



Quarterly Report – Second Quarter

January 2018 through March 2018

SUMMARY

In the new calendar year, the Cool Spring Downtown District has continued to build our organizational capacity. We have engaged more than 100 volunteers in our nine committees and work teams. In recruiting volunteers we have especially focused on inclusiveness and diversity, both in ethnicity and identity, and in reaching beyond downtown to engage with citizens from all parts of the city and county. Our inclusion efforts are ongoing, seeking to represent the full diversity of our community.

Cool Spring is focused on building a strong, inclusive organization as the foundation for our ongoing work of creating and sustaining the arts and entertainment district. We seek to align our goals with the City in making the Downtown District a safe and secure community with a diverse, viable economy and a high quality design environment, a desirable place to live, work, and recreate for all residents of the greater Fayetteville community.

1. ECONOMIC VITALITY & DEVELOPMENT

New Businesses. Businesses opened are increasing the diversity of retail, dining and entertainment options. In addition to quality personal services and a vintage music shop, parents visiting the Downtown District now have access to high-quality educational drop-in childcare, allowing all family members to enjoy their time downtown.

- **Cool Spring Clubhouse**, 100 Hay Street. Drop in childcare facility focused on educational activities. Hourly care available during daytime, extended hours evenings and weekends. Opened in the former first floor of open coworking space of Revolutionary Coworking, which was relocated to upper floor of same address.
- **Back-A-Round Records**, 1 Market Square. Vintage vinyl, cassette, CD & collectible vintage gear shop.

- **TC Hair and Brow Studio**, 308 Suite Hay Street. Personal beauty services, opened in upper floor commercial space.
- **Tone Pilates**, 145 Franklin Street. Fitness studio specializing in mat, reformer, and equipment Pilates classes and private sessions.

Retention and Support. Existing businesses have moved into vacant storefront space, and rebranded to better align with the new baseball stadium. Cool Spring has begun to host public ribbon cutting ceremonies in support of business grand opening events, and continues to work creating resources for new and existing businesses.

- **Sunshine Beauty & Bliss**, 105 Donaldson Street. Personal beauty services. Moved from upper floor office space to vacant retail space with expanded services. Ribbon cutting held March 10 to support reopening.
- **Third Base Restaurant & Bar**, 229 Hay Street. Baseball themed restaurant opened in March under new owners; formerly Wing Company.
- **Yellow Crayons**. 314 Hay Street. Ribbon cutting held March 14 to support grand opening event of this business which opened in December.
- **NY Bagel Café & Deli**. 105 Hay Street. Reopened in March under new owners after temporary closure.
- **Small Business Support**. Cool Spring's Economic Vitality Committee is partnering with City offices to create resources and mentoring to support success of new and existing businesses in the Downtown District.

Development and Redevelopment.

- **Collaborations**. Cool Spring board members and staff are actively collaborating with other economic development projects in the Downtown District. We are participating in the Greater Fayetteville Chamber's *Fayetteville On Deck* group, and maintain a close relationship with the Houston Astros management. Board members are engaged with the Prince Charles Holdings group on traffic, parking, and safety issues. Staff, committees, and work teams are forging a close partnership with the Downtown Alliance business league through joint projects.

Metrics.

1. % change in MSD tax values: year to date receipts down 3% vs 2017

Year to date receipts and % change each month 2017 vs 2018

	2017	2018	
12/31	\$93,251.06	\$82,327.30	-11.7%
01/31	\$118,300.44	\$121,531.03	+2.7%
02/28	\$125,932.07	\$122,171.41	- 3.0%

2. **4 new businesses** opened within the Downtown District this quarter.
- 4 new businesses opened.
 - 1 business moved from office space to public retail/service space.
 - 2 businesses reopened under new ownership or branding.
 - No businesses relocated out of Downtown District or closed.
3. % annual increase of Local, Small, and Disadvantaged Business Enterprises (LSDBE) within the district
- Cool Spring has not yet developed a mechanism for tracking this metric; we are open to discussion on best means to align with the City's method of collecting this data.
4. **9.09% reduction** in vacant storefronts within the district
- 22 vacancies at start of quarter.
 - 2 vacant storefronts filled during the quarter.
 - 0 existing storefront businesses closed.
 - Net reduction of 2 vacant storefronts filled.

