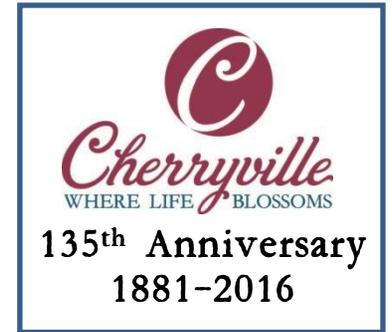




CHERRYVILLE MAIN STREET PROGRAM



FY 2016 CMSP 4th Quarter Session

April 19, 2016

Session Objectives

1. Update you on the latest news affecting CMSP
2. Review the mid-year CMSP survey results
3. Receive a back-brief on the 2016 NC Main Street Conference
4. Review CMSP progress for 3rd Quarter, FY2016
5. Update you on remaining initiatives for FY2016



Agenda

19 April 2016

Time	Topic	Speaker
6:00 PM	Opening Remarks & News	Andy
6:15 PM	Mid-Year Survey	“
6:30 PM	NC Main Street Conference	Ben, Richard, Reggie & Wanda
7:15 PM	3 rd Quarter Results	“
7:30 PM	FY2016 Remaining Initiatives	“
7:45 PM	Wrap Up and Adjourn	All



Work Group Assignments

Organization

- | | | |
|--------------------------------|---------------------|----------------------|
| 1. Andy West, Chair | 4. Roger Hollifield | 7. R. Walker |
| 2. Ben Blackburn, Vice Chair | 5. Jean Skibo | 8. Wanda Many |
| 3. Richard Randall, Secy/Treas | 6. Karen West | 9. Mary Beth Tackett |

Design

1. Jean Skibo, Chair
2. Jeanne Beam
3. Sherry Bingham
4. Doug Blackburn
5. Gary Freeman
6. Harriet Golden
7. Wanda Many

Promotion

1. Karen West, Chair
2. Shully Cloninger
3. Libby Maffett
4. Pam McGinnis
5. Steve Panton
6. John Rudasill
7. Mary B. Tackett

Econ Restructuring

1. Roger Hollifield, Chair
2. Ken Bowen
3. Sue Hollifield
4. Andrew Thomas
5. Reggie Walker



2016 NC Main Street Award of Excellence



Community Foundation Of Gaston County \$5,000 Grant

Funding Status

FY 2016	Budget	Actual to Date
City Appropriations	\$50,400	\$50,400
Donations/Grants/Matching	\$35,000	\$24,675*
Total	\$85,400	\$75,075
Expended		\$32,703
Remaining		\$42,372
Commitments		\$24,683
Remaining		\$17,689**

* Façade matching investments of \$5,000 expected; 23 April benefit concert \$2,000 expected; ElectriCities grant \$4,000 expected.

** Remaining funds will pay for façade grants, Land Use/Streetscape progress payment, and admin.

FY 2017	Budget
City Appropriations	\$128,000
Donations/Grants/Matching	\$52,000
Total BES	\$180,000

Mid-Year Survey



A close-up photograph of a hand holding a black marker, marking a survey form. The form is tilted and contains the following text and checkboxes:

Survey:	<input checked="" type="checkbox"/>
Excellent:	<input type="checkbox"/>
Good:	<input type="checkbox"/>
Fair:	<input type="checkbox"/>
Poor:	<input type="checkbox"/>

Survey Overview

- CMSP Survey on 28 Jan 2016
- 15 people who participated; 5 people were absent
- 42 questions in the survey 37 scaled and 5 open ended
- 2 people failed to note their Work Group;
- 8 scaled questions were left blank;
- 4 people had no point of view on ANY open-ended questions

1. Strongly Disagree | 2. Disagree | 3. Neutral | 4. Agree | 5. Strongly Agree

Survey Results

➤ CMSP Committee

- 11 questions on a scale of 1 to 5.
 - 10 questions received either a 4 or 5, Agree or Strongly Agree, and not more than one 3 Neutral
 - 1 question received 2 or more ratings less than 4
1. *Our CMSP Committee has the support of the Mayor and City Council*
(one 2 and two 3s)

