

State of District RESILIENCY



RESILIENCE



MISSION

Advancing arts and entertainment in downtown Fayetteville with economic opportunity for all.

The Cool Spring Downtown District serves as the administrator of both the Arts and Entertainment District and the Municipal Service District.



Economic Vitality



Marketing & Promotions



Design & Placemaking



Programs & Events



Community

LEADERS

EXECUTIVE COMMITTEE

MOLLY ARNOLD
Rude Awakening,
White Trash Chair

ROBERT
HINES
Retiree
Vice

DAVID BLACKMAN
Hay Street United
Methodist Church Ex-
officio, past Chair

TROY
RASSMUSSEN
Gaston Brewing
Company At-

JORDAN JONES
Prince Charles
Holdings
Secretary

RHONDA HASKINS
PWC
Treasurer

MEGHAN ENGLE
Cape Fear
Hospital At-
large

STAFF

BIANCA SHONEMAN
President and CEO
LAUREN FALLS
Events and Branding
Director

BOARD MEMBERS

ISABELLA EFFON
Volta Space and Taste of West
Africa

AMY SAMPERTON
Resident and Arts Council
appointee

SHAKEYLA INGRAM
Councilwoman, City of
Fayetteville

DWIGHT SMITH
Ellington-White Contemporary
Art Gallery

CHRIS CAULEY
Economic and Community Development,
City of Fayetteville

C. JOHN MALZONE
Malzone Real Estate, Arts
Council Appointee

EBONY MCNEILL
Park Fayetteville

JOSH CHOI
Winterbloom
Tea

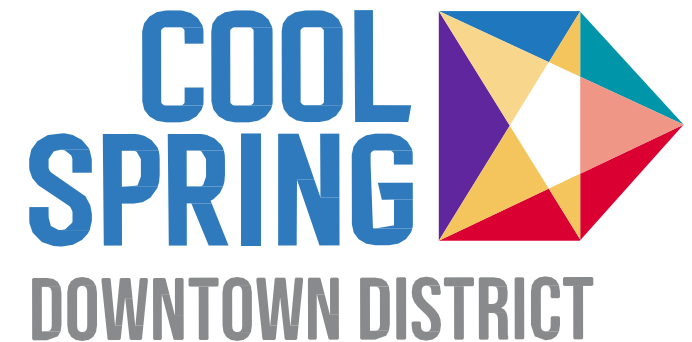
DENISE
STROTHER
ERA Real Estate
THEODORE W. MOHN
Former Mayor Pro Tem, City of
Fayetteville
ROBERT M. VAN GEONS, CECD
Fayetteville Cumberland Economic
Development Corporation
JERRY MACDONALD
Yellow Crayons

