



Legislation Details (With Text)

**File #:** 21-2192      **Version:** 1      **Name:**  
**Type:** Other Items of Business      **Status:** Agenda Ready  
**File created:** 8/24/2021      **In control:** City Council Work Session  
**On agenda:** 9/7/2021      **Final action:** 10/13/2025  
**Title:** New Year’s Eve Event Proposal

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. FINAL - 2021 CSDD NYE Spectacular TEST, 2. District NYE - Mood Board, 3. NIGHT CIRCUS PRESENTATION Final

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

**TO:** Mayor and Members of City Council  
**THRU:** Telly C. Whitfield, Ph.D., Assistant City Manager  
**FROM:** Chris Cauley, Director of Economic and Community Development  
**DATE:** September 7, 2021  
**RE:** New Year’s Eve Event Proposal

**COUNCIL DISTRICT(S):**  
All

**Relationship To Strategic Plan:**

GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.  
4.2: To enhance diverse recreation, leisure and cultural opportunities

**Executive Summary:**

City Council is asked to review the Cool Spring Downtown District, Inc. (CSDD) proposal for New Year’s Eve and provide consensus direction to staff on next steps.

**Background:**

The Fiscal Year 2022 Budget adopted by City Council on June 14, 2021 included \$100,000 for a New Year’s Eve celebration. CSDD is the City’s downtown management partner and has prepared a proposal for a New Year’s Eve event in Downtown Fayetteville.

**Issues/Analysis:**

The attached report represents a concept, feel, and budget for CSDD to deliver a New Year's Eve event.

**Budget Impact:**

The Fiscal Year 2022 budget includes \$100,000 for this event. The current proposal by CSDD is projected to cost \$150,000, and would require an additional appropriation of \$50,000 to implement as presented.

**Options:**

- Provide consensus to move forward with the proposed New Year's Eve event and direct staff to present a Budget Ordinance Amendment to appropriate the additional funds needed at a subsequent Regular Meeting of the City Council.
- Direct staff to prepare modifications to the proposal for approval.
- Direct staff to some other option.

**Recommended Action:**

Council is asked to provide consensus to move forward with planning the New Year's Eve celebration as presented and direct staff to present a Budget Ordinance Amendment to appropriate the additional funds needed at a the September 27, 2021 Regular Meeting of the City Council.

**Attachments:**

CSDD New Year's Eve 2021 Proposal  
CSDD New Year's Eve 2021 Concept/Mood  
CSDD New Year's Eve 2021 Presentation