➤ Work Groups

- 14 questions on a scale of 1 to 5
 - 12 questions received either a 4 or 5, Agree or Strongly Agree, and not more than one 3 Neutral
 - 2 questions received 2 or more ratings less than 4
1. *I prefer leading tasks through to completion rather than just working on the task.* (two 3s)
 2. *Each Work Group member carries his or her own weight and respects the Work Group processes and other members.* (one 2 and two 3s)

1. Strongly Disagree | 2. Disagree | 3. Neutral | 4. Agree | 5. Strongly Agree

Survey Results (continued)

➤ Individual

- 6 questions on a scale of 1 to 5.
- 3 questions concerned “individual initiative” and are discuss later
- 2 question received either a 4 or 5, Agree or Strongly Agree, and not more than one 3 Neutral
- 1 question received 3 or more ratings less than 4

1. My skills are being effectively used by my Work Group (three 3s)

➤ Communications

- 6 questions on a scale of 1 to 5
- 3 questions received either a 4 or 5, Agree or Strongly Agree, and not more than one 3 Neutral answer
- 3 questions received 2 or more ratings less than 4

1. I find the CMSP Facebook page informative (four 3s)

2. I find the CMSP web page useful (four 3s)

3. The CMSP Information Kiosk helps to promote our program (three 3s)

1. Strongly Disagree | 2. Disagree | 3. Neutral | 4. Agree | 5. Strongly Agree

The Five Degrees of Initiative

Degree	Action	CMSP Avg
1 st	Wait until told	1.9
2 nd	Ask what to do	3.9
3 rd	Recommend what to do	3.9
4 th	Act and inform immediately	n/a
5 th	Act and inform routinely	n/a

- No one should be operating at the 1st degree by now
- Many may be operating at the 2nd degree
- Most should strive to practice at the 3rd degree
- Chairs should operate between the 3rd degree and 4th degree
- The Chairman operates at the 4th and 5th degrees

1. Strongly Disagree | 2. Disagree | 3. Neutral | 4. Agree | 5. Strongly Agree

Survey Comments

- A. Lack of skills
- A. Lack of expertise
- A. Heavy workload
- A. Coordinating with other City Departments
- A. Lack of resource
- B. More thought into recruiting qualified members
- B. Need people with writing skills
- B. More vocal support
- B. Set aside some time during meetings to speak one-on-one with other Committee members
- B. More communications between the Work Groups
- C. More emphasis on buildings - - facades, maintenance, appearance
- C. Want to see an Oktoberfest task
- C. Add other grants in addition to Façade Grants.
- C. A Public Works Department representative should attend monthly Design WG sessions
- C. Incentive program for building owners to make internal and structural improvements
- E. Chamber needs a greater focus on CMSP; needs to be more active, rather than reactive
- E. Very thankful to be a part of this group.
- E. Concern about annual turnover of volunteers; fear we're moving experience out

FY 2017 Potential Volunteers

1. Jyma Atwell
2. Allen Eaker
3. Warren Beam
4. Susie B. Lewis
5. Robert Browne
6. Keith Gardo
7. George Randall
8. Bo Baity
9. Paige Green
10. Casey Sipe
11. Glenn Burgess
12. Janice Hovis
13. Ron Hovis
14. Angie Long
15. Ann Harrelson
16. Sadie Broom
17. Debbie Beam
18. Jack Bingham
19. Judy Bingham
20. Rocky Bennett
21. Shelia Houser
22. Gail Ford
23. Debbie Kellar
24. Susan Moss
25. Jeff Davenport
26. Tim Moss or his brother
27. Mark Moss
28. Other Rotarians, Shriners, and
Masons



2016

Save the Date

March 16-18

==== GOLDSBORO ====

NC MAIN STREET CONFERENCE

Soaring with Main Street

www.ncmainstreetcenter.com



Main Street Center
COMMERCE

Garry E. Hodges



Garry E. Hodges

Conference Agenda Topics

1. Main Street Solutions Fund Application Workshop
2. Historic Rehabilitation Tax Credit Workshop
3. Nothing Compares - The NEW State brand
4. Soaring with Main Street – A Community Conversation
5. Planning Gets You Money: Guiding the Implementation of a Shared Vision
6. Art Is SmART
7. Lessons Learned from Main Street
8. Filling Large Abandoned Buildings in Downtowns
9. Top 10 Ways to Improve Your Main Street
10. Small Business Success Rests on Entrepreneurial Readiness
11. Fast Five Formula for Event Promotion
12. Blending New Design Strategies with Historic Resources
13. Downtown Business Recruitment: Best Practices for Attracting New Retail
14. Partnerships Make Things Happen!
15. Placemaking Economics: Setting the Table for Downtown Revitalization
16. Redesigning Main Street – Understanding the Streetscape Redesign Process
17. Legislative 101 – Asking for Help Doesn't Have to Be Difficult
18. Navigating the Process of Opening a Downtown Business
19. The Art and Heart of Telling Your Story “
20. The Power of Downtown



