



# CHERRYVILLE MAIN STREET PROGRAM



## FY 2017 CMSP Kickoff Session

September 20, 2016

# Session Objectives

1. To recognize organizations supporting CMSP
2. To on-board new volunteers to the CMSP Committee
3. To review CMSP operating fundamentals
4. To familiarize all volunteers with CMSP plans for FY2017
5. To organize the Work Groups for FY2017



# Agenda

20 September 2016

Time	Topic	Speaker
6:00 PM	Welcome	Andy West
6:10 PM	A View from the Top	Mayor H. L. Beam
6:15 PM	National Accreditation	Sherry Adams, NCMS
6:25 PM	Grant Presentations <ul style="list-style-type: none"><li>Cherryville New Years Shooters</li><li>HomeTrust Bank</li><li>ElectriCities</li><li>Cherryville Rotary Club</li></ul>	Boozie Dellinger David Ferguson Charity Barbee Chad Hovis
6:45 PM	Ice Breaker Exercise	All
7:30 PM	CMSP FY2017 Overview	Andy West
8:00 PM	Work Group Breakout Sessions	All
8:30 PM	Adjourn	All

A View from the Top

*Mayor H. L. Beam*





North Carolina  
Main Street



*Ms. Sherry Adams*

**N.C. Department of Commerce**



*Mr. Boozie Dettlinger*



**Cherryville New Years  
Shooters Inc.**

*Mr. David Ferguson*



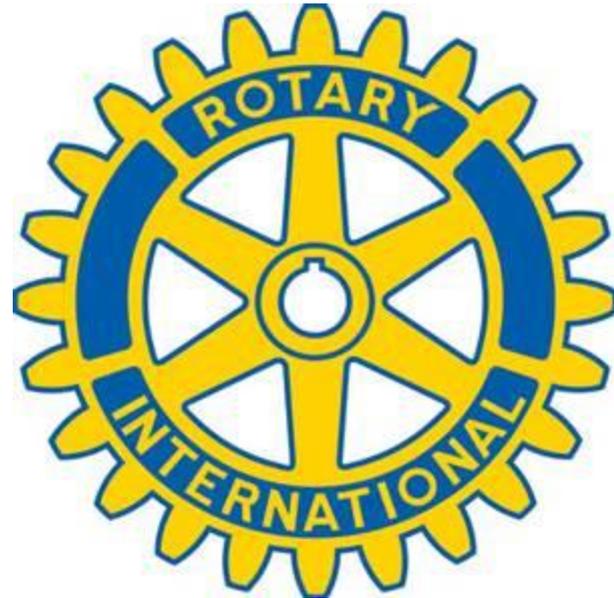
**HomeTrust Bank**

*Ms. Charity Barbee*



*Mr. Chad Howis*

**Cherryville  
Rotary Club**





C H E R R Y V I L L E  
M A I N S T R E E T  
P R O G R A M



1. Pair up with someone you don't know
2. In 10 minutes, find out ...
  - ❖ Name
  - ❖ Number of Years in Cherryville
  - ❖ Profession
  - ❖ One skill that will benefit CMSP
  - ❖ One concern about CMSP that you both share
  - ❖ One expectation of CMSP that you both share
3. Be prepared to introduce each other to the CMSP Committee in 1 minute or less



