



Economic Vitality Art + Design Marketing Programming Facilitating Solutions



Economic Vitality

Collaborations
Small Business Support
New Businesses: 13
Vacant Storefronts: -38%



Art + Design

Public Art: +18.9%

Murals

District Branding

Planning





Downtown
Fayetteville
@downtownfayetteville

Home

About

Photos



Marketing

Advertising Campaigns
Downtown District Forum

Website: 3.5k

Newsletter: 1.3k

Social Media: 25k

Collaborative Marketing



Total Events: 50/month

4th Fridays: 13k

- **Zombie Walk**
- **Clue'Ville Mystery**

Carriage Rides: 711



Programming



**Commercial Trash
Liaison with City
Market Square Construction
Street Feeding
Stakeholder Feedback**

**Facilitating
Solutions**

