

Cherryville Seeks National Historic District Designation

The City of Cherryville, building on Cherryville's designation as a North Carolina Main Street Community is now applying for the designation of our entire downtown business district as a National Historic District. The CMSP Economic Restructuring Work Group is tasked with overseeing this, and will help facilitate the process.



HISTORIC BUILDINGS LINE MAIN STREET

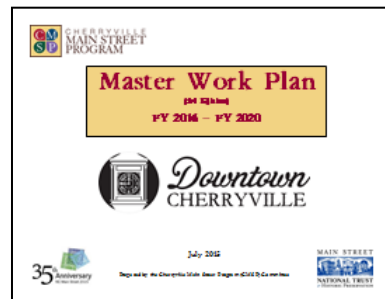
Ms. Heather Fearnback of Fearnback History Services has been engaged by the City to complete the National Register nomination process. Heather plans to document the history of Cherryville and the architecture of the potential historic district. In a 6 PM, 28 October CMSP meeting (2nd floor City Hall), she will explain what being in the National Historic District will mean for Cherryville, the significance to property owners, and the substantial tax advantages and incentives available to participating businesses whose buildings are contributing to the Historic District.

CMSP Kicks Off Its 2nd Year of Operations

On July 23rd, the Cherryville Main Street Program (CMSP) Operations Center was buzzing as the new year kicked off with a welcome from Brian Dalton, Cherryville Mayor Pro Tem. Brian welcomed and thanked the 30 volunteers who comprise the 2nd Year CMSP Committee. He noted the positive impact the CMSP was having on the city and challenged volunteers to continue working diligently for Cherryville's revitalization.

Many of these volunteers are returning veterans who served during FY 2015. With new Work Group Chairs in place, (Jean Skibo for Design, Karen West for Promotions, and Roger Hollifield for Economic Restructuring), CMSP Chairman Andy West noted that with the funding received and an updated *Master Work Plan*, the Committee was postured for an outstanding year in FY2016.

The new *Master Work Plan* for FY2016 was provided to each volunteer. The plan contains over 90 tasks, many of which the Committee will action during the year.



DOWNTOWN CHERRYVILLE MASTER WORK PLAN

Business Owners' Workshop

The Economic Restructuring Work Group is charged with planning workshops to benefit downtown business owners and merchants. To that end, the ER Work Group has coordinated with the Small Business Center of Gaston College to bring relevant workshops to Cherryville for the convenience of our owners and merchants. Based on a survey of downtown owners and merchants, an initial seminar on Facebook applications for business was held during the last quarter. A more in-depth follow-up seminar is planned for Nov. 19, 2015 from 6-8 PM in the CMSP Committee Room. For more information, call Richard Randall or Mary Beth Tackett at the Cherryville Chamber of Commerce 704-435-3451.



SBC DIRECTOR. BRAD RIVERS, SPEAKS TO BUSINESS OWNERS



Store Windows Getting A Makeover

The Design Work Group's Harriett Golden is working to give some of the windows on Main Street a facelift. Mike Cook, owner of *The Dugout (formerly the Belk's building)*, has allowed Harriet to design three of his windows with a sports related theme.



BASEBALL IS KING AT THE OLD BELK BUILDING

The goal is to have all empty windows in the Downtown Business District staged or decorated appropriately with information, as to the status of the building - - Building For Sale notice, leasing information, Coming Soon announcement, and contact information.

Façade Grants Underway

Cherryville's new Architectural Review Board (ARB), recently approved 5 façade grants for Cherryville businesses during the last quarter. Changes are now becoming visible in our downtown area. The photograph below of Trudie's is an example of what a minimal amount of money can do to improve the looks of downtown buildings. Painting the awning, windows and door, new lettering, and a few items to spruce up the décor can make a world of difference. The former Roy & Troy's grocery is another example.

More grants will be available to award during this fiscal year. The CMSP Economic Restructuring Work Group is working to convince more merchants to take advantage of this offer.



IMPROVEMENTS TO TRUDIE'S STOREFRONT

Cherryville Brand Blossoms

Have you noticed the new signage on City trucks lately? The City of Cherryville is promoting its new brand with new signage on utility vehicles. *Cherryville, Where Life Blossoms* is the new tag line for our City. You can see it also on the downtown banners. The City has purchased new decals for all vehicles. Police and City vehicle signage will be updated soon to complete the new look.



NEW ICON AND TAG LINE

The City is also installing the new framed City Seal in City Hall, the Community Building and various City departments. The seal was redesigned by Arnett-Muldrow, the branding company, and presents a more professional, uniform look throughout the City. The old City Seal will be donated to the Historical Museum.



NEW CITY SEAL