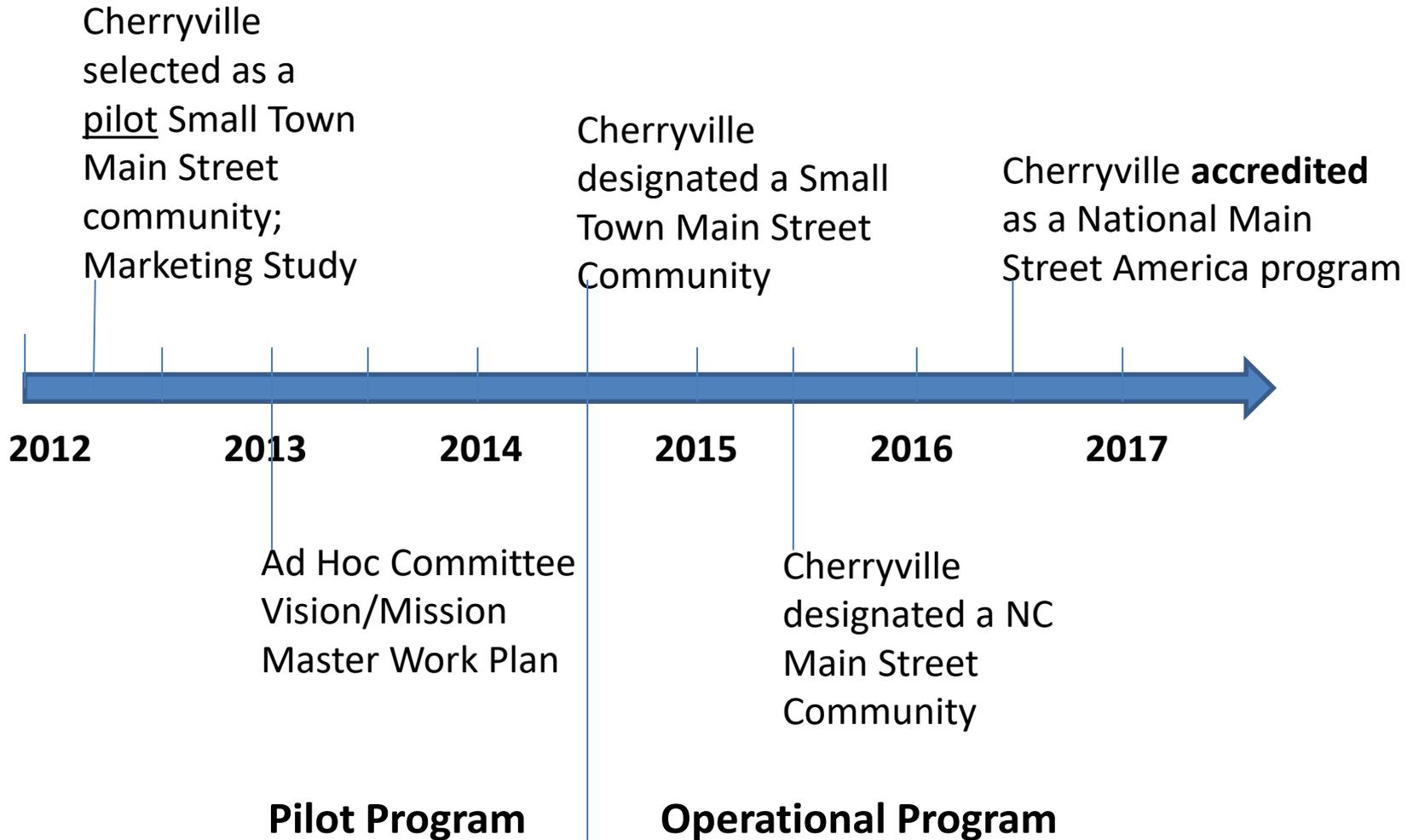
# CHERRYVILLE MAIN STREET PROGRAM



## FY 2017 CMSP Path Forward

September 20, 2016

# CMSP Timeline



# Vision & Mission

**Vision:** A vibrant, historic downtown of unique, eclectic businesses thriving in a friendly, entrepreneurial environment and celebrating a rich heritage

**Mission:** The CMSP Committee will continuously action its Master Work Plan for the near term development and long term revitalization of downtown Cherryville in order to restore and preserve the historic downtown area and attract visitors and businesses, while promoting Cherryville's new brand and celebrating the heritage of our authentic southern city.