 Nothing Compares 

NC Main Street Program – 2016 Conference Notes

- Overall Assessment
 - Great conference; well done
 - Excellent way to share best practices and ideas
 - Could feel the passion the people had for this program
- Panel Discussion
 - Great cross-section of people and experiences
 - Bought in; many owned small businesses in their town
 - Cooperative grocery store caught my attention (Burlington, NC)
 - Morganton
 - City leadership and support is key
 - Millennials play a huge role in successful business startups and involvement

Keynote Speaker

- Great, great presentation but focused more on small business growth and the use of social media.
- “Create Buzz”
- I realized how much this is about building existing businesses versus just attracting new businesses
- Enough participation by our current business owners?
Food for thought...
- Field of Dreams movie clip
 - “Money they have...it’s peace they lack...”
 - What makes you want to go downtown, spend time downtown and enjoy the time spent?

Workshop: “Best Practices for Attracting New Retail Businesses”

- Hillary Greenberg, Charlotte
- Similar approach to using our Market Analysis
- Talked about the different customer types that we have now:
 - The “Repurpose” Customer
 - The “Green” Customer
 - The “Farm to Table” Customer
- Clustering; strategically planning for LIKE or complementary businesses to be together; adds synergies
- Building Lease Plans – have those thought out before a business comes knocking
- LQC – Light, Quick, Cheap – food trucks, sidewalk dining, street entertainment
- Use of financial incentives including façade grants, revolving loan structures, tax credits, LLC or angel investor options

Workshop: “Best Practices for Attracting New Retail Businesses”

- Business Recruitment (from EASY to HARD below)
 - Information Clearinghouse – provide available info to prospects
 - Sell Vision and Plan – share with the entire community; emphasize cost to taxpayers of empty buildings
 - Referrals and Networking – Downtown networks, realtors; power is when citizens have a vehicle to communicate their positive experiences in another town.
 - Market Downtown Spaces
 - Marketing Campaigns – “This Space Isn’t Empty; It’s FULL of Opportunity”
 - Tours
 - Open Houses
 - Videos of available businesses and spaces
 - Targeting/Recruiting
 - Evaluate available spaces/sites and categorize and prioritize WHAT YOU WANT in those spaces
 - Secure owner lease agreements in advance
 - Bottom-Line Message to a Prospective Business Owner: “Can I make money?”

Workshop: “Filling Large Abandoned Buildings in Downtown”

- 2 cases (Liberty Tobacco Warehouse; Quilt Lizzy)
- Liberty
 - Elkin (pop. 4,500)
 - \$2.4M warehouse restoration; event center and restaurant
 - Discussed the importance of a good architect
- Quilt Lizzy
 - Warrenton (pop. 848)
 - Sharp, energetic lady who came into the project knowing nothing about sewing or quilting
 - Bought a \$50k building (list price) for \$14,500 from a local charity; building was passed down in a will.
 - Used Main Street Solutions Fund grant to renovate
 - “Use the talent of the people in your town”
 - “Warrenton is the anti-Raleigh”

3rd Quarter, FY2016 Results

(Jan – Mar 2016)

- Expended 1,765 volunteer hours as of 31 March; completed 24 tasks and accomplished multiple duties
- Conducted mid-year survey of CMSP Volunteers
- Won the award for Excellence in Organization (2nd year in a row)
- Awarded \$5,000 grant from the Community Foundation of Gaston County
- Drafted and issued an RFP for an Architectural & Engineering firm to create a Master Landscape Streetscape Plan
- Developed options for outdoor furniture for the Mini-Park; ordered the furniture
- Continued to roll out Cherryville's new brand: Billboard; Trucks etc.
- Attended the 2016 NC Main Street Conference in Goldsboro, NC
- Submitted FY2017 CMSP Budget to the City
- Mini-Park donor campaign successfully completed
- Procured outdoor furniture and banners for Mini-Park
- Procured 2nd set of banners for Main & Mountain

