



Quarterly Report – Second Quarter

October 2017 through December 2017

SUMMARY

The first full quarter of this contract saw the Cool Spring Downtown District establishing the structures and systems necessary to create and sustain the nonprofit corporation charged with developing and promoting our Downtown District as an arts and entertainment destination.

We have created four board committees focused on the major tasks of this contract: Economic Vitality, Design, Promotion, and Programming. Each is chaired by a board member, and includes a diversity of talent from throughout Fayetteville and Cumberland County. These committees are prioritizing and setting goals for the work to be done in the coming quarters. We also have several focused work teams exploring solutions in the areas of digitally marketing the Downtown District, and addressing negative street behaviors.

Staff, board committees, and volunteers have taken on the events and programs previously managed by the Downtown Alliance business association. Many of the business members of that organization are also engaged in our committees and work teams. We are also reaching out to downtown residents, through their quarterly social gatherings and a planned engagement campaign in the new calendar year.

1. ECONOMIC VITALITY & DEVELOPMENT

New Businesses. Businesses opened are increasing the diversity of retail, dining and entertainment options in the Downtown District. A departing women's clothing retailer was offset by four new retail options, and new fitness, yoga and therapy businesses take the place of a departing yoga studio.

- **Koala Kinder**, 312 Hay Street. Retail shop for pregnancy to age 5, opened October in the former Hay Street Shoe Shop location.

- **Sugar's Sports Block and Lounge**, 126 Person Street. Over 25 lounge, opened in November with ribbon cutting by Fayetteville Business and Professional League.
- **Floating Shanti**, 311 Hay Street. Floatation therapy, reflexology, therapeutic massage, private yoga instruction, corporate wellness plans, opened in December.
- **The Door Belle**, 231 Franklin Street. Women's clothing store, opened in December.
- **Antonella's Italian Ristorante**, 300 Hay Street. Long awaited addition to the district, serving Southern Italian cuisine. Opened in December.
- **Transcend Normal**, 108B Gillespie Street. Fitness training, nutrition services. Formerly consulting office located at 110 Person Street, new location with on-site training opened in December with CEED ribbon cutting.
- **Damien Lugo's Brighter Shade Tattoo**, 212 Hay Street. Tattoos, art prints, paintings, clothing, and custom novelty items. Formerly upstairs in 300 block of Hay Street, fills a previously vacant storefront.
- **Yellow Crayons**, 314 Hay Street. Custom garment and other printing, graphic design, brand marketing. Formerly a marketing service located on 3d floor of 109 Green Street, this retail storefront opened in December in the former Just Desserts Bakery location.
- **Two businesses lost this quarter:** Embrace Yoga, 145 Franklin Street, was recruited by Westwood Shopping Center; Downtown Lady, 131 Hay Street, moved to Cross Creek Mall.

Retention and Recruitment.

- **Empowering New Businesses for Success.** Cool Spring's Economic Vitality Committee is working to gather lessons learned from existing entrepreneurs and partnering with City offices to create a pathway for new businesses in the Downtown District. This effort will include mentoring on navigating the startup process, working with Historic Resources Commission, funding sources through the City Economic and Community Development office, CEED, and US SBA.

Development and Redevelopment.

- **Stadium Development.** Cool Spring staff remains engaged with the Greater Fayetteville Chamber's *Fayetteville On Deck* group, including the Baseball for Business committee. Our General Manager is chairing the Operations and Issues Committee.

Metrics.

1. *% change in MSD tax values*
This data has been requested from the City. CSDD is open to discussion on the availability of this metric.
2. **5 new businesses** *opened within the district*
 - 5 new businesses opened: Koala Kinder; Sugar's Sports Block and Lounge; Floating Shanti; Antonella's Italian Ristorante; The Door Belle.
 - 3 businesses moved from office space to public retail/service space: Transcend Normal; Damien Lugo's Brighter Shade Tattoo; Yellow Crayons.
 - 2 retail businesses relocated out of Downtown District: Embrace Yoga; Urban Lady.
3. *% annual increase of Local, Small, and Disadvantaged Business Enterprises (LSDBE) within the district*
Ability to gather this data is pending the business and resident contact campaign in January, 2018 (see Promotion report)
4. **18.5% reduction** *in vacant storefronts within the district*
 - 27 vacancies at start of quarter.
 - 7 vacant storefronts were filled during the quarter.
 - 2 existing storefront businesses closed.
 - Net reduction of 5 vacant storefronts filled.