MICHAEL PENNINK
Pennink Properties

JACQUELINE SMITH
Allison Capital
Partners

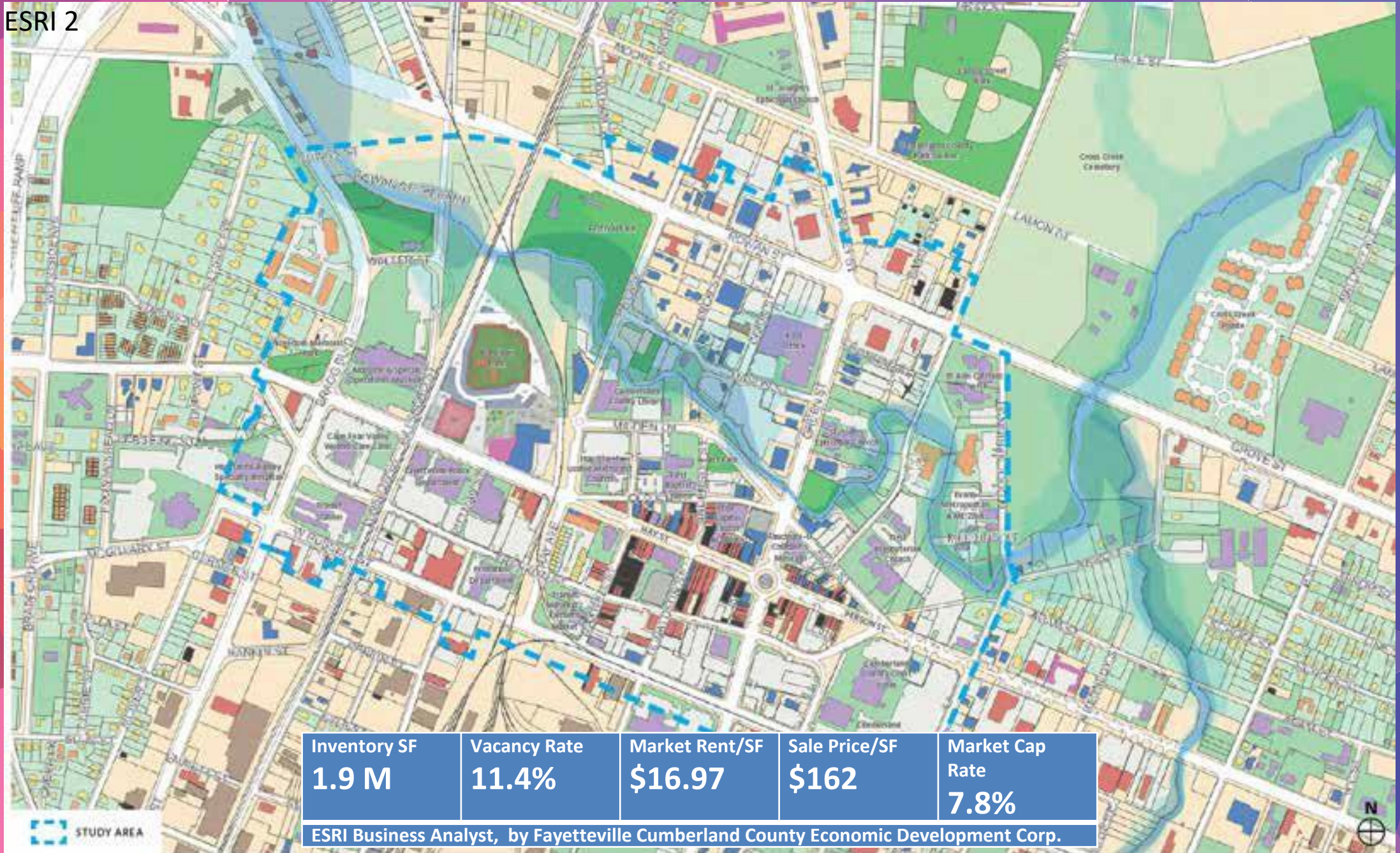
PETE SUBSARA
Fayetteville
Woodpeckers

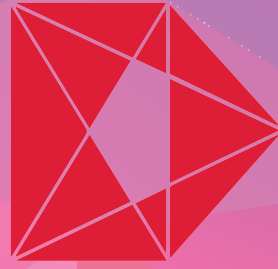
ANNA HODGES-SMITH
Hodges Marketing



OUR HOME

ESRI 2





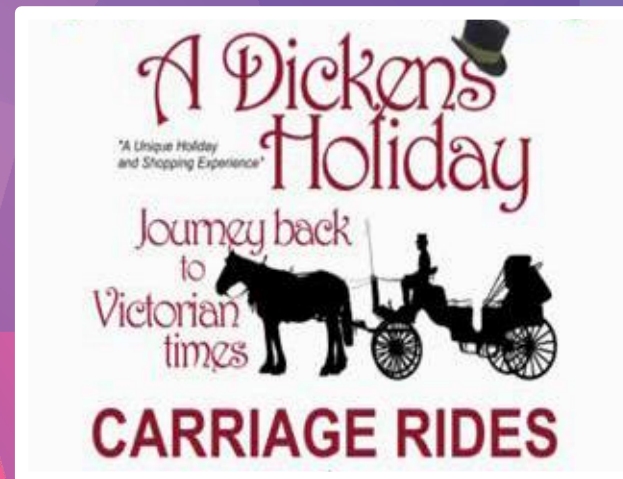
Programs & Events

LIGHT UP THE CITY

10th annual Fayetteville
ZOMBIE WALK

4TH FRIDAY
DOWNTOWN
FAYETTEVILLE

Candle Light
Loft Tour





EVENT ATTENDANCE

2017

4 events • 2,100

2018

29 events • 21,300

2019

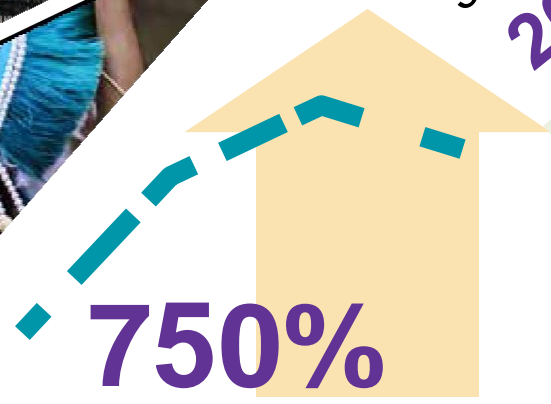
41 events • 32,100

2020

34 events • 28,000

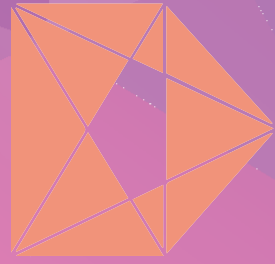
2021

43 events • 35,950



750%

increase in the
number of events
2017-2021



Design & Placemaking

CITIES WHICH
CREATE GREAT
PLACES WILL
ATTRACT

CBR
E



Art Alley:

