

# COOL SPRING



## DOWNTOWN DISTRICT

Invites Your Interest in the Position of  
**PRESIDENT/CEO**

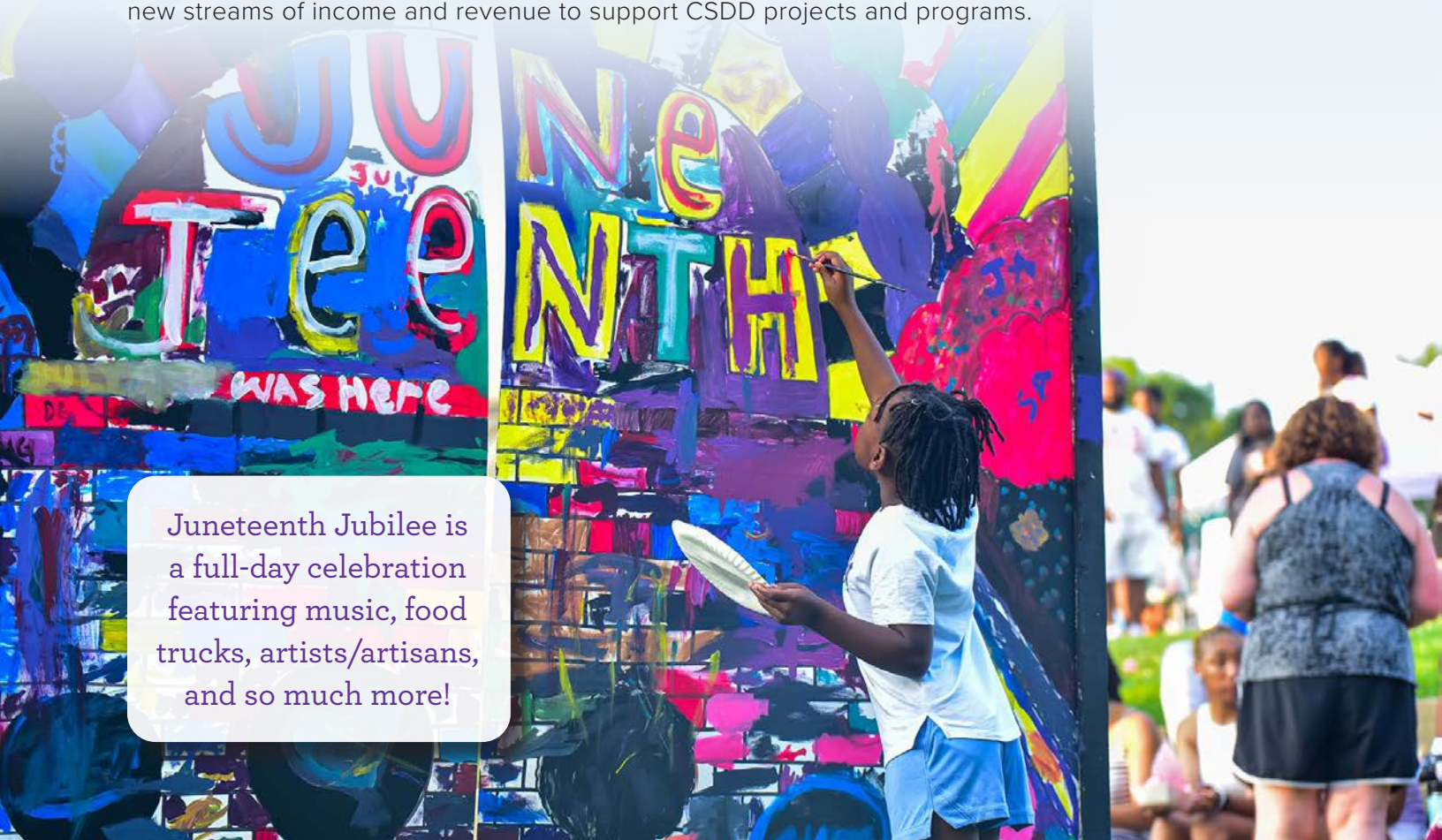




## Innovative and Growing Downtown Development Entity Seeks President/CEO

If you are a visionary leader who can amplify and execute a long-term vision for downtown growth and revitalization, the [Cool Spring Downtown District \(CSDD\)](#) invites you to apply to serve as its next **President/CEO**. Located in the heart of downtown Fayetteville, NC, the CSDD is seeking a **President/CEO** who will:

- Lead and manage oversight of the day-to-day operations of the CSDD, ensuring the organization's mission and goals are carried out efficiently.
- Work closely with the 22-member CSDD Board of Directors to identify key priorities and tasks from the [2024-2028 Strategic Plan](#), ensuring alignment with the organization's goals and vision.
- Maintain a positive work environment, empower staff to manage workload effectively, optimize performance with professional development opportunities.
- Maintain oversight over CSDD curated events, economic development initiatives, and placemaking activities as established by the strategic plan, contractual obligations, municipal guidance, board direction, and staff leadership to fulfill organizational mission.
- Offer a fresh perspective, integrate quickly into the community, identify and align with key local stakeholders, and create opportunities that promote sustainable growth and development for CSDD and Downtown Fayetteville.
- Directly manage fundraising activities, including current funder relations, securing grants, and identifying new streams of income and revenue to support CSDD projects and programs.

