



Cherryville Main Street Program

Fiscal Year 2017 Annual Report

July 2016 - June 2017 Activities



By the Numbers

552

Number of cities and towns in North Carolina

65

Number of cities/towns (including Cherryville) designated as NC Main Street Communities

39

Number of Nationally Accredited Main Street America Cities (including Cherryville) in North Carolina

12

Number of cities (including Cherryville) receiving the FY2017 NC Department of Commerce Award of Excellence

The Year in Review

Fiscal Year (FY) 2017 was a year of tremendous progress and continuous improvement in the revitalization of Downtown Cherryville. In its third year of full operations, the Cherryville Main Street Program (CMSP) once again achieved three important milestones.



HERITAGE MURAL DEDICATION, DECEMBER 2016 PHOTO BY MICHAEL POWELL, THE EAGLE

First, in January 2017, an important milestone was achieved when the City Council accepted Cherryville's *Land Use + Streetscape Master Plan*. The Master Plan provides a high level, ten year program for revitalizing the downtown and surrounding area. It leverages many of Cherryville's assets and elevates destinations and sites throughout the community. Funding for the plan will come from utility fund reserves and multiple grants without increasing taxes. The first part of this plan will begin in the winter 2018 and will involve surveying and developing the detailed construction documents for Phase I of the project. The City plans to break ground on the project during the summer 2018.



By the Numbers

9

Average number of hours worked per month by each CMSP volunteer

31

Number of volunteers serving 6 months or more on the CMSP Committee and Board during FY2017

36

Number of tasks completed from the Master Work Plan for FY2017

54

Number of volunteers serving 6 months or more on the CMSP Committee and Board during the past 3 years of CMSP operations

2,522

Number of hours worked by CMSP volunteers for FY2017

8,022

Number of volunteer hours given to the City during the past 3 years of CMSP operations

The Year in Review (Continued)

Second, in March, the CMSP was honored with its third consecutive **Award of Merit for Organization** during the North Carolina Main Street Conference held in Shelby, NC, 14-16 March 2017. The award was in recognition of the CMSP “Friends of Cherryville” fundraising campaign for the Mini-Park outdoor furniture. NC Secretary of Commerce Anthony M. Copeland presented the award to CMSP delegates. Of the 65 cities in the NC Main Street Program, Cherryville was one of only twelve Main Street Communities to receive the prestigious Main Street Award of Merit. Secretary Copeland also presented CMSP Chairman Andy West with the NC Champion’s Award and medal.

Third, in June 2017, the City received a joint communique from the NC Governor and Commerce Secretary that, for the second consecutive year, CMSP had received **National Accreditation** from the National Main Street Center®, a subsidiary of the National Trust for Historic Preservation. For FY2017, 39 NC cities, were accredited as **National Main Street America Cities**.

Throughout FY2017, 31 CMSP volunteers worked diligently for the betterment of the Downtown. Volunteers logged 2,522 hours of tireless work, completing 36 new tasks and 37 assigned duties from the **Master Work Plan**. Other important activities included:

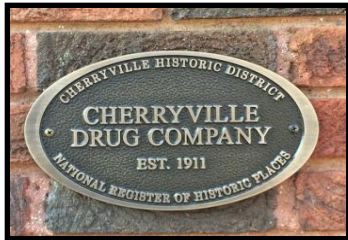
- Repaired Mini-Park wall and repaved the parking lot;
- Restored the old Sanitary Barbershop Coca-Cola mural;
- Acquired 2 gateway properties for future use;
- Installed National Register of Historic Places plaques on 5 remodeled buildings;
- Developed a recruitment brochure for new businesses; and
- Solidified plans for this fall’s new **Oktoberfest**, slated for Saturday, September 23rd.



CMSP WAS WELL REPRESENTED AT THE NC MAIN STREET CONFERENCE, MARCH 2017



THE REPAIRED WALL, REPAVED PARKING AREA, NEW OUTDOOR FURNITURE, PLANTERS AND ICON BANNERS ADD TO THE MINI-PARK’S WELCOMING AESTHETICS AND UTILITY



By the Numbers

\$23.07

Average value of one volunteer hour of labor in the USA

\$58,183

Imputed monetary value of the FY2017 CMSP volunteer labor for the City

\$94,340

Amount of NC Legislature appropriations awarded to Cherryville for “downtown revitalization” in FY2017

\$156,550

Amount of FY2017 donations received from the state, our citizens, area businesses, and civic organizations

Program Funding

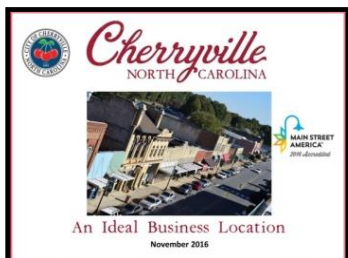
CMSP receives both public and private funding for downtown revitalization. Public funds are appropriated by the State and the City. Private funds are donated by businesses, civic or non-profit organizations, and citizens. Thus, the program represents a series of **public/private partnerships** as various projects are planned, resourced and executed.

