



Legislation Text

File #: 21-2206, Version: 1

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:
Municipal Service District Annual Report to Council and Trolley Update

COUNCIL DISTRICT(S):

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Relationship To Strategic Plan:

GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.

2.1: To ensure a diverse City tax base

2.2: To invest in community places to ensure revitalization and increase quality of life

2.4: To sustain a favorable development climate to encourage business growth

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

GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services

5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities

GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.

6.2: To ensure trust and confidence in City government through transparency and high quality customer service

6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration and empowerment

Executive Summary:

North Carolina General Statute 160A-536 allows for the City to enter into a contract with a private agency to provide services, facilities, functions, or promotional and developmental activities in a municipal service district. The same law requires that the private agency report annually to the Council on the needs of the service district, completed projects, and pending projects. The agency

must solicit input from property owners and residents in the district about the district's needs for the upcoming year.

Cool Spring Downtown District will present its annual report to City Council and provide an update on the trolley project.

Background:

On June 26, 2017, City Council authorized a contract with Cool Spring Downtown District, Inc. (CSDD) to provide enhanced services for an arts and entertainment focused downtown municipal service district. On June 22, 2020 City Council authorized a three-year contract with CSDD to manage the district and provide the following services: Economic Vitality and Development; Art and Design Enhancements; Promotion and Marketing; Special Events and Programming; and Partnership, Organizational Support and Conflict Resolution.

Issues/Analysis:

The CSDD has acquired two over the road trolleys for use in the downtown and is requesting an amendment to their contract to include trolley operations. CSDD is also asking to park the trolleys in a secure City-owned lot, utilize City fueling stations, and to allow for safe trolley stops in accordance with local laws and standards. As part of the effort to build a resilient city, the CSDD, working in partnership with Mr. Ralph Huff and Coldwell Banker Advantage purchased two 2004 "Molly Trolleys". These vintage looking vehicles seat 36 passengers each. One trolley will serve as a circulator for downtown, connecting on a loop system on specific days between the residential nodes and the Municipal Service District. The second trolley will be made available to conventions, Crown Complex events, themed tours, and private rentals.

Budget Impact:

The CSDD is not seeking additional funding for the trolley expansion.

Options:

- Receive the report and direct staff to prepare the amendment for Council approval
- Receive the report and do not direct staff to prepare the amendment for Council approval
- Receive the report and direct staff to some other option

Recommended Action:

Receive the report and direct staff to prepare the amendment for Council approval.

Attachments:

CSDD 4th Quarter Report
CSDD State of the District Presentation
CSDD Trolley Request