



Cherryville Main Street Program

Fiscal Year 2016 Annual Report

July 2015 – June 2016 Activities



The Year in Review

Fiscal Year 2016 was a year of tremendous progress and continuous improvement for Downtown Cherryville. In addition to the myriad duties and tasks that the CMSP Committee accomplished during the year, there were **three milestone achievements**.

By the Numbers

552

Number of municipalities in North Carolina

65

Number of cities designated as NC Main Street communities

44

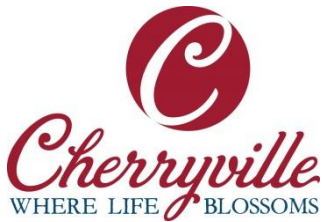
Number of Nationally Accredited Main Street cities (including **Cherryville**) in North Carolina



CMSP VOLUNTEERS AND SUPPORTERS CELEBRATE A HIGHLY SUCCESSFUL YEAR.

First, in March, the Cherryville Main Street Program (CMSP) was recognized with its second consecutive **Award of Merit for Organization** during the North Carolina Main Street Conference held in Goldsboro, NC, 16-18 March 2016. The award was in recognition of the CMSP communications campaign. NC Secretary of Commerce John E. Skvarla, III and Assistant Secretary Dr. Patricia Mitchell, CcCD, presented the award to CMSP delegates. Of the 65 cities in the NC Main Street Program, Cherryville was one of only eleven Main Street Communities to receive the prestigious Main Street Award of Merit.





By the Numbers

10

Average number of hours worked per month by each CMSP volunteer

29

Number of volunteers serving 6 months or more on the CMSP Committee and Board during FY2016

38

Number of new items of outdoor furniture for use by citizens and visitors to the Downtown

72

Number of tasks and duties completed from the Master Work Plan

2,316

Number of hours worked by CMSP volunteers for FY 2016

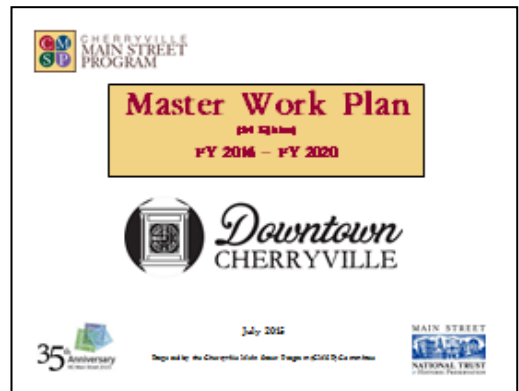
The Year in Review (Continued)

Second, in June 2016, the city reached a major milestone when the National Registry Advisory Council approved Cherryville's application to designate the downtown business district as a **National Historic District**. The application was forwarded to the Department of Interior for final review and entry into the National Register. Now, owners of qualifying buildings can apply for federal and state tax credits of up to 40% on building improvements and renovations. The historic district designation validates our assertion of being an authentic, historic Southern town.

Third, also in June 2016, we received a joint communique from the North Carolina Governor and Secretary of Commerce that Cherryville's Main Street Program had received **National Accreditation** from the National Main Street Center®, a subsidiary of the National Trust for Historic Preservation. For FY 2016, 11 NC cities including Cherryville were added to the National list.

CMSP volunteers worked diligently for the betterment of the Downtown. Indeed, volunteers logged 2,316 hours of tireless work, completing 35 new tasks and 37 assigned duties from the **Master Work Plan**. Among the actions completed during FY 2016 were:

- Rolled out the new branding system for Cherryville;
- Established a CMSP Board of Directors
- Selected an Architecture Firm to assist us with developing a Land Use/ Streetscape Master Plan
- Completed a successful Mini-Park donor campaign
- Installed the Roy & Troy Coca-Cola mural
- Deployed the new banners, scrolled hardware, and furniture
- Participated in the *Whoville Festival*, the *Cherry Blossom Festival* and the Christmas Parade
- Sent out 4 CMSP Quarterly Newsletters to 2,900 homes and businesses



A KEY TO CMSP'S SUCCESS



NEW FURNITURE & BANNERS IN THE MINI-PARK

By the Numbers

\$23.07

Average value of one volunteer hour of labor in the USA

\$53,430

Imputed monetary value of the CMSP volunteer labor to the City of Cherryville

\$59,909

Amount of donations received from, or pledged by, citizens, businesses, and organizations

Program Funding

The Cherryville Main Street Program receives both public and private funding. Public funds are appropriated by the State and the City. Private funds are donated by businesses, civic organizations, and citizens. Thus, the program represents a series of **public/private partnerships** as various projects are planned, resourced and executed.