*Downtown*  
CHERRYVILLE

# Main Street Philosophy

1. **Comprehensive:** An ongoing series of initiatives is vital to build community support and create lasting, sustainable progress.
2. **Incremental:** Incremental progress helps to hone the skills and confidence of Work Group members eventually leading to actioning more complex problems.
3. **Self-Help:** Only local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization .
4. **Public/private partnership:** Every local Main Street program needs the support and expertise of both the public and private sectors.
5. **Identifying and leveraging existing assets:** One of the program's key goals is to help each city recognize and make the best use of her unique offerings. Local assets provide the solid foundation for a successful Main Street initiative.
6. **Quality over quantity:** From storefront design to promotional campaigns to special events, quality must be the main goal rather than quantity. Better to do a few things well than many things poorly.
7. **Change management:** Changing community attitudes and habits is essential to bring about a downtown renaissance. People need to understand the benefits of change - - what is in it for them.
8. **Action-oriented:** Frequent, visible changes in the look and activities of the Downtown Business District will reinforce the perception of positive change.



1. Adhering to the eight principles of the Main Street Philosophy
2. Maintaining and following a solid, defensible Master Work Plan with measured accountability
3. Effective communications with Cherryville citizens and external stakeholders
4. Retaining the full support of the Mayor and City Council
5. Effective communications and coordination among CMSP Committee members, City Management, Chamber of Commerce, Cherryville Community Development Corporation, and Property/Business Owners
6. Gaining the support of downtown merchants and building owners
7. Retaining sufficient leadership, experience and expertise for the CMSP Committee & Work Groups
8. Hiring professionals as necessary to complete complex initiatives.
9. Maintaining sufficient, effective city codes and incentives to enable the quality development of our Main Street businesses
10. Significant progress with implementing the *Land Use /Streetscape Master Plan* in the next 5 years (FY2017 and 2022)

# Dual Track Approach

## Near Term

(1 year)

- Develop a Land Use / Streetscape Master Plan
- Facilitate façade improvements for 3-5 businesses
- Install 2 murals on selected building walls
- Implement historic plaques for downtown buildings
- Implement “Doors of Downtown” program
- Remodel the Mini-Park gazebo
- Develop the alley way into an arts and crafts area
- Execute a restaurant & brew pub recruitment campaign