2. ART AND DESIGN ENHANCEMENTS

Public Art.

- **Work in Progress.** Cool Spring has actively promoted the Arts Council *Work in Progress* annual temporary public art project to generate financial sponsors for specific installations in the Downtown District. 14 new pieces were installed this quarter, plus 4 retained from last year's program for a total of 18 pieces, a net increase of 7 installations. Further details on individual pieces at <http://www.theartscouncil.com/things-to-do/public-art/work-in-progress>

- **Pop-up Art.** In November, the Emerson Collective, a national organization dedicated to removing barriers to opportunity, chose Fayetteville to be one of three stops in North Carolina for *Inside Out/Dreamers*, a participative public art project to draw attention to immigration policy debates. Project artists took photos of locals, enlarged them, and temporarily installed them on the Maxwell Street side of 229 Hay Street. While Cool Spring was not involved in this project, we have heard numerous positive comments on the street about the excitement generated by this pop-up art in the Downtown District.
- **Chalk Art.** The City's Art Park, located under the Maiden Street bridge, features two walls painted with chalkboard paint. This location provides local artists and students with a blank space for temporary chalk art. There has also been an increase in temporary chalk art on privately-owned buildings and on City streets throughout the Downtown District, for an ever-changing creative expression that washes away with each fresh rain.

Cool Spring defines public art installations as visual artwork created for the purpose of artistic expression or commemoration. It does not include whole buildings or architectural adornments which are an integral part of a building; headstones, plaques, historical markers, or other similar installations that are not primarily an artistic creative piece.

Signage and Wayfinding. Cool Spring's Design Committee has begun to work on a signage master plan for the Downtown District. We are looking at best practices for other communities which have established arts and entertainment districts. This plan will inform prioritization of various options for projects moving forward, and will include identifying placemaking grants and other funding sources.

Supporting Local Arts Organizations. Cool Spring supported and promoted the Art Walkabout and the Indigo Moon Film Festival in October, and cross promoted exhibits, performances, and other arts activities at the Arts Council, Gilbert Theater, Cape Fear Studios, and the growing number of independent galleries in the Downtown District.

Metrics

1. **18.9% increase** in public art installations within the district
 - 37 public art installations at start of quarter *
 - 14 new installations
 - 7 existing installations removed, replaced by new
 - 44 installations as of end of quarter
 - Net increase of 7 public art installations.

** The September report mistakenly reported 20 public art installations, due to a spreadsheet error; the correct baseline figure of 37 is reported here.*

2. *% increase in new arts and cultural organization events and programs*

- There were 26 events and programs sponsored by 10 different arts and cultural organizations in the Downtown District during September.
- Lack of baseline data for this quarter last year prevents calculation of an increase percentage. Comparison with September, 2017, shows a slight decrease in average monthly arts and cultural organization programming.

3. PROMOTION AND MARKETING

Shop Small Every Saturday. With input from Downtown Alliance businesses, the Greater Fayetteville Chamber, and the Center for Economic Empowerment and Development (CEED), Cool Spring launched a holiday advertising campaign, *Shop Small Every Saturday*. This campaign consisted of print advertising in multiple newspapers, radio advertising, on-air interviews, e-mail advertising, and social media advertising, running from mid-November through Christmas. Anecdotal evidence from downtown businesses shows an increase in sales over last year, and this initial effort has been well received by our downtown business community.

Business and Resident Contact Campaign. Cool Spring is planning an intentional outreach to businesses and residents within the Downtown District. We have engaged with student volunteers from Fayetteville State University to conduct a door-to-door campaign to reach all businesses in the Downtown District with information about Cool Spring Downtown District, and to update contact information. Simultaneously, we will reach out to residents with the same. All will be invited to an open townhall meeting at the end of January, where our board will update them on our work and seek their input.

