

RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH FCEDC TO FUND A FEASIBILITY AND SUSTAINABILITY PLAN THE FAYETTEVILLE DOGWOOD FESTIVAL

WHEREAS, the City Council (the “City Council”) of the City of Fayetteville, North Carolina (the “City”) met in Fayetteville, North Carolina at 7:00 p.m. on the 13th day of November, 2023; and

WHEREAS, the Fayetteville Dogwood Festival has been Fayetteville’s signature event since its founding more than 40 years ago with their events drawing more than 250,000 attendees annually to the downtown area annually; and

WHEREAS, the Festival experienced significant change and disruption due to the COVID-19 pandemic prompting the need for revisiting organizational structure, governance and festival composition; and

WHEREAS, the City has historically supported the Fayetteville Dogwood Festival with \$12,000 to \$15,000 annually since 2017; and

WHEREAS, the Festival has a significant economic impact in our community with the most recent economic impact study in 2018 noting the Festival has an \$8.1 million impact in Fayetteville and the surrounding communities from tourism, investment and commerce; and

WHEREAS, due to the return, the City believes support for the Festival’s ongoing sustainability will yield a positive impact for years to come on our economy and quality of life for residents and visitors;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Fayetteville that:

1. The City of Fayetteville will provide funding to Fayetteville Cumberland Economic Development Corporation to enter into an agreement with a professional consultant for the sole purpose of performing an analysis and feasibility study that would yield a report providing recommendations on the following:
 - a. Viable organizational structure for the Fayetteville Dogwood Festival;
 - b. Viable governance structure for the Festival; and
 - c. Opportunities for a sustainable festival meeting the needs of residents and visitors.
2. This resolution shall take effect immediately.

Adopted this the 13th day of November, 2023.

CITY OF FAYETTEVILLE

(SEAL)

By: _____
MITCH COLVIN, Mayor

ATTEST:

PAMELA J. MEGILL, City Clerk

CERTIFICATION

I, Pamela Megill, City Clerk of the City of Fayetteville, North Carolina, DO HEREBY CERTIFY that the foregoing is a true and exact copy of a Resolution adopted by the City Council for the City of Fayetteville, North Carolina, in regular session convened on the 13th day of November, 2023.

WITNESS my hand and the corporate seal of the City of Fayetteville, North Carolina, this the 13th day of November, 2023.

City Clerk

(SEAL)