FY2016 Remaining Initiatives

1. Develop the FY2017 Master Work Plan.
2. Recruit CMSP Chairman, Work Group Chairs and Volunteers for FY2017
3. Develop with the City, a preliminary financing strategy for the streetscape
4. Develop a comprehensive, integrated art plan on Main Street including an alley-way conversion, murals, sculpture and other art forms.
5. Develop a historical marker plan for select locations in Cherryville; apply/coordinate for signage.
6. Select an A&E/Design Firm to develop the Land Use/Streetscape Master Plan; complete the work Apr - Aug
7. Sponsor a booth at the Cherry Blossom Festival to promote the CMSP.
8. Promote the Façade Grant program so that all earmarked appropriated funds for the program are expended during the fiscal year.
9. Develop a set of incentives to support small business recruiting (tax breaks, matching grants, utilities discounts, etc.)
10. Develop a business recruitment packet and conduct a letter campaign and recruitment visits to attract new businesses.

Wrap-Up & Adjourn

Date	Event	Comments
22-23 April 2016	Cherry Blossom Festival	CMSP Booth
23 April	Shriners' & CMSP Benefit Concert with Brooke and Darren Aldridge	\$20 per ticket Starnes Auditorium
25 April 2016 6-8 PM	Semi-Annual Update and Seminar for Business Owners & Citizens	Leveraging social media
15 June 2016	4 th Qtr Board of Directors	
25 June 2016	CMSP End of Year Social	Details TBD
13 Sep 2016 6-8 PM	CMSP FY 2017 Kick-off Meeting	Year 3 as a fully accredited NC Main Street City



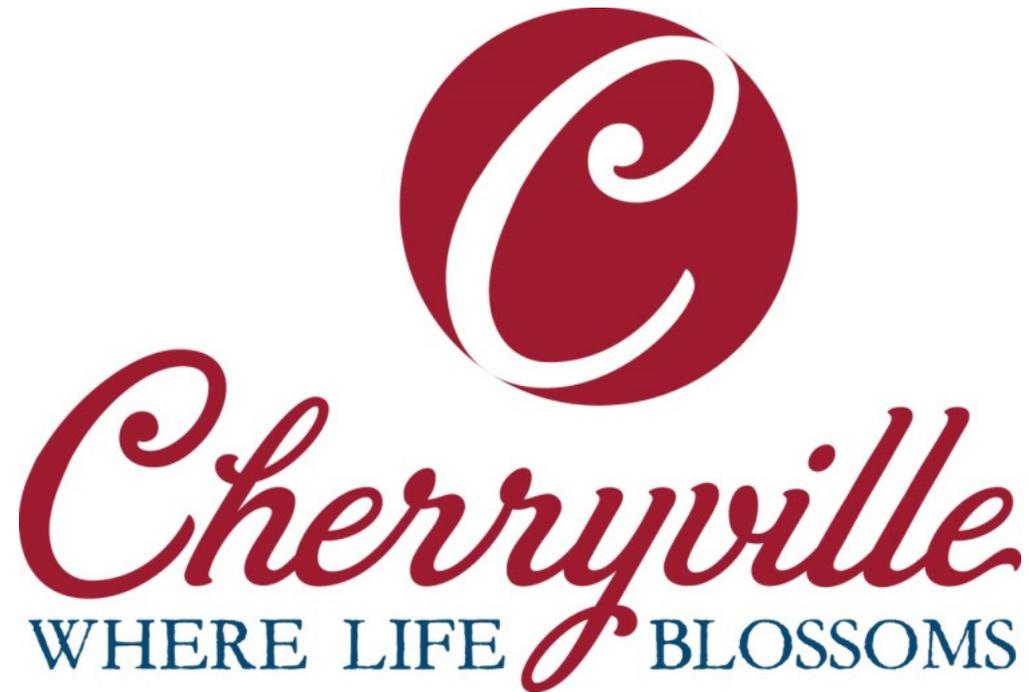


Cherryville
WHERE LIFE BLOSSOMS

April
22 & 23



CREATIVE



“Make no little plans. They have no magic to stir men’s souls. Make big plans. Aim high in hope and work”

Daniel Burnham

Don't limit your
challenges,
challenge your
limits.