



Dear Square Merchant,

The Fayetteville CVB organizes First Thursdays, a monthly celebration of the arts on the Fayetteville Square. As you know, Fayetteville First Thursday has grown in the past two years and the community event is now bringing 1500-2000 people to the Fayetteville Square monthly.

We saw a tremendous increase in support and participation from 2010 to 2011, and expect it to grow again this year with our planned addition to the festival.

Plans for 2012 include having one or more musical performances every month. We will feature an expanded Kid's Zone. The beer garden will be overseen by Brandon Karn of Jammin' Java. Last year, proceeds from the beer garden raised \$1500 for local charities. We increased the number of participating artists to more than 60 per month last year and hope to expand from 60 to 100 per month this year.

Last year, the CVB expanded the event to Mountain and East Streets. We are asking for your support in expanding First Thursday to include the entire Square (Mountain, Block, Center and East Streets). This will require action of the City council.

With the A & P Commission negotiating to purchase the Old Post Office to house the Fayetteville Underground, we feel that the entire square will be useful to expand and promote the arts.

Would you respond to this email with your approval of expanding First Thursday to the entire Square?

If you have questions or concerns, please call or email me. I welcome your input to make Fayetteville First Thursdays a premier event in Fayetteville.

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I _____ approve of First Thursday Fayetteville expanding to all four streets on the square (Mountain, Block, East, Center).