2. ART AND DESIGN ENHANCEMENTS

Public Art.

- **Natural Embrace campaign.** Cool Spring is actively promoted the Arts Council's fund-raising campaign to raise \$20,000 to purchase the *Natural Embrace* sculpture, which has been temporarily installed for the past two years at the corner of Person Street and Otis Jones Parkway.
- **Murals.** Cool Spring is actively working with two organizations in the Downtown District to explore bringing murals to their buildings. We are liaising with City staff to ensure that these pilot projects are consistent in quality with other public artwork.

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 met with the Fayetteville Area Convention and Visitors Bureau to coordinate with existing wayfinding signage as we develop a signage master plan for the Downtown District.

Supporting Local Arts Organizations. Cool Spring met with Dogwood Festival staff and board to coordinate their festival vendors with existing downtown businesses. We are also working with Sweet Tea Shakespeare to facilitate a possible permanent home for this newly-independent nonprofit. We continue to cross promoted exhibits, performances, and other arts activities at the Arts Council, Gilbert Theater, the Marquis Slam poetry performances, Cape Fear Studios, and independent galleries in the Downtown District.

Metrics

1. **0% increase** in public art installations within the district
 - 44 public art installations at start of quarter
 - No new installations during this quarter.
2. **46% increase** in arts and cultural organization events and programs
 - There were 38 events and programs presented by 10 different arts and cultural organizations in the Downtown District during this quarter.
 - Lack of baseline data for this quarter last year prevents calculation of an increase percentage. Comparison with previous quarter (Oct-Dec 2017), shows a 46% increase in arts and cultural events this quarter.

3. PROMOTION AND MARKETING

A Fresh Season advertising campaign. Cool Spring launched a springtime advertising campaign in February, consisted of print advertising in multiple newspapers, radio advertising, e-mail advertising, and social media advertising. A particular focus was to reach out to more diverse public through advertising in historically black and Spanish language media publications. This campaign will continue into the next quarter.

Downtown District Forum. Cool Spring held our first quarterly forum to engage and inform community stakeholders. FSU student volunteers were involved to conduct a door-to-door campaign to reach businesses. The forum had 175 attendees, and generated more than 30 new and more diverse volunteers.

Website. Cool Spring has received 10 bids from around the nation on an RFQ to rebuild the visitdowntownfayetteville.com website. Using a selection matrix which included scoring for quality of work references and for local businesses, we will be selecting a finalist in April to build a fresh, mobile-friendly web presence with both a promotional front site to drive visitor traffic to the Downtown District, and an integrated organizational site enabling us to support and connect with businesses, residents, volunteers, and community organizations.

Social Media. Cool Spring is engaging with more volunteers to increase outreach to Millennials and younger stakeholders and enhance our ongoing social media communications strategies. An increased focus on visual posts and human interest stories on Instagram resulted in a 45% increase in followers on this social media platform which performs particularly well with younger audiences.

Metrics.

1. *# of monthly unique visitors to the district website*

The visitdowntownfayetteville.com website analytics for this quarter.

January 1 – March 31, 2018

- o 5,956 unique sessions (separate visits to webpage)
- o 90.1% new sessions (estimated first time visitors)

Comparing total data for this quarter against last quarter, there was a 43.8% reduction in separate visits, and a 32.5% reduction in return visits; in other words, less people visited the website, and considerably less came back for more information. This reflects the current degraded state of the website, supporting our decision to bid out for a total rebuild.

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

As of March 30, 2018:

- Weekly email newsletter = 1,286 with open rate of 28% to 28%.
- Facebook. @Downtown Fayetteville = 25k+ followers; 26K likes, with average growth rate of 26 per week.
- Twitter. @DTFAY = 3,733 followers
- Instagram. @DowntownFAY = 1000+ followers, an increase of more than 45% this quarter.

3. *Military related marketing promotions*

- Cool Spring participated in the Airmen's Opportunity Fair on Pope Field in January, reaching out to Air Force family support

group members. Contact with the All American Marathon staff was also established at this event.