| FY2017 Sources and Uses of Funds Downtown Revitalization | |
|---|---------------------|
| Sources: | |
| Appropriated by NC Legislature | \$ 94,340 |
| Appropriated by City | \$ 78,000 |
| Private Sector Donations | \$ 29,750 |
| Donations In Kind (property and services) | \$ 32,500 |
| Balance Carried Over from FY 2016 | \$ 7,247 |
| Total Sources | \$ 241,837 |
| Uses: | |
| Mini-Park Improvements | \$ (57,506) |
| Land Use + Streetscape Master Plan | \$ (30,800) |
| Gateway Property (Homesley Family In Kind Donation) | \$ (25,000) |
| Heritage & Coca Cola Murals | \$ (26,493) |
| Façade and Building Grants | \$ (18,314) |
| Children's Artway | \$ (7,665) |
| Printing & Promotions | \$ (7,462) |
| Downtown Beautification | \$ (8,154) |
| Administration & Training | \$ (5,656) |
| Total Uses | \$ (187,051) |
| Balance Brought Forward for FY 2018: | |
| NC Appropriations Committed for Gateway | \$ 36,834 |
| Private & Non-Profit Donations Unexpended | \$ 17,952 |
| Total | \$ 54,786 |

A major benefit of our City’s Main Street Program is the donor support we receive from the state, businesses, private organizations and citizens. In FY2017, the City of Cherryville realized a 2:1 ratio of donor to public investment. With the addition of imputed labor, the ratio is 2.85:1.00. Thus, every \$1.00 the City appropriated for CMSP projects was matched with \$2.85 in donations and volunteer labor.



MAYOR BEAM RECEIVES A \$10,000 GRANT FROM THE COMMUNITY FOUNDATION OF GASTON COUNTY



RECRUITING NEW BUSINESSES IS A TOP PRIORITY FOR CMSP



Cherryville's Main Street Program is achieving extraordinary results and serves as the model for citizen involvement in our community.

H.L. Beam, Mayor

By the Numbers

5
Number of years to complete Part I of the Land Use + Streetscape Master Plan

5
Number of façade grant applications received and approved

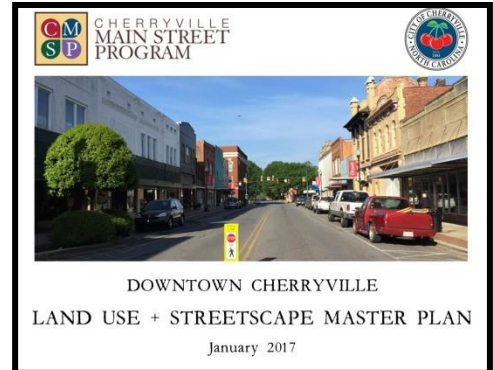
5
Number of National Register of Historic Places plaques installed on renovated buildings

28
Number of positive periodical articles on CMSP activities either in *The Eagle*, *The Gaston Gazette*, *The Shelby Daily Star* or *Our State*

Program Outlook

The next five years will be critical as Cherryville executes on its **Land Use + Streetscape Master Plan**. Part I of the plan includes replacement of the aging utilities infrastructure throughout the Downtown, improving the appearance and walkability of the streets and sidewalks, construction of the "Rail Trail," building a multi-purpose pavilion and adding trees and plants throughout the Downtown. Once completed, Cherryville will be one of the most inviting and beautiful downtowns in North Carolina -- **an ideal business location**.

CMSP has now completed 3 years of highly successful, robust operations. With National Accreditation for 2016 and 2017, three consecutive years of winning the NC Awards of Excellence, and an NC Champion's Award, CMSP has proven to be a vibrant, action-oriented program for the Historic Downtown's revitalization.



A TWO PART, TEN YEAR MASTER PLAN

FY 2017 Cherryville Main Street Program Volunteers

Board of Directors

Andy West^{X*}
Ben Blackburn^X
Richard Randall^X

Carroll Carpenter
Billy Crews
Sandy Dismukes
Gary Freeman

Janie Jones
David Kiser
Heather Mauney
Jill Puett

Work Groups

| Organization | Design | Promotion | Economic |
|------------------------------|--------------------------|--------------------------------|---------------------------|
| Andy West ^{X***} | Jean Skibo ^{**} | Shully Cloninger ^{**} | Jyma Atwell ^{**} |
| Ben Blackburn ^X | Sherry Bingham | Mary Beth Tackett | Rhonda Stephens |
| Richard Randall ^X | Jeanne Beam | Hannah Garrett | Gail Brackett |
| Jean Skibo | Glenda Burris | Pam McGinnis | Ann Harrelson |
| Sherry Bingham | Doris Davis | John Rudasill | Janie Jones |
| Shully Cloninger | Paige Green | Karen West | Andy Thomas |
| Mary Beth Tackett | Lacey Todd | | |
| Jyma Atwell | Marti Wells | | |
| Rhonda Stephens | | | |

^X Executive Committee member ^{*} CMSP Chairman ^{**} Work Group Chairperson

