

ADVOCACY UPDATE

Parking Enforcement Reform


Several members of the **Downtown Alliance** attended the 5/13 city council meeting to endorse Councilman Deno Hondros' initiative to reduce paid parking on weekdays from 7pm to 5pm. Thank you to everyone who was able to participate on short notice. If you were unable to attend, please contact any council members you know and express your desire to have the hours reduced.

Proposed MSD Tax Increase

Also at the May 13th city council meeting, the initial 24-25 budget was presented by the city manager that included a **significant** MSD Tax increase. This proposed increase is a surprise and has happened without any property owner or member input. The **Downtown Alliance** will continue to learn, report and advocate on this issue.

Event Impact on Local Business Economy

Multiple businesses reported being negatively impacted by this year's Dogwood Festival. In response, members of the **Downtown Alliance** Executive Committee and the Cool Spring Downtown District (CSDD) staff met to discuss concerns and began compiling a best practices document for downtown event producers.

Many **kudos** to the staff at CSDD for their thoughtfulness and consideration when placing 4th Friday vendors & entertainment. 

YOUR VOICE

Central to the **Downtown Alliance's** mission is advocacy for and on behalf of the interests of local businesses. Your voice is critical to foster a vibrant and thriving downtown community.

In this newsletter
you can expect

Advocacy Update -
City and Community
Updates and
Important Reminders

Promotion Resource -
What's Happening
Downtown Marketing
Initiative

Downtown Event &
Promotion 3 month
Calendar

Membership is
Valuable - Business
Spotlights

Membership,
Committee and
District Meeting
Schedule

Mission Statement
and Board
Information

IMPORTANT REMINDER

Your **OUTDOOR USE PERMITS for Merchandise or Dining** must be renewed yearly. The Deadline is approaching. Businesses must apply for or renew permits by June 30th.

PROMOTIONS RESOURCE



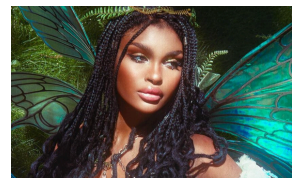
Robin Matthews, Promotions chair along with the crew of the **Promotions Committee**, comb through the downtown businesses' social media pages for business events and promotions to create **"What's Happening Downtown FAY?"** - a weekly Facebook social media marketing initiative by the **Downtown Alliance**.

Now visitors and customers can quickly find reasons to enjoy downtown businesses from this great resource they curate in one place. If you have an exciting event or promotion, please email **shopdowntownfaync@gmail.com** with your business name and What's Happening Downtown Fay in the subject line by Thursday the week before the event or promotion.

May, June, July Downtown Event and Promotion Calendar

- May 18th - NC Spoken Volume 2 @ Arts Council of Fayetteville @ 7:30pm
- May 23rd - Sound Bath Meditation Circle @ Therapeutic Solutions and Wellness from 6:30-7:30pm
- May 24th- 4th Friday - NERD Market - Cool Spring Downtown District 6-9p
- May 24th - 19th Annual Public Works Art Exhibition Opening Night @ Arts Council 6-9pm
- May 25th - Reading with Miss Ally @ City Center Gallery & Books 11am-1pm
- May 27th - Memorial Day Ceremony - Festival Park
- May 28th - June 2nd - Woodpeckers vs Augusta Greenjackets
- June 9th - Cigar & Rose' Festival @ The Sip Room 2-9pm
- June 11th-16th - Woodpeckers vs Salem Red Sox
- June 15th - Juneteenth Festival Park - Cool Spring Downtown District
- June 15th - Can you Dig It Trolley - Cool Spring Downtown District
- June 16th - Father's Day
- June 18th-23rd - Woodpeckers vs Delmarva Shorebirds
- June 19th - Juneteenth
- June 22nd - Juneteenth Block Party on Maxwell St.
- June 28th - 4th Friday and the Karaoke Trolley- Cool Spring Downtown District
- June 29th - Pride Fest in Festival Park 12-6pm
- July 4th - July 4th and Independence Concert - Festival Park - Fayetteville Symphony Orchestra and Band, Cumberland Choral Arts, Ayana Washington, and the 82nd Airborne Division Band. Fireworks will conclude the night
- July 1st-3rd - Woodpeckers vs Kannapolis Cannon Ballers
- July 4th - Firecracker 4 Miler and 1 Mile Fun Run
- July 13th - 9th Annual Midsummer Downtown Promotion - **Downtown Alliance**
- July 19th-21st - Woodpeckers vs Charleston Riverdogs
- July 20th - Black Excellence Reunion - Festival Park
- July 26th - 4th Friday - Cool Spring Downtown District
- July 30th-August 4th - Woodpeckers vs Columbia Fireflies

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FAYETTEVILLE, NORTH CAROLINA



MEMBERSHIP IS VALUABLE

MEMBERS: Each week we celebrate our **Downtown Alliance** member business community in our social media, website and now, our newsletter. We need you to submit your business bio, contact information, logo and photo(s) to us so we can continue to showcase our downtown community. We are better together!