A young girl with braided hair, wearing a white t-shirt and blue shorts, is painting a large, colorful mural. The mural features the words "JUNETEENTH" in large, stylized letters. The girl is holding a paintbrush and a palette. In the background, other people are visible, suggesting a community event.

Juneteenth Jubilee is a full-day celebration featuring music, food trucks, artists/artisans, and so much more!

## About the Cool Springs Downtown District and President/CEO Position:

Cool Spring Downtown District is at the heart of Fayetteville's ongoing downtown revitalization efforts, aimed at transforming the area into a vibrant, mixed-use district that combines residential, commercial, and cultural elements. CSDD is a unique organization with a two-fold organizational purpose: to manage the arts and entertainment district as well as manage the municipal services district in historic Downtown Fayetteville, NC. CSDD is a 501c3 organization and is partially supported by the municipal service district tax and a partnership with the City of Fayetteville. Activities include but are not limited to: large-scale festivals such as the Juneteenth Jubilee and the Night Circus NYE Spectacular, monthly cultural events including 4th Friday (Mar-Oct), the Safety and Engagement Ambassador Program, Resident Socials, Clean Streets (a shared waste management program), downtown merchant and business engagement and advocacy, business recruitment, and active involvement partnership with key stakeholders in downtown economic development initiatives.

The Ideal Candidate will have experience in economic development and/or urban management to assist with attracting new businesses, retaining existing District-wide retailers and businesses, and promoting the district's growth. In addition, the next President/CEO should have a demonstrable understanding of the use of arts, place-making, and cultural activities to enhance economic growth and development, community engagement and quality of life for residents, visitors, and business owners alike. The next President/CEO will have a strong background in financial management and budgeting to oversee resource-intensive and high-cost projects while maintaining fiscal responsibility. Additionally, the next President/CEO should be highly skilled in fundraising and capable of maintaining current and securing new sources of income and revenue to support the District's initiatives.

Reporting to the Board of Directors, the next **President/CEO** will oversee a budget of \$1M and three full-time (*Senior Director of Programming & Engagement*, the *Director of Marketing and Activation*, and the senior *Safety and Engagement Ambassador*), one part-time employee (*Safety Engagement Ambassador*), and one contract employee (*Trolley Driver*). The next **President/CEO** should demonstrate a balanced, forward-thinking management style that demonstrates respect for staff expertise, insight, and professional capability, leveraging staff talents and contributions, while navigating the complexities of downtown revitalization.

In the first year, the next **President/CEO** will prioritize gathering insights to lay a strong foundation for effective leadership moving forward through relationship building with key stakeholders and community leaders to develop a strong understanding the District's needs, while maintaining a highly visible role in the community and serving as the primary spokesperson for the Arts and Entertainment District and Downtown Fayetteville throughout the region.



Among the many activities supported by the CSDD are *Zombie Walk*, a free family-friendly event with food trucks, vendors, artists and more (above left), and *4th Friday*, which features visual and performing arts, live music, street performers, and local businesses and is held on the fourth Friday of each month from March to October (above right).

## Key Position Priorities:

- Provide vision and leadership to CSDD to resource the organization's changing needs with a focus on organizational capacity and staffing.
- Build and maintain strong, positive relationships with key City officials, the CSDD Board, and other leaders to ensure alignment between the organization's strategic plan and vision for downtown Fayetteville's growth and development.
- Develop and maintain strong relationships with corporate partners, local businesses, and community leaders to secure sponsorships, donations, and in-kind support for events and projects.
- Increase recruitment and marketing efforts and collaborate with property owners to address vacant properties and strengthen the District's retail, entertainment and service-oriented business appeal.

## Qualifications:

- A bachelor's degree in urban planning, economic development, business and/or public administration, planning, community development, or a similar degree level of study and/or appropriate certification **is required**. A master's degree *is preferred*.
- A minimum of five years of experience in the field of economic, downtown, commercial corridor, and business district development, or related fields, with a proven track record of successful plan, project, and program creation, implementation, and management, and three years of supervisory experience **are required**.
- An equivalent combination of education and experience that provides the required knowledge, skills, and abilities to perform the duties will be considered.
- Residency within the city limits is preferred for this position but not required.



The Safety and Engagement Ambassadors provide clean and safe spaces, answer visitor questions, and create a welcoming environment for business owners and guests alike.

## About Downtown Fayetteville:

Downtown Fayetteville is a vibrant area that blends history, culture, and modern development. It's the heart of the city and offers a mix of historic architecture, new businesses, and active community spaces. In recent years, the City of Fayetteville has revitalized and grown Downtown focusing on infrastructure, creating more pedestrian-friendly spaces, and attracting new businesses. As the management entity for the City's Arts and Entertainment District, Cool Spring Downtown District is a focal point of these efforts.

