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**FOR IMMEDIATE RELEASE**

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## **New Owners of AIT Building Welcome First New Tenant** *N'Zone Social Offers Multi-Use Event Space in Downtown Fayetteville*

**Fayetteville, N.C.** – The Cool Spring Downtown District (CSDD) has announced the new owners of the Advanced Internet Technologies, Inc. (AIT) building, located at 421 Maiden Ln., have welcomed their first new tenant to this multi-use space.

World Class ROI, LLC and Smooth Ruckus, LLC—both currently based out of Houston, T.X.—closed on this 93,000-square-foot building in downtown Fayetteville in May 2023 and immediately started scouting new tenants. Since then, co-owners Samuel McGrath and Richard Lowrance, who have been partners for seven years, have announced the addition of N'Zone Social to their building.

Owned by Tonya McNeil, N'Zone Social is operating as an event space within the AIT building. McNeil plans to bring to the space a variety of events, including live DJ and music performances, weddings, veteran parties, boxing matches, and more. In August, for instance, N'Zone will be hosting a ticketed boxing match via Pay-Per-View, with boxer Mike Jones, Jr. in attendance.

When asked why the AIT building was appealing to their property-investment firm, co-owner Lowrance shared, “Obviously, with the stadium next door, Fayetteville’s population growth and locale, etc., we thought we were getting the price we needed to make something really special happen here.”

Lowrance and McGrath are actively searching for a variety of other tenants to fill the building, and while they are remaining open-minded to the possibilities, their wish-list has been refined by asking themselves one question: “What would someone from Charlotte or Raleigh drive here to do that’s unique to North Carolina or even the East Coast?”

In order to attract the caliber of tenants desired, Lowrance and McGrath are planning to invest in considerable renovations—including \$250,000 on exterior upgrades, such as landscaping, painting, modernizing the windows, and more. Just one possibility they are exploring is a rotating digital lights display on the side of the building. They are also consulting with the city on the possibility of installing solar panels on the roof to be more eco-friendly for their tenants.

CSDD’s CEO, Bianca Shoneman, expressed her own approval of downtown’s new investment: “I’ve been really impressed with how Mr. Lowrance and Mr. McGrath moved so quickly to not only seek potential tenants, but to be mindful of what would bring added value to our downtown’s unique offerings. I also look forward to seeing the beautification plans and renovations they will be making on this very public-facing building on Hay St.”

As of now, Lowrance and McGrath have not decided on a new name for the longstanding AIT building, but they are open to the public’s suggestions. They are also encouraging interested business owners to reach out to CSDD directly to connect them and set an appointment for a tour of the facility.

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).

To learn more about a variety of downtown investment or rental opportunities, including the AIT building, email [info@coolspringfay.org](mailto:info@coolspringfay.org).

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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 in downtown Fayetteville, N.C., positioning it as a vibrant center of artistic, cultural, civic and commercial activity. Learn more at [visitdowntownfayetteville.com](http://visitdowntownfayetteville.com).*

For all media inquiries and more information, contact Chief Executive Officer Bianca Shoneman at [bianca@coolspringfay.org](mailto:bianca@coolspringfay.org) or (910) 223-1089.

Downtown Fayetteville's home for Arts and Entertainment  
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