FY 2016 Sources and Uses of Funds

Sources:

| | |
|--------------------------|------------------|
| Appropriated by City | \$ 50,400 |
| Private Sector Donations | \$ 19,207 |
| Citizen Donations | \$ 15,702 |
| Total | \$ 85,309 |

Uses:

| | |
|--|--------------------|
| Outdoor Furniture | \$ (22,920) |
| Banners and Hardware | \$ (14,843) |
| National Historic District Application | \$ (12,622) |
| Land Use/Streetscape Master Plan | \$ (9,200) |
| Mural (Coca-Cola In Kind Donation) | \$ (6,000) |
| Printing & Promotions | \$ (4,727) |
| Downtown Beautification | \$ (4,570) |
| Administration & Training | \$ (3,180) |
| Total | \$ (78,062) |

Balance Brought Forward for FY 2017:

| | |
|--------------------------------|------------------|
| Private Sector Donations | \$ 7,247 |
| Pledges Outstanding for FY2017 | \$ 25,000 |
| Total | \$ 32,247 |



Doors of Downtown

COMING SOON - AN FY 2017 INITIATIVE

A major benefit of our City's main street program is the donor support we receive from the state, businesses, private organizations and citizens. In FY 2016, the City of Cherryville realized a 1.17:1.00 ratio of donor to public investment. With the addition of imputed labor, the ratio is 2.25:1.00. Thus, every \$1.00 the City spent on CMSP projects returned \$2.25 in donations, pledges, and labor.



CMSP RECEIVES A \$5,000 GRANT FROM THE COMMUNITY FOUNDATION OF GASTON COUNTY

“The CMSP is vital to the City of Cherryville. I am extremely proud of what our City and citizens have achieved.”

Mayor H.L. Beam

By the Numbers

2

Number of semi-annual info/ update sessions and small business seminars conducted for the Downtown business owners and merchants

5

Number of façade grant applications received/approved

5

Number of major building renovations in progress

31

Number of positive newspaper articles on the Cherryville Main Street Program’s revitalization efforts

Concluding Comments

After two pilot years of planning and building a solid program foundation, CMSP has completed two years of highly successful operations. With National Accreditation and accolades and awards from the state of North Carolina, CMSP is now a strong, vibrant, action-oriented program for Downtown revitalization.

CMSP is about the future of our entire community and for preserving the way of life we cherish for our families. Clearly, the National Main Street methodology works. The continued support from the City Council and the City Management and Staff is vital. Also, we need citizens and business owners’ support and involvement. Moreover, CMSP must continue to execute its program by following the Master Work Plan - - a key to success.

Cherryville is a city of tremendous potential and myriad positive attributes. The full revitalization of our downtown will take time, resources, and volunteers. It affords you the chance to join in to help build our future. A volunteer application is available on the Cherryville web site www.cityofcherryville.com at the CMSP tab.

FY 2016 Cherryville Main Street Program Volunteers

Board of Directors

| | | |
|---|---|--|
| Andy West ^{X*} Ben Blackburn ^X Richard Randall ^X | Carroll Carpenter Darrell Carpenter Billy Crews Sandy Dismukes | Janie Jones David Kiser Heather Mauney Jill Puett |
|---|---|--|

Work Groups

| Organization | Design | Promotion | Economic |
|--|---|---|---|
| Andy West ^{**} Ben Blackburn Richard Randall Jean Skibo Wanda Many Karen West Mary Beth Tackett Roger Hollifield Sue Hollifield | Jean Skibo ^{**} Wanda Many Sherry Bingham Jeanne Beam Gary Freeman Doug Blackburn | Karen West ^{**} Mary Beth Tackett Shully Cloninger Pam McGinnis John Rudasill Steve Panton Libby Maffett | Roger Hollifield ^{**} Sue Hollifield Andy Thomas Reggie Walker Ken Bowen |

^X Executive Committee member ^{*} CMSP Chairman ^{**} Work Group Chairperson