

In this newsletter you can expect

Advocacy Update -
City Budget Impact
Actions and Council
meeting dates

Advocacy - Business
Watch News and
Reminder of
Approaching June 30
Deadline for Outdoor
Use Permit renewal

Promotion Resources-
What's Happening
Downtown Marketing
Initiative

Downtown Event &
Promotion 2 month
Calendar

Membership is
Valuable - Business
Spotlights and
Membership Drive

Core Values and
Mission Statement

Membership,
Committee and
District Meeting
Schedule and Board
Information

ADVOCACY UPDATE

City Council 2024-25 budget

The City Council passed the 2024-25 budget on Wednesday, June 12. We will report more on the impact of the MSD increase and other funding included or removed from the budget affecting downtown businesses. Here are the highlights -

1. Increased MSD taxes by additional 70% to .17 per \$100 up from .10 per \$100. This increase is paid by only 41% of downtown property owners.
2. Doubled fees for small business outdoor use or dining permits from \$30 to \$60.
3. Removed over \$100K in general fund support for Cool Spring Downtown District operations.
4. Agreed to provide (1) FTE officer position to the Downtown District.
5. Agreed to continue \$60K in funding for the Downtown Ambassador positions managed by the Cool Spring Downtown District

Still on our radar - Reduced street level parking enforcement from 7pm-5pm for consent agenda. The Downtown Alliance was the leader of this initiative since 2019. Your voice mattered.

City Council Meeting schedule

- **City Council Agenda Brief**
- **Date: 06/20/2024 5:00 PM**
- Watch live by ZOOM - see site below for instructions to attend -
<https://www.fayettevillenc.gov/Home/Components/Calendar/Event/23584/19?toggle=allupcoming>.
- **City Council Discussion of Agenda**
- **Date: 06/24/2024 5:30 PM**
- Location: City Hall
- 433 Hay Street, St.
- Avoid Conference Room
- **City Council Regular Meeting**
- **Date: 06/24/2024 6:30 PM**
- Location: City Hall
- 433 Hay Street
- Council Chamber
- **City Council Work Session**
- **Date: 08/05/2024 2:00 PM**
- Location: City Hall
- 433 Hay Street
- Council Chamber
- **City Council Agenda Discussion**
- **Date: 08/12/2024 5:30 PM**
- Location: City Hall
- 433 Hay Street, St.
- Avoid Conference Room
- **City Council Regular Meeting**
- **Date: 08/12/24 6:30 PM**
- Location: City Hall
- 433 Hay Street
- Council Chamber

Advocacy committee members will attend. We encourage you all to be a part of the committee and let your voice be heard.



*We Are Better
Together!*

ADVOCACY UPDATE - cont'd

Announcement: Duncan Hubbard to Chair Downtown Business Watch Group

We are delighted to announce that Duncan Hubbard, representing Holmes Security Systems, has accepted the role of Chair for the Downtown Business Watch group—an advocacy initiative led by the Downtown Alliance. The group convenes bi-monthly with members of the Fayetteville City Police Department and other community partners to address safety and security concerns within the downtown business community. Their collaborative efforts aim to identify solutions and enhance the overall well-being of our vibrant downtown area.

At the upcoming Annual Membership meeting on July 24, 2024, the Business Watch group will set out the 2024-25 meeting schedule and provide updates in this newsletter. Your involvement is important to foster a safer and thriving downtown environment!

City Government

MAYOR and CITY COUNCIL

- mitchcolvin@fayettevillenc.gov;
- kathyjensen@fayettevillenc.gov;
- Malikdavis@fayettevillenc.gov;
- Mariobenavente@fayettevillenc.gov;
- djhaire@fayettevillenc.gov;
- LynneGreene@fayettevillenc.gov;

- Mderrickthompson@fayettevillenc.gov;
- brendamcnair@fayettevillenc.gov;
- courtneybanksclaugh@fayettevillenc.gov;
- Denohondros@fayettevillenc.gov;

CITY MANAGER

- doughewett@fayettevillenc.gov



Here are the email addresses of your Mayor, City Council members and the City Manager

Businesses have been receiving notices from David Winstead at the City Permitting office. BE SURE TO RENEW OR SUBMIT A NEW OUTDOOR USE OR DINING PERMIT APPLICATION before JUNE 30th. Although the City Council has doubled the fee, you can still submit your application and only pay \$30 for this year if you do it BEFORE JUNE 30th. This is a web address to find the current OUTDOOR USE PERMIT form to fill out if you need one.

<https://www.fayettevillenc.gov/home/showpublisheddocument/24286/638324634356470000>

Remember You have to attach drawings or photos of your merchandise/dining area and your certificate of insurance. The link on the form is broken at this time. There is no way at the present time to submit the form or renew online. We will report more as information is provided **but it is important for you to make sure that any tables or chairs are represented on your drawing along with your merchandise and any portable signage. If you have any doubt - go to City Hall and ask to speak to David Winstead.**

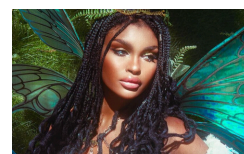
PROMOTION RESOURCES



Check out **“What’s Happening Downtown FAY?”** - a Facebook social media marketing initiative by the **Downtown Alliance**. 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.