FY2017

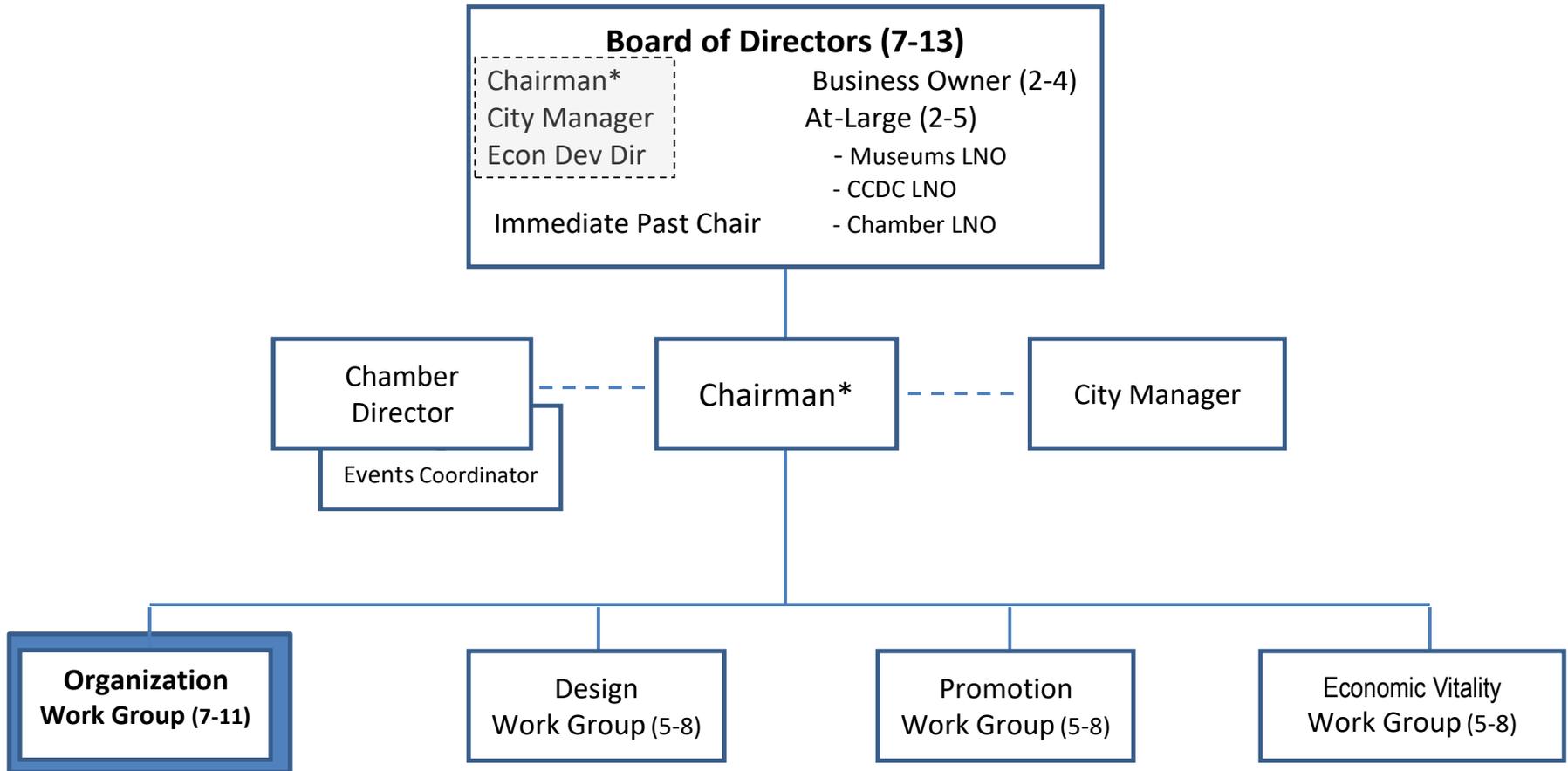
## Long Term

(5 year)

- Recruit a new restaurant, brew pub, and anchor store
- Implement 2-3 Phases of Land Use / Streetscape Plan
- Secure Main Street Solutions Grant(s);
- Find private investors for upper story development
- Beautify the Mulberry Street bridge
- Celebrate our heritage by arranging an *Oktober Fest*
- Add the new brand to the water tower and Welcome signs

FY2022

# CMSP Organization



Coordination - - - - -  
 Control/Reporting —————  
 Executive Committee   
 \*Appointed by City

# Volunteer Assignments

## Board of Directors

- |                                |                      |                       |
|--------------------------------|----------------------|-----------------------|
| 1. Andy West, Chair            | 4. Carroll Carpenter | 8. Heather Mauney*    |
| 2. Ben Blackburn, Vice Chair   | 5. Billy Crews*      | 9. Dave Kiser*        |
| 3. Richard Randall, Secy/Treas | 6. Sandy Dismukes    | 10. Jill Parker-Puett |
|                                | 7. Gary Freeman      | 11. vacant            |

## Organization

- |                                |                     |                  |
|--------------------------------|---------------------|------------------|
| 1. Andy West, Chair            | 4. Jean Skibo       | 7. vacant (PWG)  |
| 2. Ben Blackburn, Vice Chair   | 5. vacant (DWG)     | 8. vacant (EVWG) |
| 3. Richard Randall, Secy/Treas | 6. Shully Cloninger | 9. vacant (EVWG) |

## Design

1. Jean Skibo, Chair
2. Jeanne Beam
3. Sherry Bingham
4. Glenda Burris
5. Doris Davis
6. Paige Greene
7. Lacey Todd
8. Marti Wells

## Promotion

1. Shully Cloninger, Chair
2. Hannah Garrett
3. Rick Helms
4. Courtney Hilliard
5. Pam McGinnis
6. John Rudasill
7. Mary B. Tackett\*
8. Karen West

