



CHERRYVILLE SMALL TOWN MAIN STREET

Quarterly Newsletter #2
1 October – 31 December 2014

Organization Team News

Welcome back to your Small Town Main Street (STMS) quarterly news. For the first six months of FY 2015, your STMS Committee volunteered over 1,575 hours of their time to improve Cherryville. Over 30 tasks in the Master Work Plan have been completed.

Working with the professional branding and marketing services firm, Arnett Muldrow & Associates (A&M) from Greenville, SC, 2nd quarter focused on creating a new branding and imaging system for Cherryville. During October A&M visited Cherryville and met with 12 community leaders to discuss the past, present and future of our community. They visited merchants, the museums, and the surrounding area. They gathered city plans, historical documents, and other materials to further understanding of our heritage and aspirations.

A&M returned in November and conducted 9 focus groups with Cherryville citizens, including a public forum at the Community Building. By the end of their visit, A&M had met with nearly 200 citizens.

By mid-November, A&M presented their preliminary recommendations for a branding system. 16 STMS volunteers representing all four STMS Teams participated in the review and provided A&M with comments, edits, and ideas to enhance the branding system. By mid-December, a second version of the branding system was sent to the review team for additional comments. Then, the A&M consultants produced the final version which will go to City Council for review at their January meeting.

Citizens can look forward to the roll out of the new Cherryville branding system in the coming months. The logos at the top and bottom of this newsletter, along with an excerpt from our Branding Statement in the Closing Comments are just a small sample.

Design Team News

The Design Team welcomed two new volunteers, **Mrs. Wanda Many** and **Mrs. Jeanne Beam**, during the last quarter. Team member **Richard Elam** is retiring and we wish him the best. Richard, a city employee, along with **Roger Hollifield**, researched and compiled the

Cherryville Downtown Central Business District, Architectural Guidelines and enhanced the zoning code for the business district.

Sherry Bingham has been hard at work researching and educating the committee on various types of art such as murals, brick relief, and sculpture that will be a part of our future cityscape. Sherry also worked with UPS in Shelby to have 7 historic photos enlarged and mounted. They will comprise a collage that will be constructed by **Jason Beam**, **Mandy Harrill**, and **Sandra Beam**. The pictures will hang in the old Ferguson Hardware building on the corner of Main and Mountain Streets.

The city clean-up continues. Painting and pressure washing are scheduled when weather permits. The team is in the process of selecting new street furniture and trash receptacles for Main Street. Mandy, Jason, and Sandra are heading up this effort. Our first furniture increment will consist of benches and trash receptacles. Any business interested in sponsoring a bench or receptacle or any citizen wishing to purchase one in honor or memory of someone should contact **Jean Skibo**.

Doug Blackburn and **Paula Deese** will begin the process of procuring new banners for the downtown based on our new brand. This will be a beautiful addition to our town. Doug is also researching the history of Cherryville's downtown buildings.

If you own a property on Main Street that could use a "face lift," help is available to you at no charge. You can request through STMS Urban Development Design Services a rendering which would show several color schemes, new awnings, and more. Property owners need only to fill out an application and make photographs of your building. Please see **Richard Randall** at the Chamber of Commerce or **Jean Skibo** for more information. Also available to property owners is a [How-to-Guide for Downtown Building Rehab, Rescue, and Repair](#) by Lauren Malinoff of the NC STMS Center.

As an up-date on Cherryville was added to the list of towns with murals to be restored in 2015. The two Coca Cola "ghost" murals on the former Roy and Troy's building and the former Sanitary Barber Shop are candidates. If anyone has a picture of either mural, please contact **Jean Skibo**.

Promotion Team News

The STMS Committee Room, located upstairs in City Hall and open to the public, is a hub of civic activities.

With ever-changing bulletin boards featuring newspaper articles about our work to improve Cherryville, photos of Cherryville past, and tables of brochures, the room is an interesting nerve center for the program. Our Facebook page, at “Cherryville NC: Small Town Main Street Program” is updated regularly by **Mary Beth Tackett and Cindy Clemmer** and keeps everyone current on STMS activities.

During 2nd quarter, STMS Chairman, **Andy West** met with 4 civic groups to discuss the Cherryville STMS program. **Mary Beth Tackett** coordinated these briefings. We will continue this outreach with the citizenry. We also plan to hold our second semi-annual information session with downtown merchants and property owners at 6 PM on **23 March 2015**.

Pam McGinnis worked with vendors to secure an information kiosk. The kiosk has been ordered and will be delivered and installed in front of the Chamber of Commerce during 3rd quarter. The kiosk procurement is being made possible through a \$1,500 donation from the **Cherryville Rotary Club**.

STMS will sponsor two new events for the downtown area. One event will be for family entertainment. The other will have a business focus with retail opportunities for the public. **Terry Fisher and Pam McGinnis** are leading these events.

Finally, our branding system will be rolled out and our presence at downtown events will be greatly expanded. **Karen West** is reviewing existing promotional materials to incorporate the new STMS branding designs.

Economic Restructuring Team News

The ER Team has been very active and 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. Up to \$3,000 in matching grant money is available and the application is simple and only one page long. An Architectural Review Board is now in place to review applications quarterly and award the grants. At least 5 grants are available between now and 30 June 2015. **Roger Hollifield and Richard Randall** refined the process for the program.

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. This

will be a 12-18 month process, but well worth the work, as it will provide a 20% federal **tax credit** to business property owners who improve their buildings. For example, a property owner spends \$5,000 on new windows for his business. In turn, he can reduce his Federal tax payment by \$1,000 (\$5,000 x 20% = \$1,000 credit). An additional 20% state tax credit is also being considered by the NC Governor and Legislature. During December, we completed and submitted our application to the State to be added to the National Historic Study list.

Our third initiative is business recruitment. **Edd Blackburn, Ken Bowen, David Kiser, and Roger Hollifield** are working on a strategy for attracting new businesses to Cherryville. This includes leveraging the marketing study we completed earlier to determine the optimal mix of businesses. We are examining options for incentives to attract business. Also, we have met with other communities to learn from their experiences. We will develop a business recruitment package and tailor it for each business we pursue. High on our list are new restaurants and a dry goods/general store.

Closing (Branding Statement excerpt)

We are Cherryville, North Carolina and we are proud of the place we call home.

We Cherish the Cherryville lifestyle . . .
. . . it's the crack of the bat and the roar of the crowd,
. . . it's the blue and white pompoms on Friday night,
. . . it's the friendly face at the soda fountain,
. . . it's the Lottaburger cooking on the grill,
. . . it's the guitar pickin' on the chamber lawn
. . . it's the small talk at the barber shop,
. . . it's the boom of the New Year's shooters' muskets, &
. . . It's the community clock on main square,
reminding us of a simpler time.

We Cherish this lifestyle and know you will too.

Welcome to Cherryville. *Where Life Blossoms.*