Website and Social Media. Cool Spring continues to use these media to maintain a list of current events in the Downtown District. We have a volunteer work team who is developing and implementing social media communications to communicate our mission and work, to promote downtown businesses, and to increase awareness of the many activities and options available for visitors to the Downtown District.

Metrics.

1. # of monthly unique visitors to the district website

The visitdowntownfayetteville.com website analytics for this quarter.

October:

- o 4,529 unique sessions (separate visits to webpage)
- o 83.62% new sessions (estimated first-time visitors)

November:

- o 2,695 unique sessions (separate visits to webpage)
- o 82.41% new sessions (estimated first-time visitors)

December:

- o 3,106 unique sessions (separate visits to webpage)
- o 89.93% new sessions (estimated first-time visitors)

2. # monthly social media followers and likes (Facebook, Twitter, Instagram)

As of December 27, 2017:

- Weekly email newsletter = 1,253, with open rate of 26% to 28%.
- Facebook. Downtown Fayetteville = 24k+ followers; 25k+ likes, with average growth rate of 75 per week.
- Twitter. @DTFAY = 3558 followers
- Instagram. @DowntownFAY = 688 followers, an increase of 259 followers this quarter.

Additionally, the Facebook ads for the Shop Small ad campaign garnered between 20k and 28k hits per ad.

3. One military related marketing promotion scheduled this quarter

Cool Spring was active in planning, promoting, and supporting the Heroes Homecoming events in November to connect with military and veterans. This series of events brought together multiple community, arts, and veterans organizations from across the county in this annual program spearheaded by the county Convention and Visitors Bureau.

4. SPECIAL EVENTS AND PROGRAMMING

Established Events and Festivals.

- **Indigo Moon Film Festival**, October 13-15. Fayetteville/Cumberland County's only independent film festival featured 47 documentary, narrative, and student films over three days. Cool Spring promoted the event via web and social media, and was a program book supporter.
- **Dogwood Fall Festival**, October 19-22. The Dogwood Festival's successful Fall Festival was held in Festival Park. This year it was scheduled a weekend earlier, so as not to conflict with Zombie Walk/4th Friday.

- **Heroes Homecoming Veterans Celebration**, November 4-12. This annual county-wide event is spearheaded by the Convention and Visitor's Bureau. This year's salute to veterans focused on Vietnam Era veterans. There were 12 events in the Downtown District, starting with the Veterans Parade, and including a visit by the Moving Wall, a traveling replica of the Washington DC Vietnam Veterans Memorial. Cool Spring was active in the planning stages, and promoted all events via web and social media
- **Dickens Holiday**, November 24. The Arts Council's 18th annual holiday celebration returned to the heart of the Downtown District. Cool Spring provided logistical, staff, and organizational support to the carriage rides and associated activities previously managed by the Downtown Alliance.

Cool Spring Downtown District-Presented Events

- **Zombie Walk / 4th Friday**, October 27. Once again, October's 4th Friday monthly Downtown District street fair was Fayetteville's annual Zombie Walk. Back-A-Round Records and Cool Spring Downtown District jointly presented this event, with a pre-party and costume contest in front of the Library with Johnny Awesome of Cape Beard and music provided by Hot 104.5 The Hip Hop Station; the Zombie Walk parade down Hay Street; and a post-concert with live bands Nephylim and Motor Junkie at the Market House. The entire time, the regular 4th Friday street fair showcased local community organizations on Hay Street. Calculations placed attendance at 9,138 over the six hour event.
- **Carriage Ride Program**. The carriage ride program was integrated as a Cool Spring Downtown District program this quarter.
 - Dr. Hank Parfitt continues as the volunteer chair of this program. Cool Spring offered *Historic Carriage Rides*, staffed by trained volunteer docents, on October 7, November 4, and November 11; *Halloween Rides with Dracula* on October 31; and *Carriage Rides with Santa* on December 10, 16, 17, and 23.
 - Total attendance for the carriage rides program this quarter 711.
 - Cool Spring also provided logistical and administrative support to the Dickens Holiday carriage rides, which were operated under the Downtown Alliance organization due to their contract with the Arts Council; attendance figures for this one day are not included in this report. Cool Spring expects to collaborate with the Arts Council to continue the Dickens Holiday carriage rides in 2018.