Ayda Rose and Richard Wilson



THE UNITY BELL:



COMMUNITY TREE:

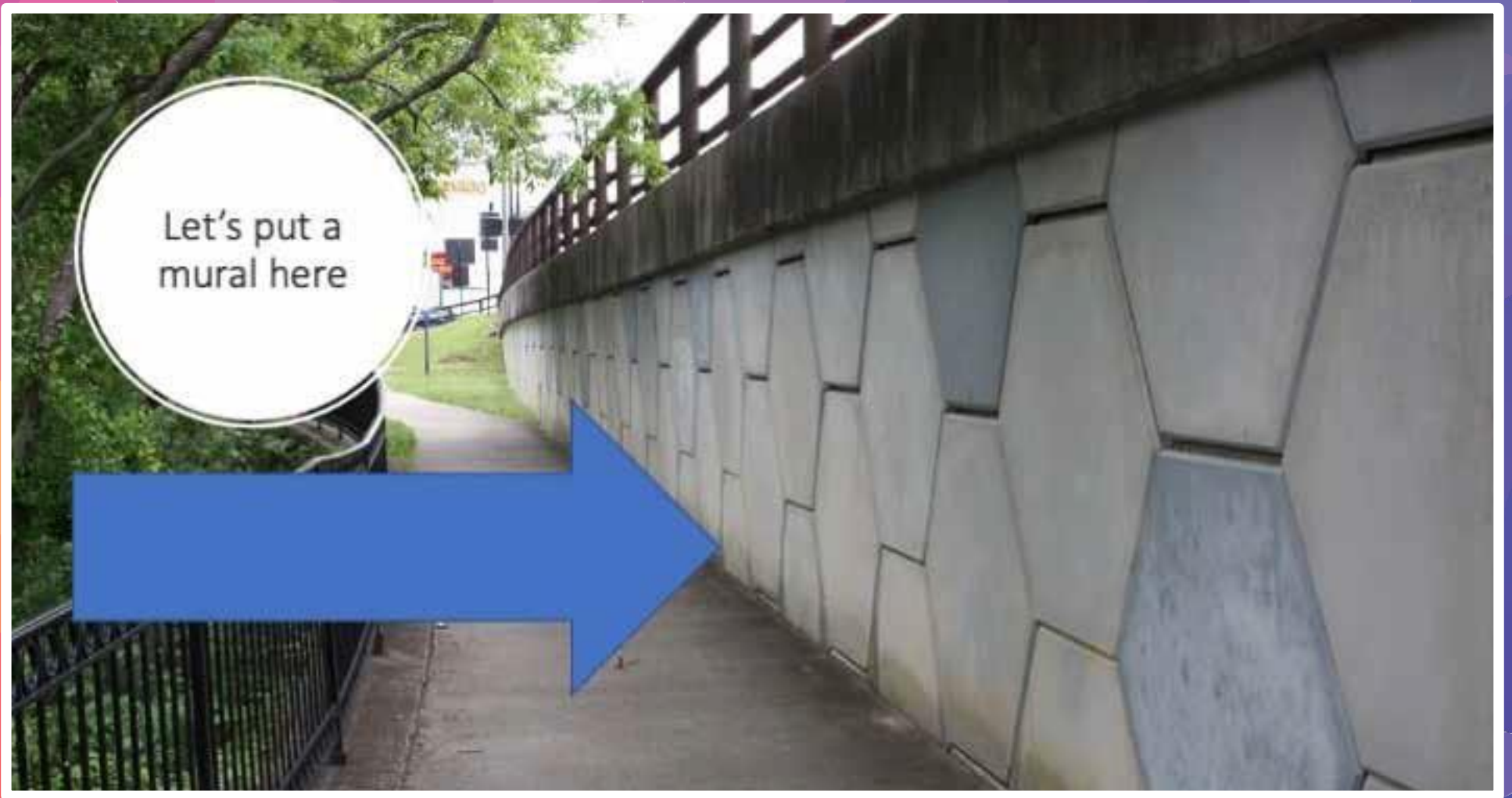
Mosca Design



THE YELLOW MOVEMENT

Collyn Strother
& Malcom
Chester





LINEAR PARK RETAINING WALL:

Youth and Millennial
Commissions &



MONOLIT
H:
Blashfield



MORE PLACEMAKING EFFORTS



LOGO
PROJECTION



PAINTED
CROSSWALKS

PRISMATIC

A:

CREOS and
Atomic-3

Powered by PWC





InnerWoven: A temporary fabric art installation along downtown's greenway, Cross Creek at Linear Park. The project was designed, fabricated and installed by Fayetteville's own Kia (Jones) Love in celebration of Black History Month.

