



3<sup>rd</sup> Quarter Highlights

**COOL  
SPRING** 

**DOWNTOWN DISTRICT** 

# ECONOMIC DEVELOPMENT

## 5 NEW BUSINESSES



**MONDRELL'S**  
SOCIAL LOUNGE



YTD in  
FY 24-25  
17  
New  
Businesses  
in the  
District

COMING SOON...

EST. 2023

SOL'S ARCADE + TAPROOM

GAME. DRINK. REPLAY.



**SOUTHERN  
PINES** Brewing  
Co.



Ammons Infill Project

# Projects Underway: 263,400 Sq Ft | \$183.1 M

VACANCY RATE	MARKET ASKING RENT/SF	MARKET SALE PRICE/SF	MARKET CAP RATE
4.1% <span>-1.1%</span>	\$18.84 <span>+2.1%</span>	\$143 <span>+0.4%</span>	8.9% <span>+0.1%</span>
Prior Period 5.2%	Prior Period \$18.45	Prior Period \$142	Prior Period 8.8%



Crown PAC

Property:  
Cool Spring Municipal Service ...



# VISITATION

Visits	879.9K	Avg. Dwell Time	109 min
Visitors	337.6K	Visits YoY	-4.3%



# CLEAN & SAFE

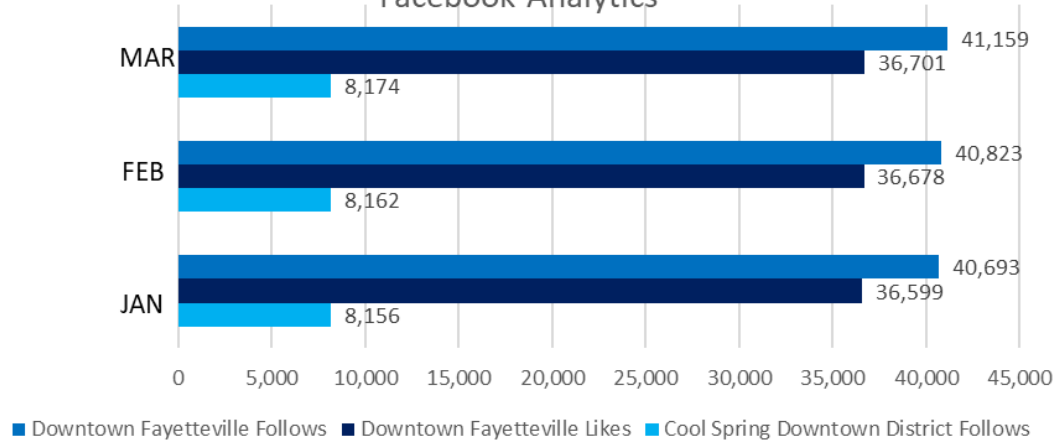


- ✓ New Compacter and Recycling on Otis Jones Parkway – an estimated additional 120,000lbs of waste annually
- ✓ New Safety and Engagement Ambassador – currently one full-time and one-part-time. Expected to move PT to FT next quarter

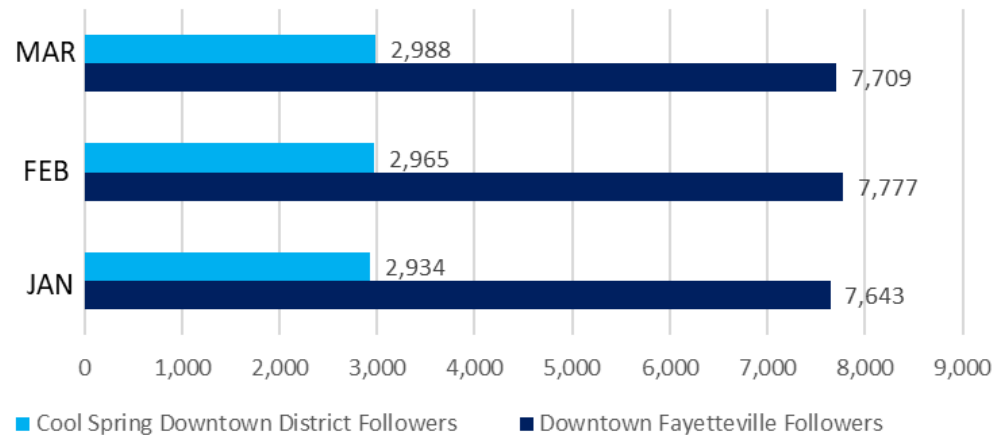


# Marketing The District

Downtown Fayetteville & Cool Spring Downtown District  
Facebook Analytics



Downtown Fayetteville & Cool Spring Downtown District  
Instagram Analytics



- CityView Magazine
- Greater Fayetteville Business Journal
- Fayetteville Press Newspaper
  - Fayetteville Observer
  - Pinestraw Magazine
- The Pilot – Visitor's Guide
- Distinctly Fayetteville
  - Cumulus Radio
  - Beasley Radio
  - ABC11
  - Sinclair Media
- Media Shield Marketing
- Lamar Digital Billboards

## ADVERTISING THE DISTRICT

# Events & Activations:



# COMING SOON:



## JUNETEENTH JUBILEE SOVEREIGN

JUNE 14, 2025 | 3PM-9PM  
FESTIVAL PARK | 335 RAY AVE  
VISIT [DOWNTOWNFAYETTEVILLE.COM](http://DOWNTOWNFAYETTEVILLE.COM)

TITLE MEDIA  
SPONSOR



CROWNING  
MISS JUNETEENTH  
WITH J19 UNITY  
FAYETTEVILLE



JUNETEENTH  
HISTORY  
TROLLEY



HISTORIANS



VENDORS  
FOOD TRUCKS  
ARTISTS

# CSDD EXECUTIVE SEARCH





# COOL SPRING



## DOWNTOWN DISTRICT