

Cherryville Main Street Program

Fiscal Year 2015 Annual Report

July 2014 – June 2015 Activities



Small, independently owned businesses are the foundation of downtown Cherryville. As a NC Main Street Community, we are supported by the NC Main Street Center and the Office of Urban Development. Together we strive to plan and execute downtown revitalization initiatives. We coordinate with the OUD for technical assistance as we work to build a positive climate, where businesses continue to open, expand, and make physical improvements to their buildings while creating new jobs.

By the Numbers

552

Number of cities and towns in North Carolina

65

Number of cities and towns designated as NC Main Street communities

The Main Street Four-Point Approach is a comprehensive revitalization process designed to improve all aspects of our downtown, producing both intangible and tangible benefits. Four elements are combined to create a well-balanced program:

- **Organization:** Building partnerships to create a consistent revitalization program and develop effective management and leadership downtown.
- **Design:** Enhancing the visual quality of the downtown and the downtown environment elements - - buildings and storefronts , public improvements, rear entries, signs, landscaping, window displays and graphic materials.



- **Promotion:** Reestablishing downtown as a compelling place for shoppers, investors and visitors. This means not only improving sales but also rekindling community excitement and involvement.
- **Economic Restructuring:** Strengthening the existing economic assets of the business district while diversifying its economic base. Activities include conducting market analysis, adapting vacant buildings that have outlived their original purposes and sharpening the competitiveness of Main Street's traditional merchants.





By the Numbers

9

Average number of hours worked per month by each volunteer

11

Number of CMSP recommendations approved/adopted by City Council

36

Number of volunteers serving 6 months or more on the CMSP Committee

49

Number of tasks completed from the Master Work Plan

3,184

Number of hours worked by CMSP volunteers during the year

\$23.07

Average value of one volunteer hour of labor in the USA

\$73,455

Monetary value of the CMSP labor to the City of Cherryville

Resource Management

The City Council demonstrated its support for the Main Street Program by appropriating \$30,000 for CMSP’s first year of operations. In addition, the CMSP raised nearly \$25,000 in funds and in-kind donations from businesses, civic organizations and citizens. In turn, over 30 CMSP volunteers worked diligently throughout the year devoting 3,184 hours of their personal time to complete 49 tasks in the Master Work Plan.

Sources and Uses of Funds

Sources:

Appropriated by City	\$ 30,000
Private Sector Donations (\$\$ and In-kind)	\$ 21,775
Citizen Donations	\$ 3,625
Total	\$ 55,400

Uses:

Branding System Design	\$ 15,000
Outdoor Furniture (Encumbered)	\$ 11,735
Façade Grants (Encumbered)	\$ 6,390
Banners and Hardware (Encumbered)	\$ 5,492
Mural (In-kind Pledge)	\$ 5,000
Kiosk	\$ 3,673
Printing and publications	\$ 3,259
Administration and Training	\$ 2,570
Downtown Beautification	\$ 1,235
Total	\$54,354

Organization

The Organization Team provides the governance and guidance to the Cherryville Main Street Program. During FY 2015, the Organization Team completed 11 actions that were sent to, and subsequently approved by, the City Council. Critical to our operation is the Master Work Plan, which prioritizes tasks for each team, allocates resources, assigns responsibilities, and sets a deadline for work completion. The plan is a key to raising funds and keeping the program on track. In our first year, we completed 49 tasks from the Master Work Plan. During March at the North Carolina Annual Main Street Conference, the City of Cherryville received an *Award of Merit in Organization* from the NC Secretary of Commerce for our Master Work Plan. A major initiative completed this year was the rebranding of Cherryville. This effort was funded by Home Trust Bank and involved over 200 citizens. The resulting brand elements will become increasingly visible in the coming months.



Design

The Design Team works to improve the aesthetics of the downtown. Together with the Public Works Department, we developed a detailed clean-up plan for the city including pressure washing sidewalks, adding flowers and shrubs, and sprucing up the alleys. We evaluated three outdoor furniture vendors and countless styles of furniture. Leisure Craft of Hendersonville, NC, was selected as the vendor to provide benches and trash receptacles for Main Street. The team also evaluated three banner vendors. A long-term banner plan was created to replace worn out banner hardware and provide new banners that incorporate the branding logo and icons. Coca Cola Consolidated of Charlotte, NC will restore a vintage Coke Mural on the side of the former Roy & Troy Grocery Store as an in-kind donation to the city.