- Cool Spring is collaborating with the Airborne and Special Operations Museum Foundation to present the annual *North Carolina Field of Honor* event. This community celebration of our military allows individuals and organizations to show support for our service-women and –men by sponsoring hundreds of full-size flags displayed on the museum grounds. This event will kick off with an opening ceremony on May 19, and runs through June.

4. SPECIAL EVENTS AND PROGRAMMING

Established Events and Festivals.

- **2018 Dr. Martin Luther King, Jr. Parade**, January 13. This annual display of support and diversity returned to the Downtown District as the community came together to celebrate Dr. King's legacy. Cool Spring participated in the parade by sponsoring a vehicle with staff, board, and volunteers aboard.
- **Art Walkabout**, January 13. Downtown District art galleries hosted this quarterly 'art crawl' event for the first time on a Saturday to allow more families to participate.
- **Walk Awhile in Her Shoes**. March 23. A walking parade down Hay Street featuring men from throughout the community 'walking awhile' in high heels. This annual event is held each spring as part of an international effort to build awareness and prevent rape and sexual assault in our community.

Cool Spring Downtown District-Presented Events

- **January 4th Friday: Clue'Ville Mystery Game**, January 26 – 27. Cool Spring expanded the 4th Friday street fair program into the winter months for the first time with this 2-day contest. Families, couples, and young people moved throughout the Downtown District gathering clues to figure out 'whodunit'. 265 entries were submitted, a record for any 4th Friday contest, and 235 attended Saturday's closing 'arrest' event.
- **February 4th Friday: Mardi Gras**, February 23. This event was a close collaboration with Downtown Alliance businesses, which featured Mardi Gras bead giveaways and live music in multiple locations. Many

businesses combined this event with sales promotions to extend the event into Saturday.

- **March 4th Friday: All American Weekend**, March 23. In celebration of the annual All American Marathon held on Sunday, this 4th Friday saw a return of performers and community organizations to the streets in a celebration what it means to diverse people to be an American.
- **Carriage Ride Program.** Cool Spring continues this popular service which is so closely associated with the Downtown District. The program has two distinct components:
 - *Historic Tours by Horse & Carriage*, staffed by volunteer docents trained through the Fayetteville Transportation and Local History Museum. These tours were offered on Saturday, March 23, as part of All American Weekend.
 - *Holiday Carriage Rides* were offered on Saturday, February 10, in celebration of Valentine's Day, on Saturday, March 17 for St. Patrick's Day, and on Saturday, March 31 for Easter. A highlight of the Valentine's rides was a young man who reserved a private carriage for he and his sweetheart, then had the driver stop at the Market House where family waited and he asked her to marry him; pleased to report her answer was 'yes'.

Metrics.

1. **74.7% increase** in number of events in the district
 - Cool Spring identified and promoted 262 events on our web event listing during this quarter. 150 last quarter
 - Lack of baseline data for this quarter last year prevents calculation of an annual increase rate. Comparison with the 150 events in the last quarter of 2017, shows an increase in average monthly events of 74.7%
2. *% increase in average attendance figures for district-sponsored events*
 - January 4th Friday: Clue'Ville Mystery Game = 1,028
 - February 4th Friday: Mardi Gras = 1,849
 - March 4th Friday: All American Weekend = 1,416
 - Carriage Ride Program = 474
 - Lack of baseline data for this quarter last year prevents calculation of an increase versus last year.

5. PARTNERSHIP, ORGANIZATIONAL SUPPORT AND CONFLICT RESOLUTION.

Advocating and Facilitating Solutions for Property Owners and Tenants

- **300 Block Dumpster Program.** Cool Spring has assumed responsibility for a shared dumpster in the Arts Council parking lot, paying a single fee to Waste Industries and then subcontracting with businesses in the 300 Block of Hay/Old Streets. The shared service arrangement has resulted in reduced expenses for individual businesses. City Code Enforcement is ensuring that no new commercial rollcars are placed on Old Street.
- **Donaldson and Franklin Dumpster Concerns.** Cool Spring is working with businesses and with Parks & Recreation to explore installing a compacting dumpster to allow for increased capacity and resolve the issue of excessive trash ending up on the ground.

Liaison between Downtown stakeholders and local government.

