

Cherryville Wins NC Main Street Award

2nd consecutive year for the Cherryville Main Street Program

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. NC Secretary of Commerce John E. Skvarla, III and Assistant Secretary Dr. Patricia Mitchell, CeCD, presented the award to Reggie Walker and Wanda Many, the two delegates from CMSP who attended the conference. Of the 65 cities in the NC Main Street Program, Cherryville was one of only eleven Main Street Communities to receive the NC Main Street Award of Merit.



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CONFERENCE DELEGATES REGGIE WALKER
& WANDA MANY REPRESENTED CMSP

The Cherryville Communications Campaign's success can be seen in the positive changes and activities occurring in the downtown. Five property owners applied for and were awarded façade grants. Eight new businesses were started during FY2015. Seven community organizations were briefed about the program's benefits, progress and plans. Additionally, CMSP held 9 focus group sessions involving over 200 citizens to discuss the rebranding initiative and provided two briefings to the Mayor and City Council on the branding system. The Cherryville Eagle featured 19 articles on the Cherryville Main Street Program and the county newspaper, The Gaston Gazette, featured 8 articles. An information kiosk on the Chamber lawn on Main Street receives multiple visits daily and the CMSP Operations Center is open to the public seeking information on program activities. The CMSP Facebook page has over 2,400 followers and the CMSP quarterly newsletter is mailed to approximately 3,000 households and businesses each quarter.

Cherryville Blossoms!

Spring has sprung and the Promotion Work Group has been advertising the Cherry Blossom Festival with a billboard located near Black's Grill on Hwy 150. The billboard campaign was organized by Pam McGinnis and features the Cherry Blossom logo and the Cherryville tag line of "Cherryville, Where Life Blossoms". This billboard will stay in place until May 1, 2016.



BILLBOARD AT BLACK'S GRILL

This summer, the billboard will be renewed to advertise downtown Cherryville. The downtown icon of the clock will be the centerpiece and either Cherryville's museums or businesses will be featured. The billboard will help to draw people downtown to see the things that Cherryville has to offer.



CMSP Quarterly News

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National Historic District Application Ready for June

Heather Fearnbach, our historical consultant for the National Historic District Project, reported that the initial draft application submitted to the North Carolina State Historic Preservation Office on January 29th has been reviewed. In general, the application is compliant and has an excellent chance for favorable consideration. Heather will make several edits and resubmit the application for the formal board process in June. We should receive the board results before year end.

Recognition Plaques In Process

Plaques have been ordered and will be placed near the new benches and trash receptacles along Main and Mountain Streets donated during the first furniture campaign. Donors are: Michael and Barbara Jones in honor of Edwin and Bobbie Rudisill; the Village Garden Club; Dr. and Mrs. Thomas Rhyne White in memory of John D. Hallman; CMSP volunteers; the "Jab" Blackwelder family in memory of Jab Blackwelder; Mayor H. L. Beam III; Hilda Bates, Rita Gunaine, Michael and Beth Rogers in memory of Neman T Bates and T.C. Rogers; and Randy Bates Sr. in honor of Connie Wise.

Mini-Park Fund Raiser Hits It Out of the Park!

The Cherryville Main Street Program (CMSP) scored a home run with the Mini-Park Fund Raising Campaign. This three month campaign ran from December until March with a goal of raising \$5,000 from 40 donors. After all the donations were tallied, CMSP collected \$8,300 from 62 donors! What a tremendous response from citizens who truly care about our community!

With ample funds to proceed, the Design Work Group ordered the Mini-Park furniture in March with a scheduled delivery date in early April. New items for the Mini-Park will include park benches, trash receptacles, and tables with bench seats depicted below.



Mr. Carroll Carpenter, Chairman of the Fund Raising Campaign, stated that "These generous citizens truly are Friends of Cherryville." There were four donor giving levels : Bronze (\$50), Silver (\$100), Gold (\$250) and Platinum (\$500+). Carpenter also noted that "This is a citizens' campaign and the intent is to recognize citizens with a permanent donor plaque mounted on the Mini-Park wall."

Preserving the Old Bank Building Remains a Priority

The CMSP Economic Restructuring Work Group crafted a business case for the development and preservation of our iconic old bank building. Three options were examined using cash flow analysis to determine the internal rate of return (IRR) and net present value (NPV) of each investment option. In turn, these options were presented to the City Council for consideration.



THE ICONIC CHERRYVILLE NATIONAL BANK

Although new options and solutions are in the works, CMSP continues to work with the City to preserve this historic building.

Did you know? The Old Cherryville Bank Building is 100 years old; built in 1916 at a cost of \$35,000 - - about \$900K in today's dollars.