Courtesy of Coca-Cola Bottling Co. Consolidated, Charlotte, NC

Promotion



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The Promotion Team communicates the benefits of the Cherryville Main Street Program to the public. In FY 2015, we established a committee room on the second floor of Cherryville City Hall not only for CMSP meetings, but also to display news articles, brochures, and plans for interested citizens to view and

read. We also communicated with citizens through our Facebook Page and website. Additionally, we published quarterly newsletters and included a copy in all residents' utilities bills. We coordinated a speakers' bureau and spoke to seven civic organizations about the plans and accomplishments of the Cherryville Main Street Program. In May, with a donation from the Cherryville Rotary Club, we dedicated a kiosk to promote events and attractions in downtown Cherryville. Promotion Team volunteers were active at downtown events, helping out with the Chamber's *Christmas in Whoville* and staffing a CMSP information booth at the Cherry Blossom Festival. With the new branding system and the new *Change Management & Communications Plan*, we are working diligently to communicate our message, win increased community support, and roll out the various branding elements.



By the Numbers

7

Number of Cherryville civic organizations briefed in FY2015 on CMSP progress and plans

16

Number of items of outdoor furniture procured for downtown Cherryville

27

Number of positive newspaper articles on the Cherryville Main Street Program's revitalization efforts (19 Eagle; 8 Gazette)

200

Estimated number of Cherryville citizens who participated in the Cherryville Branding Initiative focus groups

2,900

Estimated number of businesses and households receiving the quarterly CMSP Newsletter



By the Numbers

4

Number of info sessions conducted for downtown business owners and merchants

5

Number of façade grant applications received and approved

\$6,390

Amount of façade grants approved

“The City Council and I fully support the Main Street Program and will continue to make this a priority.”

Mayor H.L. Beam

Economic Restructuring

The Economic Restructuring Team focuses on stimulating business in the downtown. We worked diligently to update downtown codes and provide construction guidelines to downtown property owners. We created an incentive façade grant program aimed at improving the appearance and the marketability of the downtown business district. Additionally, the team petitioned the NC Office of Urban Development and was subsequently added to the study list for the National Historic District registry. Four information briefings were held for business and property owners, including a seminar on the effective use of social media for marketing from the Small Business Center at Gaston College. We continue to work on posturing the downtown for future business growth.



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Concluding Comments

Downtown revitalization is a key to the future of our entire community and for keeping the way of life we cherish for our families. Our first year operating as a designated North Carolina Main Street Community was witness to great progress toward revitalizing our town. Clearly, the National Main Street methodology works. Moreover, Cherryville can execute on its program by following its Master Work Plan. We are a city of tremendous potential and myriad positive attributes. The full revitalization of our downtown will take a long time and many volunteers. It affords you the chance to join in to help build our future.

FY 2015 Cherryville Main Street Volunteers¹

Blair Beam	Ken Bowen	Mandy Harrill	Jill Parker-Puett
Jason Beam	Carroll Carpenter	Roger Hollifield	Richard Randall
Jeanne Beam	Cindy Clemmer	Sue Hollifield ²	John Rudasill
Sandra Beam	Paula Deese	Debbie Hopper	Jean Skibo ³
Warren Beam	Stephanie Dohmlo	David Kiser	Mary Beth Tackett
Sherry Bingham	Richard Elam	Libby Maffett	Andy Thomas
Ben Blackburn	Terry Fisher	Wanda Many	Andy West ⁴
Doug Blackburn	Gary Freeman	Pam McGinnis	Karen West
Edd Blackburn	Gail Jenkins	Steve Panton	Dr. Tom White

¹ People who served on the CMSP Committee for 6 months or more, or active at year-end FY2015; ² Promotion Team Leader; ³ Design Team Leader; ⁴ Committee Chair; Organization & Economic Restructuring Team Leader