Choose any of the 3 easy ways

1. Scan the QR code and fill out the form online.
2. Go to <https://forms.gle/VUFhVh7c2kESSA6K6> to fill out the form online
3. Email us at shopdowntownfaync@gmail.com



SCAN HERE

RECENT BUSINESS SPOTLIGHT

Critical Path Solutions, LLC

Critical Path Solutions LLC has helped design & build some of our favorite Fayetteville businesses!!

Owners and Fayetteville natives, Delbert Soucier Jr and Robert DeGaetano Jr., who together have 30 plus years of construction estimating and management experience are backed by countless projects completed on time and on budget.

CPS has a strong background in industrial, commercial and residential building sectors, their team is committed to providing projects of the highest quality while meeting the client's budget and schedule needs.

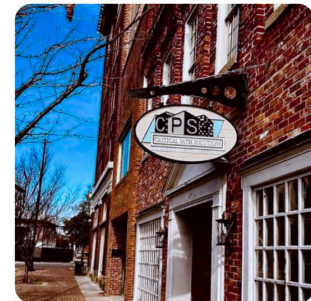
MEMBER SPOTLIGHT: CRITICAL PATH SOLUTIONS

LOCATION
109 Gillespie St,
Fayetteville, NC 28301

CPS helps clients make sound preparations for their upcoming projects.

We can provide cost estimates, draft budgets, select contractors, administer construction contracts, and improve communication between Architects, Sub Contractors and project owners!

April 26, 2024



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"Our Mission is to guide our clients' ideas from sketches to bricks and mortar while maintaining the highest level of professionalism, integrity, honesty and fairness in our relationships."

READY TO BE A MEMBER? JOIN US.

Fill out the application by scanning the QR Code or by filling out the application form at <https://tinyurl.com/42u2ze5h>. You can also fill out the form on our website at www.faydta.com

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We Are Better Together!

Our Mission

MISSION STATEMENT - The Mission of the **Downtown Alliance** is to support, promote, and advocate for member businesses in the Downtown District of Fayetteville, North Carolina. **Member Support** The Downtown Alliance exists to celebrate and support member businesses by creating connection; by sharing success through educating and encouraging; and by assisting businesses in navigating Government. **Promotion** The **Downtown Alliance** works collectively with members to promote business in general within the Downtown District through memorable business promotions; unified social media and advertising; and branding efforts to create and sustain the unique charm and image of Downtown Fayetteville. **Advocacy** The **Downtown Alliance** advocates for member businesses by providing a Unified Voice, by coordinating cooperation between businesses, property owners, residents, government officials, and community organizations, and by advocating for positive change to continue the transformation of our Downtown District.

Important Meeting Dates

Annual Business Membership meeting - Volta Space

Next Meeting: July 17, 2024 - 6p- 6:30p

(Meets Annually on 3rd Wednesday in July)

Quarterly Joint Downtown Alliance and Cool Spring Downtown District Meetings -

Next Meeting: July 17, 2024 at 5:30-7p from 530p-7:00p @ Volta Space -

(Meets Quarterly 3rd Wednesdays - February, April, July, and October)

Downtown Alliance Membership Meet and Greet Social

Next Date: June 19, 2024 5:30-7p . Location: TBA

(Meets Quarterly - March, June, September, December - 3rd Wednesdays)

Downtown Alliance Full Board Meeting - Next meeting TBA date and Time

(Meets Quarterly - March, June, September, and October)

Downtown Alliance Executive Committee Meetings -

(Meets Quarterly in January, April, July and October 2d Tuesdays at 9am)

Committee Meeting Dates - TBA next issue for Advocacy, Membership, Promotions, Special Events & Business Watch



***We Are
Better
Together!***

Downtown Alliance Board of Directors

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2023-24 Board Members; Isabella Effen (President), John Malzone (CSDD Liaison), Molly Arnold Treasurer, Elaine Kelley (Secretary) Robin Matthews, Daphne Fuller, Morineki Brooks, Frank Duque, Ashley Thompson (outgoing), Kelly Hathaway (outgoing) Nonprofit Partners: Bianca Shoneman (Cool Spring Downtown District) Heidi Bleazy (Fayetteville History Museum), Bob Pinson (The Arts Council) and DistiNctly Fayetteville representative