



FOR IMMEDIATE RELEASE

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**COOL SPRING DOWNTOWN DISTRICT RECEIVES ARTS COUNCIL GRANT TO
SUPPORT 4TH FRIDAYS & TROLLEY PROGRAMMING**

Cool Spring Downtown District is proud to announce that we are the recipients of two 2022-23 Project Support Grants from the Arts Council of Fayetteville/Cumberland County totaling \$22,050 in support of the 4th Friday District Vibe performances, and cultural programming for the Coldwell Banker Can Do Trolleys. *“Cool Spring Downtown District is pleased to receive funding from the Arts Council in support of our cultural programming for Downtown Fayetteville. With this support, we will be able to offer regular monthly events on our beloved trolleys, as well as expand the engagement of regional performers for the District Vibe at 4th Fridays, a limited series within the regular 4th Friday event that brings artists, vendors, food trucks, and performers to the streets of the downtown district”*, shares President/CEO Bianca Shoneman.

Thanks to the generous support of Ralph and Linda Huff, and the good people at Coldwell Banker, the District purchased two 2004 Molly Trolleys in July 2021. In December 2021, we launched our beta test of programming on the Can-Do Coldwell Cultural Trolley Tours with a Holly Jolly Trolley Tour of local Christmas lights and decorations, and the Sleigh What Comedy Trolley. Both tours sold out and were highly successful, with positive feedback from attendees. Subsequent sold-out comedy, spoken word, and PRIDE tours indicate the community’s enthusiasm for this kind of entertainment option. With the Project Support Grant funding, Cool Spring Downtown District will be able to offer regularly scheduled programming on the trolley that complements diverse and inclusive holidays, celebrations, and themes.

The District Vibe @ 4th Fridays was introduced in the summer of 2021, re-engaging and invigorating audiences after the Covid-19 Pandemic shutdown. Last year’s lineup brought talented local acts Charly Lowry and Rebekah Todd, the NC Brazilian Arts Project, The Guy Unger Band, and Lotus Sun. Project Support grant funds will afford the District the opportunity to engage and showcase talented performing acts from our city and across North Carolina.

Project Support Grants increase opportunities for access to arts, science, cultural and historical programming in Cumberland County. The grants are awarded to nonprofit agencies, universities, and government agencies in Cumberland County that demonstrate financial and administrative stability. *“The Arts Council is pleased to partner with Cool Spring Downtown District in support of 4th Friday District Vibe and the Cultural Trolley Tours”*, says Bob Pinson, Interim President and CEO of the Arts Council of Fayetteville/Cumberland County. *“We are also pleased that more funds have been made available for the Project Support Grants for 2022-2023 and that we are reaching deeper into previously underserved areas of our community as evidenced by the many new applicants this year.”*

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The Cool Spring Downtown District, Inc. is a charitable, nonprofit corporation formed in 2017 to create and sustain an arts and entertainment district located in downtown Fayetteville, North Carolina, as a vibrant center of artistic, cultural, civic and commercial activity. Visitors to and residents of Cumberland County may follow CSDD on their website at visitdowntownfayetteville.com, on Facebook at [@CoolSpringFAY.org](https://www.facebook.com/CoolSpringFAY.org) or [@downtownfayetteville](https://www.facebook.com/downtownfayetteville), or on Instagram at [@coolspringdowntowndistrict](https://www.instagram.com/coolspringdowntowndistrict) or [@downtownfay](https://www.instagram.com/downtownfay).

The Arts Council of Fayetteville|Cumberland County is a tax-exempt 501(c)(3) organization based in Fayetteville, NC that supports individual creativity, cultural preservation, economic development, and lifelong learning through the ARTS. As a primary steward of public and private funding for arts, cultural, and historical activities in the Cape Fear Region, all affiliated programs of the Arts Council exemplify our 5 core values: Excellence, Accountability, Transparency, Collaborations, and Innovation. theartscouncil.com

Grants, programs, and services of the Arts Council are funded in part by contributions from community partners, and through grants from the City of Fayetteville, Cumberland County, and the N.C. Arts Council, a division of the Department of Natural & Cultural Resources. ncarts.org