## Economic Vitality

1. Jyma Atwell
2. Gail Brackett\*
3. Ann Harrelson
4. Janie Jones
5. Rhonda Stephens
6. Andy Thomas\*

\*Excused Absence

# FY2016 – A Very Good Year



## 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, CeCD, 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.



Nothing Compares

# A Key to Our Success



## Master Work Plan

(3<sup>rd</sup> Edition)

FY 2017 – FY 2022



*Downtown*  
CHERRYVILLE

Prepared by the Cherryville Main Street Program (CMSP) Committee

August 2016

# Rules & Bylaws

- In committing for nine months, we ask that you agree to the following:
  - To accept responsibility for completion of your assigned tasks
  - To support the decisions of the Board of Directors and the Organization Work Group
  - To support your assigned Work Group Chairman
  - To work friendly and cooperatively with other CMSP volunteers
  - To attend (or seek excusal from) all official CMSP meetings to which you are invited (3 strikes)
- We reach agreement through mutual adjustment
- We work friendly
- We speak with one voice



CHERRYVILLE  
MAIN STREET  
PROGRAM

# FY2017 - - The Year Ahead

- Manage Budget: \$127K from city & donors
- ✓ Firm up volunteers
- ✓ Finalize CMSP Master Work Plan 3<sup>rd</sup> Ed.
- ✓ Install 2 murals - - Heritage & Coca-Cola
- Create the *Land Use and Streetscape Plan*
- Execute the ***Doors of Downtown*** project
- Paint bank building; repair Mini-Park wall
- Hold dedication events for:
  - Coca-Cola murals
  - Heritage mural
  - Mini-Park furniture
- Start merchandising the Cherryville brand
- Develop new marketing initiatives
- Plan for the 2017 ***Oktober Fest***
- Facilitate façade improvement on 3-5 buildings
- Publish business recruitment brochure
- Execute business recruitment campaign



