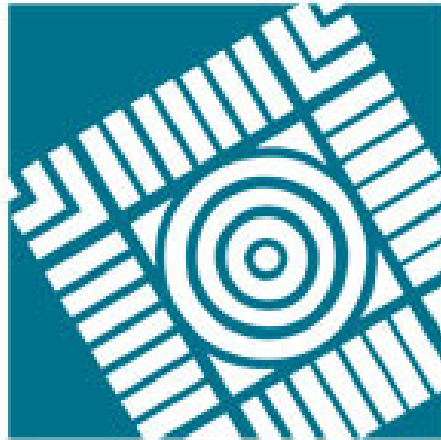




# Cherryville STMS Update



North Carolina  
Main Street

***Presentation to Cherryville City Council***

***14 April 2014***

# Agenda

- Main Street Program Data
- Small Town Main Street Work To Date
- Vision and Mission
- STMS Committee Organization
- A Dual Track Approach
- STMS FY2015 Initiatives
- Funding sources
- Next Steps
- Concluding Comments



# Main Street Program Data

	USA	NC
Year Established	1980	1980
Number of Participating Communities	2,200	110
Leveraged Investment	\$55.7 Billion	\$2.0 Billion
Net New Jobs Created	473,535	18,000+
Net New Businesses	57,000+	4,700+
Rehabilitated Buildings	236,418	4,500+



***Main Street works because it builds on the assets, the traditions, and on the aspirations of the citizens of the community.*** Sharon Decker, NC Secretary of Commerce

# STMS Committee Work To Date

- Established STMS Committee and conducted monthly workshops
- Completed comprehensive Consumer and Retailer Surveys
- Participated in an in-depth Economic Impact Study
- Visited multiple Main Street communities throughout NC
- Created Cherryville vision and mission statements
- Determined theme, values, and symbol for community development
- Established a Steering Group to provide direction and governance
- Designed an organization structure to support STMS activities
- Selected an STMS chairman and enlisted a solid core of citizen volunteers committed to work on STMS for next 2 years
- Secured an STMS Committee Room to support daily activities, monthly meetings, info displays and work papers
- Drafted an STMS Master Work Plan for the revitalization of Cherryville
- Participated in annual NC Main Street Conferences (2013 & 2014)
- Developed a dual track approach: near-term tasks to June 2016 and long-term tasks thru June 2020



