint Your Pet	Wine & Design	13
12/20/23	Bilingual Story Time	Fascinate-U Childrens Museum	2
12/21/23	S'mores Charcuterie for Beginners	Downtown Market of Fayetteville	108
12/21/23	TAP on Thursday Presents: Game Night	Poetry N Motion & The Sweet Palette	49
12/23/23	Fayetteville Holiday Lights - Finale!	Segra Stadium	1,640
12/24/23	Christmas Eve Holiday Family Open Studio	Wine & Design	11
12/29/23	Harry Potter Paint & Trivia Night	Wine & Design	31
12/30/23	A Night Circus At Cursive	Shop Cursive	44
12/31/23	New Year's at Noon	Fascinate-U Childrens Museum	102
12/31/23	NEW YEAR'S EVE Club Night Out!	Huske Hardware Restaurant	113
12/31/23	Let's Glow New Year's Eve	Bright Light Brewing Company	130
12/31/23	Night Circus: A New Years Eve Spectacular	Cool Spring Downtown District	20,000
		Quarterly total attendance	74,000

4. PARTNERSHIPS, ORGANIZATIONAL SUPPORT AND CONFLICT RESOLUTION

Advocating and Facilitating Solutions for Property Owners and Tenants

Clean Streets Program - This program provides fee-based waste management services to the business community. The Clean Streets program offers the following sanitation services:

- Vertipak Trash Compactor (Franklin Street)
- Card Board Recycling (Franklin Street)
- Two Dumpster (Maxwell Street, glass recycling)

If a business does not have localized sanitation services, they are invited to participate in the Clean Streets program. At the time of this report, the organization provides commercial sanitation services for 23 businesses. Additionally, the program is looking to expand down Person Street and facilitated a long-term easement between the owners of 116 Person Street and the City to create a new dumpster pad for the existing and future businesses along Person Street’s corridor.

Estimated Total Waste Collected

Type of Canister	Estimated Waste	Number of Weekly Pickups	Number of Weeks	Estimated Impact of waste removed
Vertipak (8 yards)	Estimated 80 lbs/yd	3x weekly	12	23,040 lbs
Cardboard (8 yards) (x 2 receptacles)	75 lbs/yd	2x weekly	12	14,400 lbs x 2 = 28,800lbs
Dumpster (8 yards)	1600 lbs	3x weekly	12	57,600 lbs
Estimated Total Waste Removed This Quarter				109,440 lbs



- **Property Database. Ongoing** - Cool Spring staff maintains a database to provide current listings of available properties, as well as tracking business and residential population 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 to liaison 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 which may impact them, and to help City departments identify the best times to perform these projects with the least impact to 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 support provided by Cool Spring Downtown District. Note: NO survey was conducted this quarter.*
2. *Number of direct interactions provided to downtown district to resolve issues or complaints: Estimated 30 +*
 - Cool Spring often fields complaints related to parking, construction, road closures, and politics. Staff is available daily to hear the concerns of both merchants, property owners and visitors. We believe our efforts to mitigate the challenging effects of revitalization are helpful and provide a safe place for the community to express itself.

Cool Spring Downtown District Investors FY23/24

Corporate Donors:

- ABC11/Disney
- MetroNet
- Healy Wholesale
- Ray, O'Connor, Coleman & Halverson, PLLC
- Coldwell Banker
- Rude Awakening and Cursive
- Systel
- Callahan and Rice
- Turner Lane
- Lumbee Guaranty
- H & H Holmes
- Blue Ridge Power
- Blashfield Signs
- Truist
- The Rogers Law Firm, PLLC
- 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
- Latinos United
- Distinctly Fayetteville
- FTCC
- Methodist University
- Fayetteville State University

AMBASSADOR UPDATE:

Since launching the program in March, 2023 the following has been accomplished:

Two Ambassadors work in the Municipal Service District averaging about 40 hours collectively. Their accomplishments include the following:

Physical Environment:

- 80 Hurley pots and Street Poles have been repainted.
- 12 New Recycling bins sited and installed.
- Over 2000 LBS of cedar mulch placed in tree beds and raised planters.
- 100 new plants planted in the hurley pots.
- Increased plant watering (we purchased a mobile watering device).
- Daily litter street sweeps.
- Weekly dumpster maintenance.

Homelessness/Panhandling/Illegal Activity

- Regularly engage with homeless population to redirect them to services.
- Filed two police reports for stolen property downtown.
- Redirected over 15 people panhandling.
- Work with downtown merchants to ease concerns about indecent exposure, street preaching, littering, 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:
 - o ALL 4th Friday events
 - o Juneteenth, New Years Eve
 - o 4th of July