- **Downtown Trick-or-Treating**, October 31. Cool Spring partnered with Downtown Alliance and other downtown businesses for this beloved event. This year, we calculated attendance of 2,193 over a two hour period, with many individual businesses continuing to hand out candy they had left to several hundred children after the end of the event.
- **Holiday Decorations**. Staff spent more than 20 hours checking and preparing Parks and Recreation holiday decorations, and coordinating their installation with PWC staff.
- **Candlelight Loft Tours**, December 10. Cool Spring partnered with Downtown District residents and businesses to present this beloved holiday event on a Sunday evening. Five residents welcomed the public into their homes in a show of seasonal hospitality, and numerous businesses remained open past normal hours. Attendance was 170 over the three hour event.

Metrics.

1. **18% increase in number of events in the district**
 - Cool Spring identified and promoted 150 events on our web event listing during this quarter.
 - Lack of baseline data for this quarter last year prevents calculation of an increase percentage. Comparison with the 41 events in September, 2017, shows an increase in average monthly events of 18%
2. **% increase in average attendance figures for district-sponsored events**
 - Zombie Walk / October 4th Friday = 9,138
 - Carriage Ride Program = 711.
 - Downtown Trick-or-Treating = 2,193
 - Candlelight Loft Tours = 170
 - Lack of baseline data for this quarter last year prevents calculation of an increase percentage versus last year. Comparison of October 4th Friday to September shows a significant attendance increase of 260%, obviously skewed by the additional draw of the Zombie Walk on October's event.

5. PARTNERSHIP, ORGANIZATIONAL SUPPORT AND CONFLICT RESOLUTION.

Advocating and Facilitating Solutions for Property Owners and Tenants

- **300 Block Dumpster Program**. This long-planned community solution to eliminate roll-cart trash from Old Street is coming to fruition. The City construction of a secure enclosure in the Arts Council parking lot is

complete. Cool Spring Downtown District is now contracted with Waste Management for trash and recycling services to the businesses in the 300 block between Hay and Old Streets, and has entered into agreements with those businesses. Businesses began using the community dumpsters for trash and recycling on Friday, December 15, 2017. Waste Industries will remove rollcarts from Old Street, and City Code Enforcement will ensure that no new rollcarts are placed on Old Street.

- **Donaldson and Franklin Dumpster Concerns.** Cool Spring staff and board members continue to be engaged in resolving the problems associated with this unlocked dumpster enclosure. The root of the problem has been identified as a capacity issue: Waste Industries picks up 5 days per week; the volume of trash accumulated over the weekend exceeds the dumpster capacity, with trash left on the ground by Monday. Cool Spring is working with businesses to explore installing a compacting dumpster to allow for increased capacity and resolve the issue.
- **Increase in Rodents** – Business owners have reported a significant increase in evidence of rats in the 200 block area of Hay and Franklin Streets. Cool Spring is conducting an investigation to discover how widespread this problem is before pursuing potential solutions.

Liaison between Downtown stakeholders and local government.

- **Market Square Utility Construction.** Cool Spring provided feedback to and coordination with PWC and City staff to assist planning PWC work in the Market Square area, now scheduled to begin after Dogwood Festival in April 2018 and conclude before International Folk Festival in September, making accommodation for African World Peace Festival on Person Street in July.
- **Prince Charles Holdings.** Cool Spring communicated to Downtown District stakeholders when it was determined that Hay Street would not be closed due to construction on this project, as had been rumored.
- **Code Enforcement and Historic Resources Commission.** Cool Spring staff continues to provide liaison between City staff and downtown businesses to facilitate better relationships, more understanding, and increased effectiveness for both City and businesses
- **Bridge Construction Questions.** Multiple downtown stakeholders have questioned Cool Spring regarding timelines and progress on bridges pending construction: Cross Creek Park pedestrian bridge, Ann Street bridge, and North Cool Spring Street bridge. City staff provided timely information, which has been passed on to concerned stakeholders.

