

**The Cool Spring Downtown District, the managing partner of the Arts and Entertainment District and Municipal Service District, is undergoing a Strategic Planning Process. We'd love your feedback to help guide the organization and downtown district.**

1. Which of the following most accurately describes where you live

- In downtown
- Neighborhood immediately adjacent to downtown
- Within the City of Fayetteville but not downtown
- Outside the City of Fayetteville

2. What zip code do you live in?

3. In the last 12 months, how frequently have you visited Downtown Fayetteville

- At least once in the last 12 months
- At least once every few months
- At least once per month
- At least once per week
- Multiple times per week
- Every day (includes living downtown)
- I have not visited Downtown Fayetteville in the last 12 months
- Specify why you do not go downtown.

4. Please check all the reasons you have visited downtown in the last 12 months

- I live downtown
- I work downtown
- I own or manage a business downtown
- I own or manage a property downtown
- I eat, drink, shop or recreate downtown
- I attend special events or festivals downtown
- I do not go downtown
- Specify why you do not go downtown.



9. How satisfied overall are you with Downtown Fayetteville

- Very satisfied
- Satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Dissatisfied
- Very dissatisfied
- Not sure
- Why did you choose this answer?

10. Please rate your level of agreement with the following statement: "A thriving Downtown Fayetteville is essential to the region's continued success."

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
- Not sure

11. Please choose the statement that most accurately describes your perception of safety in Downtown Fayetteville

- I always feel safe
- I feel safe most of the time
- I occasionally feel unsafe
- I often feel unsafe
- Not sure

12. Please choose the top three ideas which you think would make the biggest impact on Downtown Fayetteville

- Recruit a management entity for Festival Park to host regular concert series
- Provide an on demand mobility solution such as free trolley rides or small electric vehicles to get around downtown
- Improve Pedestrian and Bike Mobility patterns through enhanced street designs
- Build a major public art piece that becomes a "must see" attraction
- Construct a hotel
- Recruit additional housing developers to infill density, amenities and mixed use
- Recruit more food and beverage options
- Brand downtown via art, banners, signage, storefront facades, and other placemaking elements
- Construct a Performing Arts Center
- Activate the Market House/Market Square
- Recruit additional retailers
- Provide free parking
- Provide public restrooms
- Provide additional public seating
- Other (please specify)

13. For the issue areas listed below, please indicate whether you feel the issue is important for the Cool Spring Downtown District to address

	Yes	No	Not Sure
Public safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness and beautification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walkability/Bikability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homelessness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small business support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment, events, and festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pubic art and placemaking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office market recruitment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



17. What mode of transportation and, if applicable, parking option do you use most often when visiting downtown

- I drive and park in a parking garage
- I drive and park in a surface lot or on the street
- I take public transportation
- I ride a bike
- I walk
- I don't go downtown
- Other (please specify)

18. Which of the following best describes your level of awareness of the uniformed Cool Spring Downtown District's Safety and Engagement Ambassadors?

- Very aware - I interact with the Ambassadors often
- Aware - I know of the program and have interacted with the Ambassadors
- Somewhat aware - I have seen the Ambassadors and have an understanding of the program
- Somewhat unaware- I have seen the Ambassadors but do not know about the program
- Unaware- I have never seen the Ambassadors and do not know about the program
- Not Sure

19. Should the Cool Spring Downtown District rename the organization?

- Yes
- No
- Not sure
- If you checked yes, what would you name it?

20. What is the one thing you would do to set Downtown Fayetteville up for success?

21. Where should the Cool Spring Downtown District focus more of its attention and resources in the next 12-months to advance its mission of "sustaining an arts and entertainment district with economic vitality for all"?

- Storefront and retail/restarant recruitment to fill vacancies
- Branding and marketing to support downtown businesses
- Improving beautification and cleanliness of Downtown Fayetteville
- Produce more events and activations
- Add additional public art
- Long-ranging planning and policy advocacy to advance downtown revitalization
- Engaging and convening the community on issues affecting downtown
- Recruiting new investments; mixed use, residential, hotel recruitment
- None of the above

22. What type of business would you most like to see come to Downtown?

23. Where do you get your Fayetteville local news? Select all that apply.

- ABC11
- CBS 17
- WRAL
- Fayetteville Observer
- CityView
- Fayetteville Press
- Greater Fayetteville Business Journal
- Up and Coming
- Array
- Radio stations
- Other (please specify)

24. Would you like to tell us anything else?

25. Please enter your email for a chance to win a \$100 downtown Fayetteville giftcard. Note: not required.