# Work Group Budgets

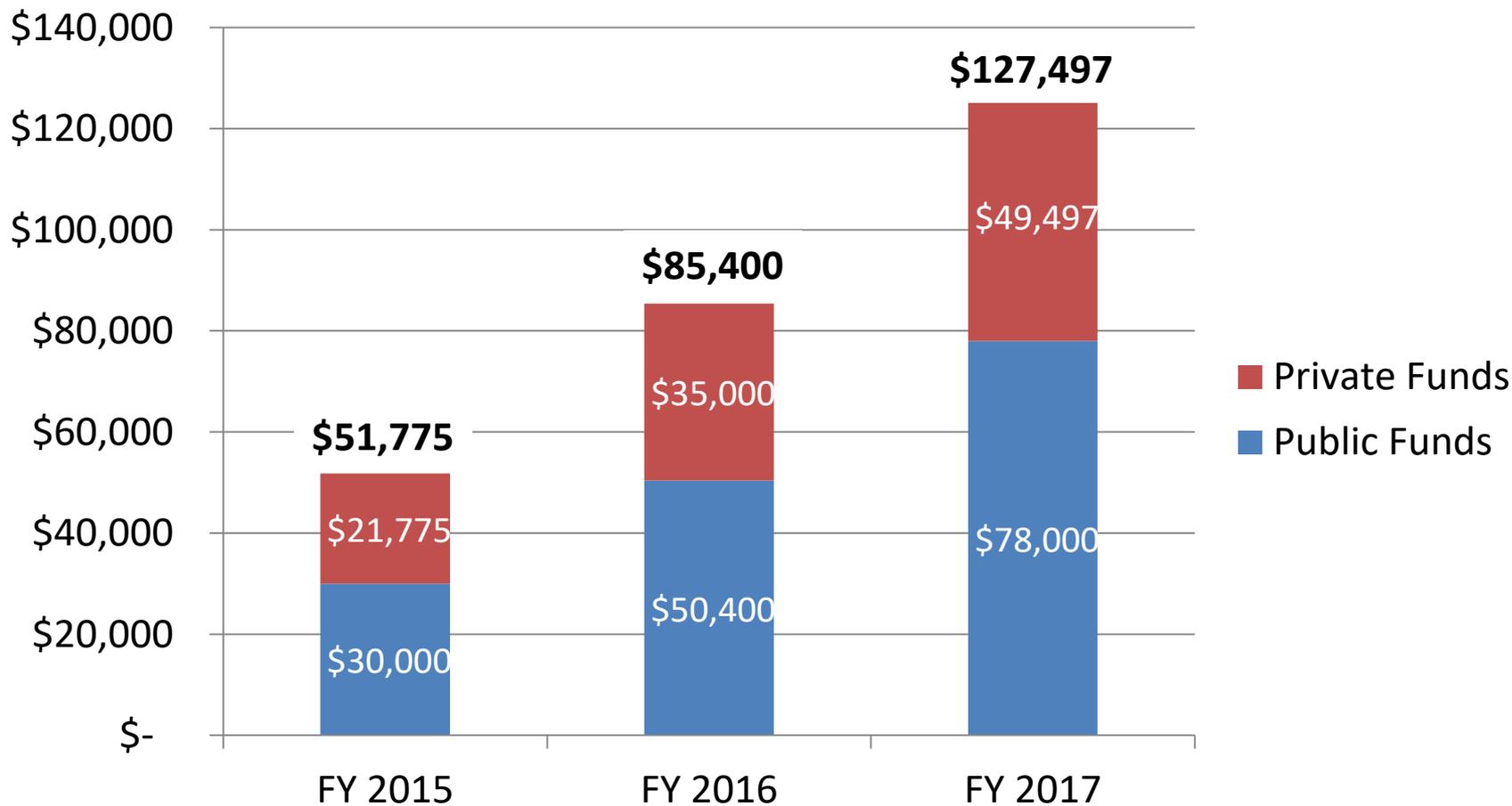
Work Group	Public \$\$	Private \$\$	Projects
Organization	<b>\$23,553</b>	<b>\$11,247</b>	Land Use & Street Scape Master Plan; Main Street Conference; Admin & Training; and dues
Design	<b>\$29,247</b>	<b>\$17,500</b>	Heritage Mural; Alleyway; Doors; Historic Markers; Beautification
Promotion	<b>\$5,200</b>	<b>\$750</b>	Newsletters; Billboard; Festivals; Marketing Materials
Econ Vitality	<b>\$20,000</b>	<b>\$20,000</b>	Business Façade & Improvement Grants
Total	<b>\$78,000</b>	<b>\$49,497</b>	Program Total = <b><u>\$127,497</u></b>

Correction: p.36, item 4, Alleyway: increase by \$2,500 to \$11,747 and total to \$16,747.  
 item 5, Doors of Downtown, decrease to \$2,500 public and 2,500 private and total to \$5,000.  
 p.37 Total Estimate for Private Funding = \$49,497 and Total Funding = \$127,497