June & July Downtown Event and Promotion Calendar

- June 13-23 “Sun-Sational Bash” Bingo - **Downtown Alliance**
- June 18th-23rd - Woodpeckers vs Delmarva Shorebirds
- June 19th - Juneteenth
- June 22nd - Juneteenth Block Party on Maxwell St.
- June 28th - 4th Friday/ 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 12th-13th - 9th Annual Midsummer Downtown Promotion - and Midsummer Night Crawl **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



**DOWNTOWN
ALLIANCE**
FAYETTEVILLE, NORTH CAROLINA

9th ANNUAL MIDSUMMER DOWNTOWN PROMOTION: IF you wish to be a part of the scavenger hunt, respond to the email you will receive by the end of this week to sign up. It is important for you to use the form that will be provided to indicate whether you will provide your own fairy door, your level of involvement and sponsorship opportunities.

IMPORTANT

The Scavenger hunt portion will run both Friday afternoon and all day Saturday. Any business participating as a fairy door stop must make their clues available during the promotion hours on Friday from 2-6p and Saturday from 11-6p. Complete instructions are forthcoming. Be on the lookout for your email or other communication for a link to the Participation Form.

MEMBERSHIP IS VALUABLE - Send in your Business Spotlight Info

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

MEMBER SPOTLIGHT: Savant Solutions Inc

**DOWNTOWN
ALLIANCE**
FAYETTEVILLE, NORTH CAROLINA

LOCATION

100 Hay St Suite 908
Fayetteville NC 28301

We are an electrical contracting company that provides electrical installs and repairs to residential and commercial customers in the greater Fayetteville area.



June 6, 2024

Savant Solutions Inc has been providing electrical installs and repairs to residential and commercial customers as an electrical contracting company in the greater Fayetteville area since September 2020.

For them, location was a big factor, they needed to be centrally located between the outskirts of town and the city which made Downtown the perfect choice!

""We also liked the fact that we could walk down from our office and have access to many restaurant and coffee shop options.""

We Are Better Together!

MEMBERSHIP DRIVE - FY 2024-2025

It is June, the month that begins our annual membership drive.

Renewals For those you are already members, you will receive an invoice for renewal of your membership. July 1st begins our fiscal and membership year. You can pay the invoice by card or check. We ask you to be aware that we absorb the processing fee for our members as a convenience. We are most happy to receive your check which you can mail in or email us and someone will pick it up.

New Members: Please sign up by filling out the application form by

- 1. scanning the QR Code below
- 2. pasting the link at <https://tinyurl.com/42u2ze5h> in your browser
- 3. visiting our website at <https://www.faydta.com/member-benefits/apply/>



**DOWNTOWN
ALLIANCE**
FAYETTEVILLE, NORTH CAROLINA

Why should you join? The traditional method of growing a business by working only on - and for the good of - your own brand often creates frustration and isolation, while also robbing others of the gifts of your expertise.

We believe that building bridges and bringing our voices together boosts business for all. In the **Downtown Alliance**, together, we support, promote and advocate.

We ask you to join us. Add your voice, passions, expertise and gifts to the collective. Change the way Downtown Fayetteville professionals connect, collaborate and call each other to greatness, while also showing Downtown businesses worthy of the attention of locals and visitors.



Every one that has paid their dues by July 15th will be entered into a drawing for one lucky business to win a free year of membership and their dues will be refunded. Will be announced at the July annual meeting

Know someone who would benefit from joining our dynamic group? Encourage them to attend one of our upcoming meetings and share the application.

Thank you for being an essential part of the **Downtown Alliance**.

We Are Better Together!

Our Core Values and Mission Statement

RADICAL LOVE OF OUR DOWNTOWN

We will speak well of both the place and its people and celebrate all efforts that improve its image, access, and opportunity for business success. We will be each other's biggest fans, allies, and sounding boards.



MEMBER-DRIVEN MINDSET

We will remember the Downtown Alliance is a volunteer-led organization, and its members are the driving force behind meeting our mission. We will think about what we individually add to the pool of resources, not just how we benefit from them.

*We Are
Better
Together!*

LISTEN FIRST

There are enough places in the world where we are told to stay quiet. Among the Alliance Members, we hear each other out. We don't always agree. But we listen respectfully.

OPEN COMMUNICATION

We endeavor to keep you updated with information on policies, events, and other information that affects business in Downtown. We provide simple ways for you to share with the whole as well.

CELEBRATION OF DIVERSITY

As we unify our efforts and voices for the good of all, we will also seek and celebrate our individual uniqueness.

**DOWNTOWN
ALLIANCE**
FAYETTEVILLE, NORTH CAROLINA

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 24, 2024 - 6p-6:30p REVISED** (Meets Annually on 3rd Wednesday in July)

- Quarterly Joint Downtown Alliance and Cool Spring Downtown District Meetings - Next Meeting: **July 24, 2024 at 5:30-7p from 530p-7:00p @ Volta Space - REVISED** (Meets Quarterly 3rd Wednesdays - February, April, July, and October)
- Quarterly Downtown Alliance Membership Speaker/Workshop & Social
Next Date: ~~June 19, 2024 5:30-7p~~. **RESCHEDULED** TBA
(Meets Quarterly - March, June, September, December - 3rd Wednesdays)
- Downtown Alliance Full Board Meeting - Next meeting Thursday, June 27th
Location: Quack Quack Phone Repair, 218 Hay Street - 630p-730p
(Meets Quarterly - March, June, September, and October)
- Downtown Business Watch - 2024-25 Meeting schedule TBA at July annual meeting
- Committees
 - Downtown Alliance Executive Committee - July 9, 2024 (Meets Quarterly in January, April, July and October 2d Tuesdays at 9am)
 - Advocacy - Meeting schedule to be announced in July annual meeting
 - Promotions - Promotions Committee - Thursday, June 19 at 9:00 am at Rude Awakening Coffee House.
 - Membership - Meeting schedule to be announced in July. annual meeting



We Are Better Together!

Downtown Alliance Board of Directors

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