

## Go Fish in Whoville

“One fish, two fish, red fish, blue fish.” This beloved Dr. Seuss book came to life during the Whoville Christmas Festival, when CMSP sponsored a red fish, blue fish fishing game. Children of all ages lined up to fish for candy.

The children were delighted when they dropped their lines in the “water” and caught a tasty treat! The booth was a big hit with the kids and a fun time was had by all!



SUE AND ROGER HOLLIFIELD BRING SOME CHRISTMAS SPIRIT TO THE FISHING BOOTH

Also on hand at the booth were CMSP information brochures highlighting program activities. And there were freebies - - nail files and ink pens bearing the CMSP logo for the many people who stopped by.

We would like to thank Mary Beth Tackett for creating the ocean backdrop and to the CMSP volunteers who staffed the booth.

## Mini-Park Fund Raising Campaign for Outdoor Furniture

The Cherryville Main Street Program (CMSP) Committee is raising matching funds to purchase outdoor furniture for the downtown Mini-Park. The CMSP Committee will purchase beautiful and highly durable, thermo-plastic coated wrought iron furniture for the City that will complement the new furniture recently added along Main Street. 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 “Every dollar donated by a Cherryville citizen will be matched by the City.” There are four donor giving levels : Bronze (\$50), Silver (\$100), Gold (\$250) and Platinum (\$500+). Carpenter also noted that “Donors contributing at one of the four *Giving Levels* will have their names placed on a permanent donor plaque mounted on the Mini-Park wall.”

CMSP Chairman Andy West emphasized that this is a citizens’ campaign and the intent is to recognize citizens who care enough to donate.

“We are not soliciting gifts from businesses or memorials,” West noted.

Citizens who would like to donate to the Mini-Park Campaign can simply go on line and find the **Mini-Park Donor Form** at the Cherryville web site ([cityofcherryville.com](http://cityofcherryville.com)). Once you find the web page, just click on the CMSP tab and scroll down to the Mini-Park Donor Form. Alternatively, you may contact the Chamber of Commerce at 704-435-3451 or ask anybody working on the CMSP Committee.

The Mini-Park Fund Raising Campaign will occur from December 1<sup>st</sup>, 2015 to February 29, 2016. To date 10 donors have given nearly \$4,000 to support the Mini-Park.

New furniture will be purchased in March so as to arrive in time for the **22-23 April** Cherry Blossom Festival.





# CMSP Quarterly News

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## National Historic District Designation Progressing

Heather Fearnbach, a history and architecture consultant from Winston Salem presented a highly informative program at the October 28<sup>th</sup> semi-annual meeting held for building owners and citizens by the Cherryville Main Street Program. Hired by the city to complete the National Register of Historic Places nomination application, she will document the history and architecture of our downtown.

Ms. Fearnbach explained the benefits of the National Register designation including the ability for property owners to obtain tax credits for contributing properties. A voluntary program, it allows 20% federal and 20% state tax credits for building renovations. Together with Cherryville's Façade Grant Program, downtown businesses and building owners can avail themselves to huge incentives for remodeling or repairing their buildings.

The initial draft application will be submitted to the North Carolina State Historic Preservation Office by January 29<sup>th</sup>. The application for the downtown business district will be completed by June and our application will be reviewed and a decision rendered by the state and federal historic preservation offices within the next year.

## Facebook for Your Business

The Cherryville Main Street Program (CMSP) hosted a seminar entitled "Facebook for Your Business" for interested citizens, downtown merchants and business owners on Thursday, Nov. 19, 2015 from 6-8 pm in the CMSP Operations Center.



MATT RUDISILL DELIVERS A SOCIAL MEDIA SEMINAR

The seminar was sponsored by the Gaston College Small Business Center. The presenter, Matt Rudisill of the NC Leadership Academy, discussed unique ways to use Facebook posts to advertise and gain more exposure for small businesses in a cost effective manner. This seminar offered a more in-depth look at setting up a business page and using Facebook as a marketing tool.

This was the second in the CMSP semi-annual series of seminars designed to help Cherryville businesses become more competitive in the marketplace. CMSP will offer another seminar this Spring.

## Downtown Christmas Magic

There was magic in the air as Cherryville celebrated the Christmas season this year. New decorations (courtesy of the ABC Store and City Council and selected by the CMSP Design Work Group) appeared throughout the downtown with large, illuminated snowflakes hanging from every lamppost. Four large planters were installed at the four corners of City Center and evergreens planted in them decorated with white lights.

Storefronts were especially magical as business owners decorated their windows with Whoville scenes. And thanks to the hard work of the CMSP Design Work Group volunteers, several vacant storefronts were decorated for the season as well.

The Whoville Festival and the Christmas Parade also contributed to the wonderment of our Downtown. Despite appearances from the Grinch, no one was able to steal Christmas from Cherryville this year. It was a magical time and our Downtown was simply beautiful.

**Did you know? Cherryville was incorporated on February 19, 1881. Thus, 2016 marks our 135<sup>th</sup> Anniversary as a North Carolina city.**