



FOR IMMEDIATE RELEASE

**COOL SPRING DOWNTOWN DISTRICT  
RECEIVES AN ACHIEVEMENT AWARD IN URBAN PLACE  
MANAGEMENT**

Fayetteville, NC - The International Downtown Association recognized Cool Spring Downtown District with the Downtown Achievement Award of Excellence for its resourceful approaches related to their inaugural event, Night Circus, a New Year's Eve Spectacular. A jury of peer professionals reviewed, deliberated and evaluated all entries in the 2022 Downtown Achievement Awards. The Award of Excellence acknowledges an excellent response to an urban place management challenge, demonstrating application of industry knowledge and exceeds the jury criteria.

Night Circus was among 23 qualified entries in the category of Marketing, Communications and Events which IDA identifies as one of the seven professional urban place management practice areas. This category features unique organizational approaches and projects in the areas of branding, public relations, marketing strategies and communications plans.

"Being recognized on an international scale for our efforts is truly an honor. We love to bringing positive recognition to our deserving City." Bianca Shoneman of the Cool Spring Downtown District said.

The event, in partnership with the City of Fayetteville, was Fayetteville's first self-curated New Year's Eve production. Headliners included four national touring acts; All-4-One, Rob Base, C + C Music Factory, and Coolio. Circus troops, aerialists, live art demos, and an array of delicious food was sprinkled throughout the circus tent. To transition from 2021 to 2022, the team hired a local production team, Blashfield Signs, to construct an 18ft Star dotted with over 150 LED lights. At the stroke of midnight, the star was lifted into the sky and was followed by a spectacular burst of fireworks, ringing in the New Year.

Sponsors included: Piedmont Natural Gas, presenting sponsor and ABC11 as the title media sponsor. Healy Wholesale, PWC, The Dogwood Festival, Cumulus Broadcasting, The Fayetteville Area Convention and Visitors Bureau, Beasley Media, City View Magazine, and Fayetteville-Cumberland County Arts Council were also corporate donors.

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Cool Spring Downtown District has demonstrated skillful application of urban place management principles with their project Night Circus said David Downey, IDA President and CEO. "The Night Circus should serve as a framework to all member communities within IDA."

Washington, DC-based IDA is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. The Cool Spring Downtown District is the urban place management organization representing the interests of property owners in Fayetteville, NC.

### **About Cool Spring Downtown District**

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. Learn more at [visitdowntownfayetteville.com](http://visitdowntownfayetteville.com). Visitors to and residents of Cumberland County may follow CSDD's efforts and announcements on their website at [visitdowntownfayetteville.com](http://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).

### **About IDA**

The International Downtown Association is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are city builders and downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management. For more information, visit [downtown.org](http://downtown.org).

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