Downtown Fayetteville offers a mix of locally owned shops, boutiques, galleries and restaurants, along with service-oriented businesses, and government agencies. It's a perfect spot for strolling, shopping, and dining for residents and visitors alike. Popular dining spots range from casual eateries to fine dining establishments, serving a mix of Southern comfort food, international cuisines, and craft beers. A vibrant cultural scene includes cultural spaces such as the Cameo Art House Theater, the Fayetteville Transportation and History Museum, and festivals such as the Juneteenth Jubilee and the International Folk Festival which celebrate our community's uniquely rich and diverse community.

With a walkable downtown core, residents enjoy convenient access to dining, shopping, entertainment, and outdoor spaces like Festival Park and Linear Park. For sports enthusiasts, downtown Fayetteville is undergoing significant development, highlighted by [Segra Stadium](#), a \$40-million baseball stadium for the Fayetteville Woodpeckers, an Astros affiliate and Class-A Advance baseball team. Adjacent to the stadium, the revitalized historic Prince Charles now offers 59 one- and two-bedroom luxury apartments. As Fayetteville continues to grow, investment and expansion opportunities are expected to increase.

Downtown Fayetteville has seen significant revitalization, with new businesses, entertainment venues, and cultural attractions drawing both residents and visitors. As of December 2024, the median home price is \$195,000, reflecting a 29.1% increase from the previous year. The district includes approximately 8,575 housing units, offering a mix of modern apartments, lofts, and historic homes. Downtown Fayetteville's proximity to Fort Liberty and major transportation routes makes it a desirable location for professionals, entrepreneurs, and families alike.



Downtown Fayetteville offers a mix of locally owned shops and boutiques (above), as well as popular dining spots and breweries, such as [Gaston Brewing Company](#) (left).

## About Fayetteville:

The City of Fayetteville, in North Carolina's Sandhills region, has a population of more than 208,000 community members and is the 6th largest city and 5th largest metropolitan area in North Carolina. Recognized for innovation, leadership, and excellence and a four-time All-America City award winner, the City of Fayetteville is America's Can Do City. Fayetteville offers the amenities of a sizable metropolitan, including historic sites, seven museums, three colleges and universities, multiple entertainment venues, a historic downtown, various festivals and special events, and award-winning recreation amenities.

Fayetteville is the county seat for Cumberland County (pop. 326,328) and is one of nine municipalities within the county. Fayetteville and the surrounding counties include scenic rivers, lakes, and other recreation areas, as well as world-renowned golf courses that host major tournaments. Fayetteville is two hours from the North Carolina coast and four hours from the Great Smoky Mountains and the Blue Ridge Parkway.

Fayetteville is the proud home of Fort Bragg, one of the largest military installations in the world and headquarters for U.S. Army Forces Command, XVIII Airborne Corps, 82nd Airborne Division, U.S. Army Reserve Command, and U.S. Army Special Operations Command. With an active-duty population of over 51,000 troops, the strong military presence offers significant economic development potential and growth.

Learn more about the opportunities in Fayetteville [here](#) and get a taste of what a weekend is like in Fayetteville by watching this [short video](#).



*Segra Stadium, home of the Fayetteville Woodpeckers, is one of several entertainment venues located in Fayetteville.*



*Whether you want to take a stroll on the one-mile border trail through the wetlands to Bones Creek, play a game of tennis, fly a kite or have a family picnic, Lake Rim Park offers something for everyone.*



## Salary Range and Benefits:

The anticipated hiring range is \$90,000 to \$100,000. Salary will be determined based on experience and credentials. Cool Spring Downtown District offers a comprehensive benefits package, including cell phone reimbursement, healthcare stipend, and a Simple IRA contribution match (3%).

To **apply**, please visit <https://agency.governmentjobs.com/developmentalassociates/default.cfm> and click on the title – **President/CEO – Cool Spring Downtown District, Fayetteville, NC.**

- All applications must be submitted online via the Developmental Associates application portal (link above) – NOT the city’s employment application portal or any other external website.
- Resumes and cover letters must be uploaded with the application.
- Applicants should apply by **April 12, 2025.**
- The hiring team will invite successful semi-finalists to participate in virtual interviews and skill evaluation on **May 22-23, 2025.** Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate.
- Direct *inquiries* to [hiring@developmentalassociates.com](mailto:hiring@developmentalassociates.com).



*The “Can Do” Coldwell Banker District Trolley makes it easy for downtown visitors to get around, running on a 25-minute route through Downtown Fayetteville to Haymount on Fridays and Saturdays, 4-8 p.m. The trolley is also available for rent.*



Developmental Associates, LLC manages the recruitment and selection process for this position. To learn more about our selection process, visit <https://developmentalassociates.com/client-openings/>, select “Client Openings,” and scroll down to “Important Information for Applicants.”