- **Market Square Utility Construction.** Cool Spring continues to provide liaison between property owners and PWC contractors as vibration monitoring equipment was installed and engineering surveys conducted.
- **Small businesses and City service staff.** Cool Spring staff continues to provide liaison between downtown businesses and City staff to facilitate better relationships, more understanding, and increased effectiveness for both City and businesses.

Reducing Negative Street Behaviors

- **Community Solutions Work Group.** This Cool Spring-convened group has identified a safer location on Gillespie Street as a designated serving location for weekend feeding, to reduce the problems associated with street feeding on sidewalks and parking lots near the library. We are working with homeless-service nonprofits to make improvements to this location, including building security, proper trash and sanitation, plan to begin coordinating volunteer feeding groups in the next quarter.

Metrics.

1. *% of downtown merchants satisfied with support provided by Cool Springs Downtown District*
 - Cool Spring has not yet developed a formal mechanism for tracking this metric; we are open to discussion on best means to gather data.

- Informal feedback at the district forum, via visits to individual businesses, and from Downtown Alliance general meetings has been positive, and has generated input for improved service.
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*
- 3 issues reported, 3 direct interactions:
- concerns about Donaldson and Franklin dumpster; ongoing dialog with businesses and Parks & Recreation
 - reported loitering after hours in the Franklin Parking deck; addressed with Fayetteville Police department increased patrol presence overnight
 - questions about engineering survey and monitoring equipment related to Market House PWC construction; ongoing communication informing businesses of work

Report approved by the Executive Committee, April 3, 2018.

A handwritten signature in black ink, appearing to read 'Mark R. Regensburger', with a long horizontal flourish extending to the right.

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

Cool Spring Downtown District

Contract for Downtown Arts & Entertainment District Enhanced Services

3rd Quarter, FY 2017-2018 Report

		Contract	Total District
Revenue			
<i>Government</i>	City Contract - MSD Allocation	\$ 29,875	\$ 29,875
	City Contract - General Fund	\$ 25,000	\$ 25,000
<i>Private</i>	Local Philanthropy		\$ 25,000
	Sponsorships		\$ -
	Donations		\$ 1,987
<i>Other</i>	Arts Council Support - Admin		\$ 20,000
	Dumpster Service Fees	\$ 420	\$ 420
<i>Events - Net Surplus (Deficit)</i>			
	Carriage Rides	\$ (1,373)	\$ (1,373)
	4th Friday	\$ (3,187)	\$ (3,187)
	Field of Honor		\$ (500)
Total Revenue		\$ 50,735	\$ 97,722
Expenses			
<i>Personnel</i>	President / CEO	\$ 8,800	\$ 22,000
	General Manager	\$ 6,063	\$ 12,125
	Benefits/Payroll Taxes (17%)	\$ 2,527	\$ 5,801
	<i>Sub-Total (Personnel)</i>	<i>\$ 17,389</i>	<i>\$ 39,926</i>
<i>Operations</i>	Rents + Utilities	\$ 743	\$ 743
	Telecommunications	\$ 306	\$ 611
	Supplies	\$ -	\$ 375
	Insurance (D&O; GL)	\$ -	\$ 631
	Office Equipment	\$ -	\$ 6,600
	Web Hosting	\$ 102	\$ 102
	Printing & Design	\$ -	\$ -
	Miscellaneous	\$ -	\$ 101
	Dumpster Program	\$ 1,989	\$ 1,989
	Accounting	\$ -	\$ 130
	<i>Sub-Total (Operations)</i>	<i>\$ 3,139</i>	<i>\$ 11,282</i>
<i>Marketing</i>	Website Design	\$ 19,875	\$ 19,875
	District Branding	\$ 10,332	\$ 11,623
	Advertising	\$ -	
	<i>Sub-Total (Marketing)</i>	<i>\$ 30,207</i>	<i>\$ 31,498</i>
<i>Programming</i>	General Programming		
	<i>Sub-Total (Programming)</i>	<i>\$ -</i>	<i>\$ -</i>
Total Expenses		\$ 50,735	\$ 82,705
NET SURPLUS (DEFICIT)		\$ 0	\$ 15,017

NOTES:

Events Net Deficit is event revenue less expense of programming

GM dedication to MSD is 50%, CEO is 40%

Branding expense = 'A New Season' ad campaign; display and promotional items