# Vision & Mission

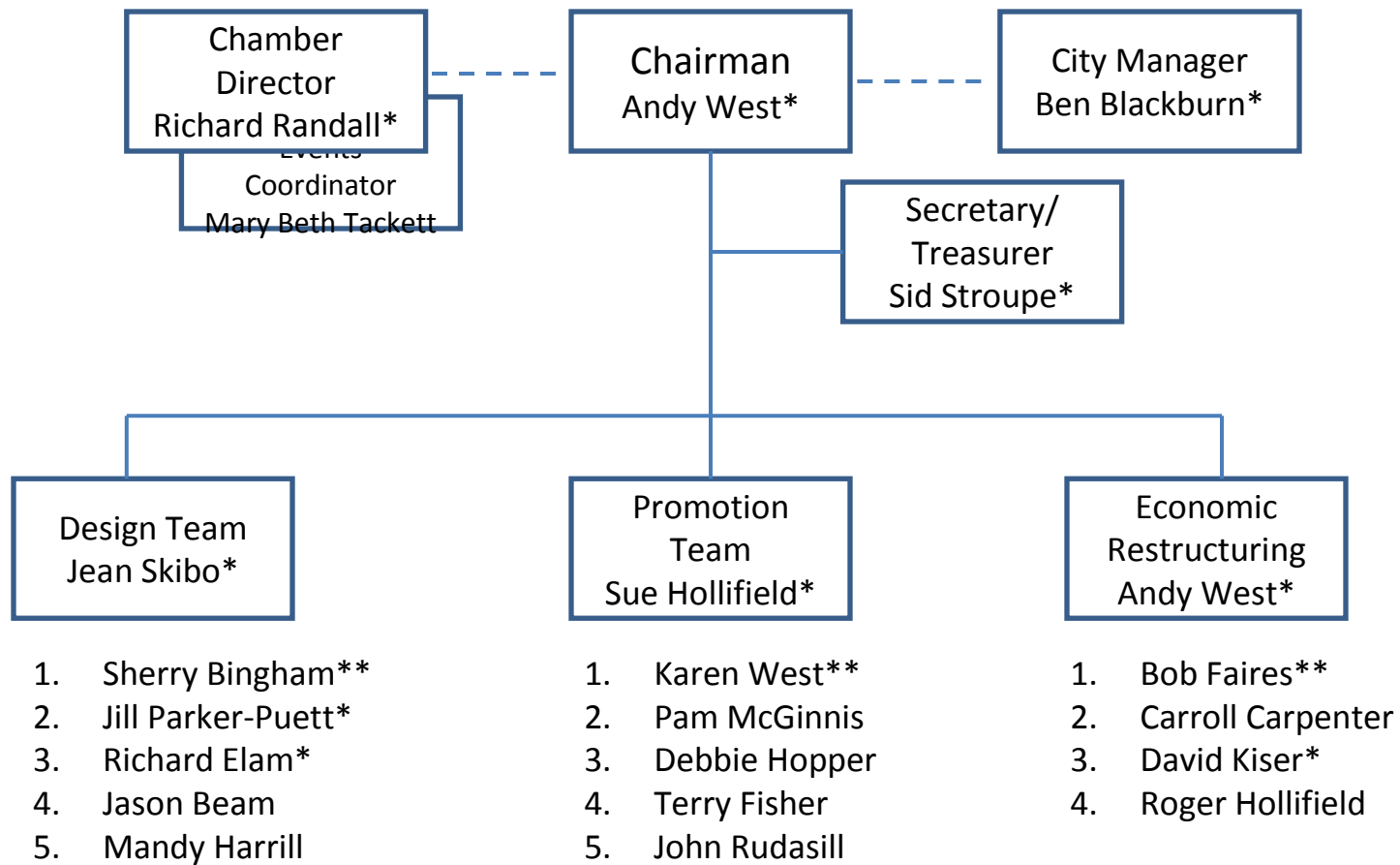


**Vision:** A vibrant, historic downtown of unique, eclectic businesses thriving in a friendly, entrepreneurial environment and celebrating a rich German heritage

**Mission:** The STMS Committee will action its Master Work Plan for the near term development and revitalization of historic downtown Cherryville by May 2016 in order to restore and preserve the historic downtown area and attract visitors and businesses by launching Cherryville's German Heritage theme as we celebrate the 135<sup>th</sup> year of incorporation as a North Carolina city.



# Cherryville STMS Committee Organization



\* Member of the Steering/Organization Committee  
 \*\* Assistant Team Lead - - fills in when Lead is unavailable

----- Coordination  
 \_\_\_\_\_ Control/Reporting

# Dual Track Approach

## Near Term

(2 year)

- Develop branding templates and streetscape design
- Set up social media sites
- Find private investors
- Install 4 murals on selected building walls
- Procure outdoor furniture
- Facilitate façade improvements for 2-4 businesses
- Adopt German Heritage Theme
- Install new wayfinding signage

2016

## Long Term

(6 year)

- Obtain approval for National Historic Register
- Secure an anchor business
- Bring in other new businesses
- Implement streetscape redesign ICW utilities upgrade
- Secure Main Street Solutions Grant(s); Find private investors
- Upgrade 4-8 facades

2020

*NC Main Street districts have prospered over the last three decades because of positive, incremental change block by block, business by business, year by year.*

## STMS Initiatives for FY 2015

	Initiative	Investment Estimate
1	Branding templates and Architectural streetscape design*	\$30,000
2	Downtown small business improvement matching grants*	\$30,000
3	Main street outdoor furniture*	\$15,000
4	NC Main Street conference and dues	\$1,250
5	Two Building Murals*	\$ 3,000
	<b>Total</b>	<b>\$79,250</b>

*\*Anticipate investment or matching funds by businesses, building owners and private citizens*



## Potential Funding Sources

*Most NC cities have experienced a 1 : 1 ratio of public and private investment in Main Street programs. Sources of funding include:*

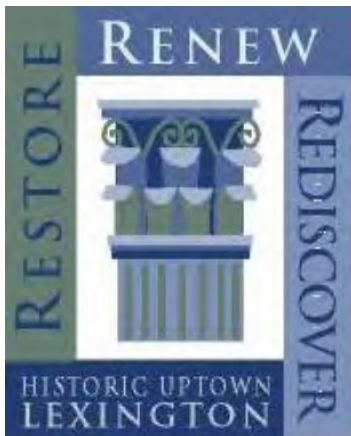
- City of Cherryville
- Cherryville Community Development Corporation
- Community Foundation of Gaston County
- **Main Street Solutions Program Grants**
- Public Private Partnerships
- Private Investors
- Private Donations
- Many Others . . .



***“This is a program that provides the kind of return on investment that any corporate chair would envy.”*** Sharon Decker, NC Secretary of Commerce

## Next Steps

- Finalize the STMS Work Plan
- Determine program metrics and establish baseline
- Issue an RFP for branding and streetscape designs
- Develop a Change Management and Communications plan for business/building owners and citizens
- Meet with business and building owners



# Concluding Comments



- The STMS program offers Cherryville its best opportunity to revitalize our downtown.
- The STMS Committee has made steady progress in assessing the current state and planning for the future state.
- The City Council has been highly supportive of Cherryville's STMS initiative.
- The Council should reaffirm its support of STMS by approving an increment of initial funding for FY 2015.