Reducing Negative Street Behaviors

- **Community Solutions Work Group.** This Cool Spring-convened group includes representatives from Operation Inasmuch, Salvation Army, Seth's Wish, Fayetteville Police, local churches, downtown businesses, and the City. This quarter, the group identified the first issue to address: groups feeding people on the street, leading to public health problems (littering, sanitation) and safety problems (pedestrians blocking streets and sidewalks). They are investigating potential safer locations beyond the Downtown District as designated serving locations, including proper trash and sanitation.

Metrics.

1. *% of downtown merchants satisfied with support provided by Cool Springs Downtown District*
Ability to gather this data is pending the business and resident contact campaign in January, 2018 (see Promotion report)
2. *# of safety or related complaints reported downtown on a monthly basis*
3. *# of direct interactions provided to downtown district in an effort to resolve issues or complaints*

5 issues reported, 5 direct interactions:

- concerns about Donaldson and Franklin dumpster
- concerns about Market House PWC construction
- concerns about Hay Street 400 block construction
- concerns about bridge construction projects
- increase in rodents in 200 block area of Franklin and Hay Streets

Report approved by the Executive Committee, January 02, 2017.



Mark R. Regensburger
President and Chief Executive Officer
Cool Spring Downtown District, Inc.

Allocation of Financial Resources – 2nd Quarter FY 2017-2018

Revenue		Contract	Total District
<i>Government</i>	City Contract - MSD Allocation	\$ 9,958	\$ 9,958
	City Contract - General Fund	\$ 25,000	\$ 25,000
<i>Private</i>	Local Philanthropy		\$ 25,000
	Sponsorships		\$ 1,000
	Donations		
<i>Other</i>	Arts Council Support - Admin		\$ 20,000
	DTA Retained Earnings		\$ 14,834
<i>Events Net</i>	Existing DTA events	\$ (4,000)	\$ (3,770)
Total Revenue		\$ 30,958	\$ 92,022

Expenses			
<i>Personnel</i>	President / CEO	\$ 8,800	\$ 22,000
	General Manager	\$ 6,063	\$ 12,125
	Benefits/Payroll Taxes (17%)	\$ 2,527	\$ 5,221
	<i>Sub-Total (Personnel)</i>	<i>\$ 17,389</i>	<i>\$ 39,346</i>
<i>Operations</i>	Rents + Utilities	\$ 982	\$ 982
	Telecommunications	\$ 420	\$ 420
	Supplies	\$ 89	\$ 156
	Insurance (D&O; GL)	\$ 220	\$ 440
	Office Equipment	\$ -	\$ -
	Web Hosting	\$ 75	\$ 75
	Printing & Design	\$ -	\$ 139
	Miscellaneous	\$ -	\$ 850
	Accounting	\$ -	\$ 440
<i>Sub-Total (Operations)</i>		<i>\$ 1,786</i>	<i>\$ 3,502</i>
<i>Marketing & Advertising</i>	Website Design	\$ -	\$ -
	District Branding	\$ 11,783	\$ 12,183
	Advertising	\$ -	\$ -
<i>Sub-Total (Marketing)</i>		<i>\$ 11,783</i>	<i>\$ 12,183</i>
<i>Programming</i>		\$ -	\$ -
TOTAL EXPENSES		\$ 30,958	\$ 55,031

NET SURPLUS (DEFICIT)	\$ (0)	\$ 36,991
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NOTES:

Events net = October 4th Friday / Zombie Walk expense, less Sponsorship revenue

GM salary allocation to MSD is 50%, CEO is 40%

Advertising expense = 'Shop Small Every Saturday' holiday ad campaign