



CHERRYVILLE MAIN STREET PROGRAM

Quarterly Newsletter #3
1 January – 31 March 2015

Organization Team News

Welcome back to your Cherryville Main Street Program (CMSP) quarterly news. As the North Carolina Main Street program moves to align itself with the National program, the rules for being a Main Street community vs. a Small Town Main Street Community have changed. Thus, Cherryville has been upgraded from a Small Town Main Street program to a full-fledged Main Street Program. Thus, **CMSP** is our new abbreviation and STMS is no more.

After 9 months of operations in FY 2015, your CMSP Committee has volunteered over 2,100 hours of their time to improve Cherryville. Over 40 tasks in the Master Work Plan have been completed. We are working now to publish the 2nd edition of the Master Plan to reflect new priorities and tasks for FY 2016 and beyond.

With the new Cherryville branding system adopted, we are now working on rolling out the system across Cherryville. Our logo, the "circle C" and our tag line, *Where Life Blossoms*, will start appearing around town, along with the new Cherryville seal and other promotional icons.



One of the highlights of the 3rd Quarter was the NC Main Street Conference in Morganton. CMSP sent 10 delegates to the conference. Governor Pat McCrory was this year's surprise guest and he led a panel discussion on the benefits of the Main Street Program. The conference provided us with

numerous ideas and lessons learned from other North Carolina communities.

The City of Cherryville was recognized at the conference Awards Banquet with an Award for Excellence in Organization for the Master Work Plan we developed. **Mayor H.L. Beam, Andy West, Sue Hollifield, and Jean Skibo** accepted the award for Cherryville.

Lastly, the Organization Team is working on a set of By Laws for the CMSP Committee. These By Laws will help to clarify roles and expectations of committee members and add greater structure to the program.

Design Team News

Members of the Design team spend countless hours poring over catalogs and doing internet searches for furniture vendors, murals and public art, "ghost signs," banners, landscaping, streetscape design, and anything else that would make for an appealing downtown.

From our research, we develop options that are then briefed to the Organization Team for selection and approval. Currently we are waiting on approval to go forward with purchasing six benches and six coordinating trash receptacles for downtown. In addition to the benches, new boulevard banners and hardware will be purchased to display our branding. The resident artist on the Design Team, **Sherry Bingham**, has focused on researching various types of art including murals, mosaics, brick relief, and others. The Design Team will soon make art recommendations to the Organization Team.

The Design Team can assist property owners with various services including drawings, work descriptions and specifications for your downtown properties. This assistance is provided by the Main Street Center.

Pansies bloom on the corners of Mountain and Main Street, the wall in the mini park has been painted, the streets have been pressure washed, weekly street sweeping of Main Street, and a collage of historic photos in "the old Ferguson

building” are all small reminders that we are making steady incremental changes in downtown Cherryville.

Promotion Team News

The Promotions Team has continued to work on ongoing initiatives from the 2015 Master Work Plan. **Mary Beth Tackett** is working with various organizations within the City of Cherryville to schedule CMSP updates.

Karen West is working on updating the existing promotional materials for the city of Cherryville in order to incorporate the new branding system.

The new kiosk has finally been installed on the Chamber lawn. The kiosk is now populated with various brochures of city activities and flyers to announce events that are scheduled for the spring, including the Cherry Blossom Festival . **Pam McGinnis** and **Sue Hollifield** will update the kiosk with current events. The committee will soon dedicate this valuable kiosk, donated by the Cherryville Rotary Club, to advertise our community attractions and events.

With **Debbie Hopper** in the lead, we have been busy with the upcoming Cherry Blossom Festival. Plans are to have a booth for CMSP near the Chamber building, with giveaways and brochures to inform citizens about CMSP.

Soon, the Promotions Team will sponsor two new events for the downtown. One will be a business-focused event and one will be an ongoing event for citizens and visitors to enjoy. **Libby Maffett** and **Pam McGinnis** will lead these events.

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. **Roger Hollifield** is leading this effort. The program is in place and funds are available for property owners in the downtown district.

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*. **Carroll Carpenter** and **David Kiser** are leading the effort. We are now on the approved National Historic Study list. We plan to have our application submitted during this calendar year.

Our third initiative is business recruitment. **Ken Bowen, David Kiser, and Roger Hollifield** are working to attract new businesses to Cherryville. This includes leveraging the marketing study we completed earlier to determine the optimal mix of businesses.

We held our second information and update session for downtown merchants and property owners on Wednesday evening, March 25th. Those who chose to be involved with our downtown revitalization learned more about our progress and plans.

On April 16th, a business seminar will be held for merchants and businessmen. The topic will be “marketing” and our guest speaker and instructor will be Brad Rivers, Director of the Small Business Center at Gaston College. This is a class that was requested in the September survey we did.

Closing

The CMSP continues to work on the tasks in the Master Work Plan, so that we are all pulling together to work toward a common vision. This is a long term program, but we are seeing interim progress. In next quarter’s newsletter, we will look back at FY 2015 and highlight some of the progress we’ve made. Meanwhile, below are some of the icons you will start seeing on marketing materials, banners, and other places around town. It’s a sign of the revitalization that is occurring in our community. Let’s celebrate our heritage and pull together as a community to make Cherryville a place . . .

Where Life Blossoms.