CSDD partnered with Kia to write a successful grant application to the Arts Council's Mini Grant program to offset the cost of the project



Pandemonium is a piece the Cool Spring Downtown District's Design and Placemaking committee sponsored as part of ArtScape 5, an initiative of the Fayetteville-Cumberland County Arts Council. This lovely piece was installed in June of 2021 and will be in the district for the next year.



Artists: Traffic Boxes. Aspiring to take everyday items and add art, the district issued an “Request for Proposals” from designers and artists in the community to wrap four (4) traffic signal boxes at downtowns major intersections. The four intersections of downtown will be updated in the coming weeks with new designs...stay tuned!

Metrics

There was an Increase public art and design enhancements within the district by 9 new installations, with several more in the works for the coming months.

Black Lives do Matter and End Racism Now painted around the Market House's No Drive Zone

The Arts Council Installed 18 new temporary Public Art pieces as part of their "Works in Progress" efforts.

Prismatica brought 25 pivoting prisms to the district


Art Alley was created to rotate large format murals in the alley of 222 Hay Street

InnnerWoven added

The Unity Bell, added

Community Holiday Tree was added

The monolith was approved by the Public Arts Commission and installed



**“ It has been a
year of resiliency,
meeting challenges,
and pivoting”**

MOLLY ARNOLD, CHAIR CSDD

The logo features a stylized sunburst icon to the left of the text "DOWNTOWN FAY STRONG". The text is in a bold, white, sans-serif font, slanted upwards to the right. The background is a blue-tinted aerial view of a city street with buildings and cars.

DOWNTOWN FAY STRONG



SUPPORTED DISTRICT BUSINESSES IN NEW WAYS

- Launched #DowntownFayStrong
- Monitored and publicized openings/closures
- Printed and delivered signs designating “curbside delivery”
- Held Stakeholder ZOOM calls



FOSTERED ECONOMIC IMPACT AND RECOVERY

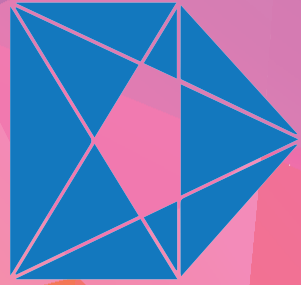
- Tracked economic impact with a reoccurring survey alongside partner organizations
- Modified Outdoor Dining and Merchandising Policy
- Distributed 1,000's of PPE
- Created and launched an electronic downtown gift card



EMBRACED DIVERSITY AND

INCLUSION

- Helped in cleanup efforts
- Helped board up and remove boards from storefronts
- Sponsored mural projects



