



CHERRYVILLE MAIN STREET PROGRAM

Quarterly Newsletter #4

1 April – 30 June 2015

Organization Team News

Welcome back to your Cherryville Main Street Program (CMSP) quarterly news. We just completed our first year of operating in the North Carolina Main Street Program. As a newly designated Main Street Community, we are one of only 65 such communities in the entire state. This provides us with a tremendous opportunity and valuable resources to draw upon as we work to revitalize our downtown.

Over the past 12 months, your CMSP Committee volunteers have donated 3,184 hours of their time to improve Cherryville. Working together toward a shared vision, we completed 49 tasks in the Master Work Plan - - 7 more than originally scheduled. For fiscal year 2016 (July 2015 – June 2016), we published the 2nd edition of the Master Work Plan. This new and improved plan includes 42 new tasks targeted for completion in FY2016.

For FY2016, we have 23 volunteers returning for another year of service. Additionally, we're bringing on seven new volunteers who will provide new perspectives to the Committee.

In June, the City Council approved a set of Bylaws for the CMSP Committee. The Bylaws establish a Board of Directors, and four work groups in lieu of teams, each with a chairperson. The new Bylaws clarify roles and expectations of committee members. Moreover, they add greater structure and are a major step in institutionalizing the program.

Design Team News

The Design Team's work on selecting street furniture and boulevard banners has come to fruition at last. The furniture and trash receptacles arrived on July 6 and are adorning

Main Street. The boulevard banners and new hardware have also arrived and will soon be installed on the lamp posts.

The six Northgate style benches are 5 ft. long and made with great care. Individual steel ribs a quarter of an inch thick are formed and welded to a cast iron and steel framework. The back features an elegant arch. The benches are coated with a protective thermoplastic coating. The matching 32 gallon trash receptacles include a liner and rain bonnet. The furniture and receptacles will certainly help beautify the downtown and hopefully the trash receptacles will encourage a cleaner downtown.

The banner hardware has a scrolled design and will replace the aging hardware currently in place. The first increment of banners reflects the new tagline, "Cherryville, Where Life Blossoms."

A donor campaign has been on-going in which the city and donor share in the cost of a trash receptacle or bench. Donors will be recognized on a plaque for their donation. We are still seeking donors. The Cherryville Main Street Committee members purchased a bench in honor of the citizens of Cherryville; the Village Garden Club purchased a bench in honor of their members. Mayor H. L. Beam purchased a trash receptacle. The donor campaign is on-going and citizens are encouraged to purchase a bench, trash receptacle, or table in memory or in honor of someone, a club, or their church. For information, call the Chamber of Commerce.

For fiscal year 2016 we will reorganize as the Design Work Group with **Jean Skibo** serving as the chair. Our focus will remain on improving the appearance of the downtown.

Promotion Team News

The Promotion Team had an active fourth quarter. In April, we sponsored a booth at the Cherry Blossom Festival with information brochures and an exhibit featuring the new outdoor furniture for the downtown. We spoke with many citizens about the Main Street Program and received many positive comments.

Steve Panton created a *Communications and Change Management Plan* designed to promote CMSP and help institutionalize the program for the city of Cherryville. **Karen West** developed the roll-out schedule and *Branding System Launch Plan*. We will leverage these plans in the new fiscal year.

In May we unveiled the new CMSP Information Kiosk, enabled by a donation from the Cherryville Rotary Club. This new kiosk on the Chamber lawn is a great information source on activities and events occurring in our community.

Our Speakers' Bureau arranges for one of the CMSP Executive Committee members to speak to local civic groups. In June, **Andy West** presented an overview of the Cherryville Main Street Program to the American Legion Post #100.

For fiscal year 2016 we will reorganize as the Promotion Work Group with **Karen West** serving as the chair. Our focus will be on communicating the benefits of the Main Street Program to our stakeholders and citizens. Stay tuned and follow us on Facebook.

Economic Restructuring Team News

The ER Team remains focused on three important initiatives. First, the Façade Grant program incentivizes business and property owners to improve the appearance of their buildings, while maintaining the historic character of the property. With the program in place, the Architectural Review Board held its first meeting in May and awarded 5 grants to building owners to improve their facades. You will soon see improvements on some of our historic buildings.

Second, we are applying through the NC Historical Preservation Society to the National Historical Society to have the entire downtown business district designated a *National Historic District*. We are now on the approved National Historic Study list. We plan to have our application submitted during this calendar year. Once approved, business can become eligible for tax credits on improvements to their buildings.

Our third initiative is business recruitment. We are working on a strategy for attracting new businesses to Cherryville. This includes leveraging the marketing study we completed earlier to determine the optimal business mix.

On April 16th, we held a seminar for merchants and businessmen. The topic was "Effective Use of Social Media in Marketing." Our guest speaker and instructor, Brad Rivers, Director of the Small Business Center at Gaston College, led an informative discussion on how businesses are leveraging social media to increase sales.

The SBC plans to hold a series of workshops on this topic. The first series will be held in July at Gaston College's Kimbrell Campus and Textile Technology Center in Belmont and in August at Gaston College's Lincoln Campus. To register, go to: <https://www.ncsbc.net/center.aspx?center=75220>

For fiscal year 2016 we will reorganize as a Work Group with **Roger Hollifield** serving as the chair. Our focus is the top three initiatives listed above.

Closing

The new Fiscal Year, FY 2016, is now underway. It holds great promise for our town. We will conduct our kick-off session with the full CMSP Committee on July 23rd.

Every business prospers from a vibrant downtown. Downtown revitalization is the key to the future of our entire community and for keeping the way of life we cherish. The Main Street program offers Cherryville its best opportunity to revitalize our downtown. During our first year of operations, the CMSP Committee has proven that it can create a viable plan and then execute on that plan. This is a long term program, and we are seeing interim progress.

