



For Immediate Release
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Downtown Development EVP to Retire

Today the Cumberland County Business Council, soon to be the Fayetteville/Cumberland County Chamber of Commerce July 1, announced that Marshall Isler, Executive Vice President for Downtown Development, is scheduled to retire on February 15. The Council plans to continue working with Isler as a consultant on “special projects.”

“Marshall has done incredible things for downtown, and has earned the reputation as one of the finest downtown revitalization experts in the state,” said Gary Cooper, President of the Council.

Isler joined the Downtown Development Corporation (Cumberland Business Council) as executive vice president in January of 2004. In this capacity he was hired to implement the Downtown Renaissance plan sponsored and approved by the city. During his tenure, Isler was instrumental in the recruitment, negotiation, and development of public private partnerships for Festival Park Plaza, 300 Hay Street and The Capitol projects. Isler also helped negotiate the acquisition of the land that is to be used for Veteran’s Park, and spearheaded the downtown parking and parking deck feasibility studies. In his retirement he plans to work with his wife selling commercial real estate and continue his consulting efforts statewide. He also plans to assist his church in the development of its campus.

“It has been incredibly fulfilling to be able to make a lasting impact on the community,” said Isler. “I always said that my job was in fact to work myself out of a job and it is wonderful to see the revitalization dream become a reality. I look forward to continuing to support Downtown in its growth efforts.”

Phyllis Owens, Executive Vice President for Economic Development will be responsible for managing the marketing of downtown Fayetteville following Mr. Isler’s retirement. “We’re going to have a smooth handoff to Phyllis, and we’ll continue to benefit from Marshall’s contributions as a possible consultant on upcoming issues,” said Gary Cooper.

With its partners the City of Fayetteville, Cumberland County and the Public Works Commission, the Cumberland County Business Council currently spearheads programs for business development, industry recruitment and retention and downtown revitalization. The organization represents over 1200 businesses that employ over 55,000 residents.

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