Economic Vitality

ECONOMIC VITALITY

2020_{GROWTH}

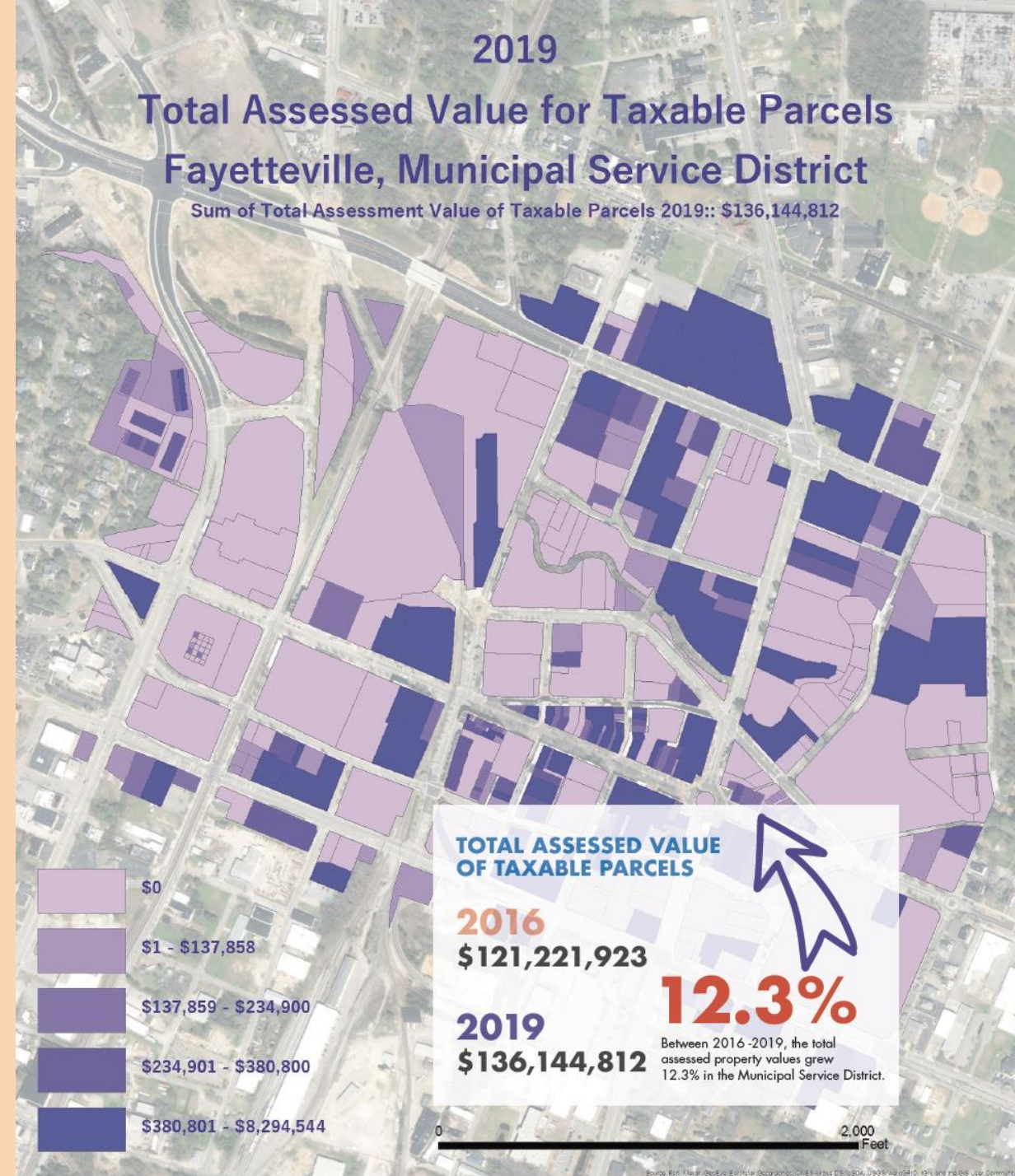
TOTAL ASSESSED VALUE OF
TAXABLE PARCELS

2016
\$121,221,923

2019
\$136,144,812

12.3%

Between 2016 -2019, the total
assessed property values grew
12.3% in the Municipal Service District.



Investments



700,000 GSF
Public and Private
Improvements

\$125 million
Completed or underway



NEW BUSINESSES IN 2021

32-new businesses opened in
FY 21

Net gain of 17 new street level
businesses

Meraki Designs

KACK Enterprise

LATCH

Years Gone By Antiques

P3 Yoga

Tru Perfections

Stachia's Fully Loaded Grill & Mart

Stevie's on Hay

Next Home

Washington Apparel

Justice for our Neighbors

McRaven McKnight Legal

Critical Path Solutions

United Professional Real

Mcknight Construction and Repair

3 BC's Cleaning Service LLC

Dual Forces

Minx Diva

Kallies Kloset

Tress Connoisseurs

The Coffee Scene

Keem Jones Consultation

Rose Nation Yoga

Ravens Nest Tattoo and Cranium

Reverie Goods and Gifts

Livery Cigar and Whiskey

The Bourbon Orleans

American Barber Shop

Debbie Best Edwards Jones

Market Roots & Skin Savvy Aesthetic

Awesome Tattoos

Clean Streets

Estimated Total Waste Collected

Program

Type of Canister	Estimated Waste	Number of Weekly pick-ups	Number of weeks	Estimated Impact
Vertipak (8yrd)	Estimated 80Lbs per yard	Pick up = 3 times weekly	12 weeks	23,040 LBS of trash removed
Cardboard Pickup (8yrd)	75 lbs. per yard	Pick up = 2 times weekly	12 weeks	14,400 LBS of cardboard recycled

THE EXCITEMENT IS ONLY BUILDING: COVID RECOVERY STRATEGIES



**NEW SUMMER MARKET
CONCIERGES PROGRAM**

NEW

THE EXCITEMENT IS ONLY BUILDING:
COVID RE



THE CAN DO CITY



THANK YOU



CAN DO  CAROLINA