**146% increase  
in funding  
over 3 years**

# CMSP Funding Trends

**\$94K from  
NC Legislature  
for Downtown  
Revitalization**

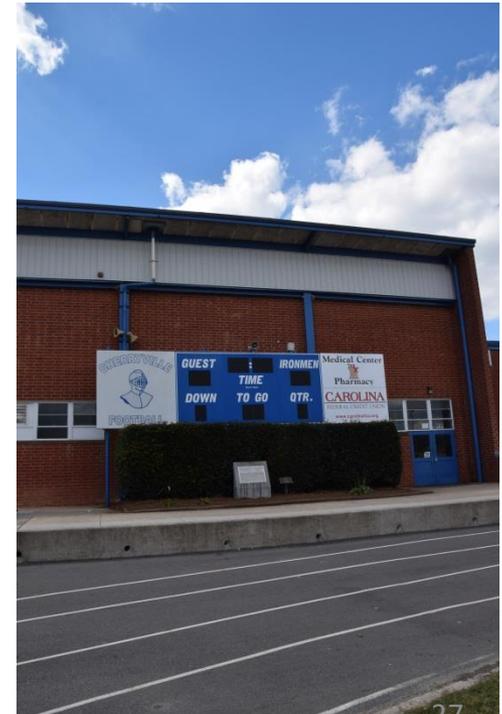


# Work Friendly & Have Fun



# Upcoming Sessions

- ❖ **Tuesday 5:30PM, 27 Sep 2016** - Land Use & Streetscape Public Forum
- ❖ Your respective October Work Group meeting
- ❖ **Thursday 6-8PM, 15 Dec 2016** - CMSP FY 2017 2<sup>nd</sup> Quarter Session (correct your MWP p.39)

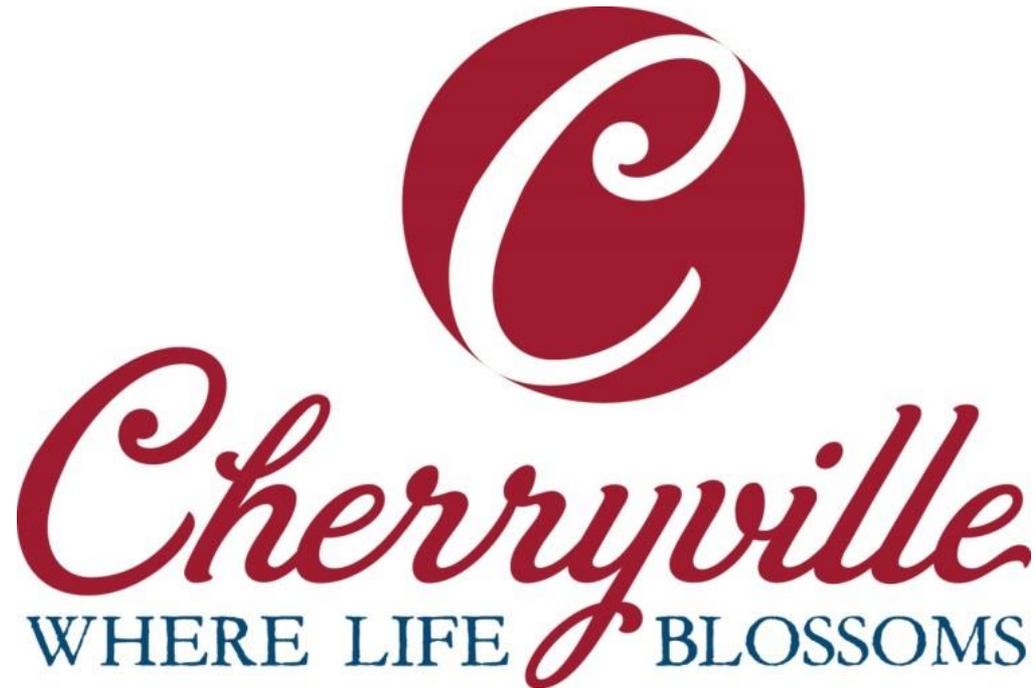


# Work Group Break Out Session

- Introductions
- As needed, select/elect a Chair/Vice Chair - - both will attend Organization Work Group sessions (2<sup>nd</sup> or 3<sup>rd</sup> Thursday, 8:00 AM)
- Determine date, time and location to meet each month (should be during 1<sup>st</sup> full week of the month)
- Determine best way to communicate as a group (e.g. email, telephone, USPS, other)
- Review your Work Group section of the Master Work Plan
  - Assign the duties
  - Review 1<sup>st</sup> quarter tasks; ensure responsible person is assigned
  - Review and assign as many other tasks as you can
- Determine method for tracking Work Group monthly hours
- Set the date, time, and location for October meeting
- Adjourn



C H E R R Y V I L L E  
M A I N S T R E E T  
P R O G R A M



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

Daniel Burnham